SW Region Health Promotion Team
NM Department of Health Public Health Division
August 2014

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

Water Festival - Alamogordo

Walk and Roll to School at Sacramento Elementary School in Alamogordo

Grant County “Jump Into Summer”
“Health Promotion is the process of enabling people to increase control over, and to improve, their health”

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.
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
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 - 1 FTE
- Hidalgo and Luna – 1 FTE
- Otero – 1 FTE
- Sierra - .5 FTE
- Socorro - .5 FTE
- Region wide – 1 FTE
The foundation of Health Promotion in SW Region lies within Public Health Essential Services 3, 4 & 5:


4. **Mobilize** community partnerships and action to identify and solve health problems.

5. **Develop policies and plans** that support individual and community health efforts.

Citation: National Public Health Performance Standards Program (NPAPSP)
http://www.cdc.gov/nphpsp/essentialServices.html
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

Citation: [www.thecommunityguide.org/pa](http://www.thecommunityguide.org/pa)

Lordsburg Community Garden
Outcomes

Since 2008, Safe Routes to School funded programs (~ $1,190,000 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.
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

Maze of Life - Socorro

CHANCES Fundraiser - Deming
**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

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

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

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.