

SW Region Health Promotion Team

NM Department of Health Public Health Division

August 2014



Water Festival -
Alamogordo



Healthy Kids Las Cruces Awardee,
Lori Grumet, CLC Public Services Director



Grant County "Jump Into Summer"



Walk and Roll to School at Sacramento
Elementary School in Alamogordo

“Health Promotion is the process of enabling people to increase control over, and to improve, their health”

-World Health Organization, 1986.

Vision Statement

Communities in the SW Region will achieve optimal health and wellness and eliminate health disparities.



Mission Statement

The Health Promotion Team accomplishes optimal health and wellness through community organizing, which fosters coalitions and networks, strengthens organizational practice and capacity, influences policy and legislation, and identifies and generates resources.



Prescription OD Presentation - Socorro



Regional Food Policy Council Meeting - Grant, Luna, Hidalgo

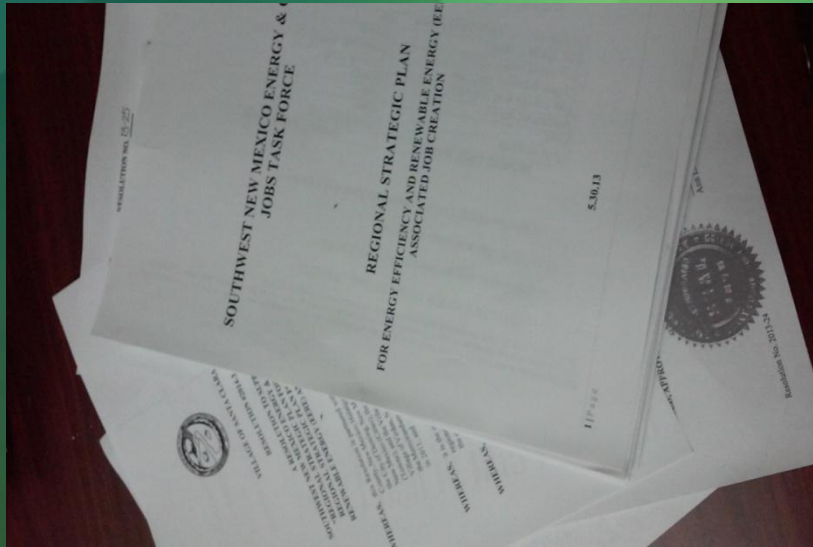
Team Principles

- **Promoting and supporting** the New Mexico Department of Health Strategic Plan and State Health Improvement Plan.
- **Provide leadership** as a liaison between local, regional and state staff in support of community efforts.
- **Assuring** coordination, planning, assessment and evaluation while using available data and recognized/relevant strategies or interventions.
- **Facilitate** resource and program development including influencing policy change as applicable.
- **Modeling** healthy lifestyles.

Areas of Expertise

- Community Mobilization
- Coalition Capacity Development
- Policy and Plan Development

- Data Resources and Interpretation
- Resource Acquisition
- Systems Change



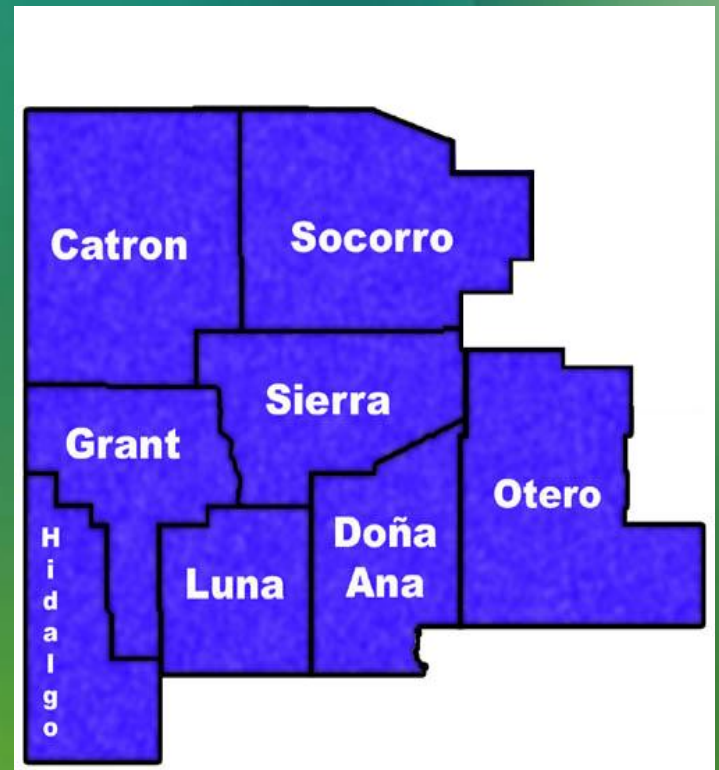
SWNM Region Energy and Green Jobs Taskforce – Strategic Plan



Las Cruces Public School Award – USDA Healthier US Schools Challenge

Strengths

- Staff live and work in the communities they serve which ensures trust among staff and community members since they share and understand the systems within their respective county.
- Counties served include:
 - Catron - .5 FTE
 - Grant - 1 FTE
 - Dona Ana - 1FTE
 - Hidalgo and Luna - 1 FTE
 - Otero - 1 FTE
 - Sierra - .5 FTE
 - Socorro - .5 FTE
 - Region wide - 1 FTE



10 Public Health Essential Services

The foundation of Health Promotion in SW Region lies within

Public Health Essential Services 3, 4 & 5:

3. **Inform, educate**, and empower people about health issues.
4. **Mobilize** community partnerships and action to identify and solve health problems.
5. **Develop policies and plans** that support individual and community health efforts.

Healthy Lifestyle Priority

- **AIM:** Increase Regular Lifelong Physical Activity and Healthy Eating Habits Among Adults and Youth of all Abilities.
- **Outcome Measure:** Behavioral Risk Factor Surveillance Survey and Youth Risk and Resiliency Survey questions
- **Strategies:**
 - Informational
 - Behavioral and Social
 - Environmental and Policy



Outcomes

- Since 2008, Safe Routes to School funded programs (~ \$1,190,00 Fed \$) have been brought into Alamogordo, Socorro, Deming, Silver City, Cobre, Las Cruces and Mesilla.
- Establishment and support of Food Policy Councils in several counties – Grant, Luna, Hidalgo, Catron, Dona Ana.
- Establishment of school gardens, school garden clubs, and updates on school wellness policies.
- Establishment of community gardens, Bountiful Baskets programs, Farmer's Markets, Food Pantries, and additional miles of walking and hiking trails.
- 5210 initiative used as Electronic Health Record in Grant County.



Valley View Elementary garden – Las Cruces

Bountiful Baskets

Socorro Walk and Roll to School

Behavioral Health and Substance Abuse Prevention

- **AIM:** Assure an Adequate Behavioral Health System and Substance Abuse prevention services.
- **Outcome Measure:**
 - Workgroups have structure and are implementing a plan of action.
 - Behavioral Risk Factor Surveillance Survey and Youth Risk and Resiliency Survey questions
- **Strategies:**
 - Effective Meetings
 - Framework of Community Health Improvement Process (CHIP), etc.



Outcomes

- Behavioral Health Local collaborative – Judicial District 3, 6, 12 – resource development and sustainability
- Inmate Support Program – Grant, Luna, Hidalgo, Catron
- Catron County Grassroots Committee
- Maze of Life – Lordsburg, Las Cruces , Socorro, T or C, Grant and Catron County
- Mayor’s Drug Task Force – Socorro
- CHANCES – Prenatal Substance Abuse Prevention – Luna County (expanding to Dona Ana)
- Juvenile Justice Board and Teen Court – Socorro, Alamogordo



CHANCES Fundraiser- Deming



Maze of
Life -
Socorro

Community Capacity Building

- **AIM:** Assuring Community Capacity Building in our Counties.
- **Outcome Measure:** Health Issues identified at the local level that are addressed with local solutions.
- **Strategies:**
 - Inform, Educate, and Mobilize Partnerships
 - Develop polices & plans that support individual and community health efforts.
 - Resource Development



Capacity Developed



CHANCES - Collaboration to Help
Assure No Child is Exposed to
Substances in Luna County since
2008

Prescription Trails programs
established since 2010 (Grant
County, Otero County, Las Cruces)
www.prescriptiontrailsnm.org



Area Transportation Authority providing
transportation in Grant, Luna and Hidalgo
Counties - Corre Caminos

Food System Development of Farmer's
Market, Community Kitchen and Food
Bank in Socorro



Opportunities and Plans

● Community- Based Health Councils

- Councils continue in 8 counties with varying amounts of funding.
- Council's priorities mirror those of the SW Region HPT.
- Continued hands-on, local technical assistance including profile and plan development, data needs and resource provision to the councils in SW Region working towards local sustainability.
- Quarterly Regional Health Council Leadership meetings sponsored by the Region HPT for continued support and mentoring amongst the Coordinators.
- Policy and environmental strategies to create healthier communities.
- \$195,000 funding for HC approved in 2013 Legislature resulting in reoccurring \$5000 DPO's for majority of councils Statewide.

● Partnerships for sustainability

- Local and State Governments, Agencies, COG's, Foundations, FQHCs and Private Providers, Non-Profits, Others, etc.

Our Team



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