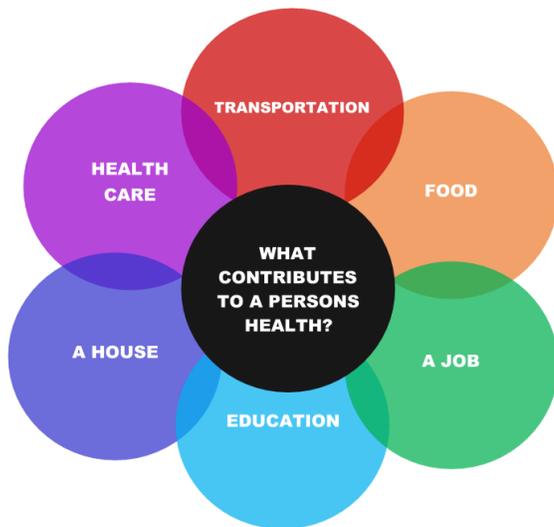


New Mexico Health Promotion Program: Working Where Health Begins!

New Mexico Public Health Division Health Promotion Program



Examples of the Social Determinants of Health

data is used by Health Promotion Teams and community partners to shed light on the health of each community.

When applying this data at a local level, most of the focus is typically on the medical aspect of a person's overall well-being. While the medical aspect of a person's health is important, Health Promotion staff understand that a person's health is impacted by more than just medical factors. A person's health and well-being is impacted by social and medical factors also known as the social determinants of health. The New Mexico Health Promotion Program utilizes the public health 3.0 approach, where it is understood that people cannot be healthy if they don't have a stable home, steady income, a living wage, or reliable transportation. Given the rural and frontier nature of the state, many residents lack access to well-paying jobs, safe walking trails, public transportation and even fresh fruits and vegetables. These non-medical components of wellness are what drive the work of the Health Promotion Program throughout New Mexico.

Health Promotion Within the New Mexico Public Health System

There are four regional health promotion teams which have a similar organizational structure. Teams generally consist of one program manager; health promotion coordinators; health promotion specialists; a community epidemiologist; and in some cases, a tobacco cessation health educator. Health Promotion is an integral part of New Mexico's centralized Public Health System. The health promotion specialists are located in the communities where they serve and/or live and serve as NMDOH points of contact to local partners and stakeholders across the state. The New Mexico Health Promotion Program provides population health expertise and support at the local level in all 33 counties and many tribal communities. Health Promotion staff have a pulse on the barriers and assets within local communities and are instrumental in providing resources, technical assistance, data, and infrastructure to local coalitions, councils, and committees.

Health Promotion at the New Mexico Department of Health (NMDOH) is a statewide program that focuses on health at the population level instead of at the individual level. Health promotion work at NMDOH is focused on changes impacting groups of people in communities where they live, work, play and age.

Health data such as rates of diabetes, obesity, and drug overdose deaths are collected by the NMDOH from communities across the state each year. This

HEALTH PROMOTION IN NEW MEXICO

WHO WE ARE

- Located in all NMDOH Public Health Regions
- 32 employees serving 33 counties, and 23 Indian tribes located in New Mexico - nineteen Pueblos, three Apache tribes and the Navajo Nation
- Funded through state general fund and federal block grants

WHAT WE DO

- Concentrate on population health
- Influence systems and policy for long term impact
- Focus on equity
- Identify and support leaders in communities
- Connect people to resources and to each other
- Share and interpret data
- Catalyze change

WHY IT MATTERS

Health Promotion Teams strengthen collaborative efforts at the local level... to provide health councils and community partners with data, technical assistance and other resources at the request of local communities."- 2014 New Mexico State Health Improvement Plan p.10

Health Promotion in Action: Examples of Projects Occurring in New Mexico

INCREASING ACCESS TO PHYSICAL ACTIVITY



The Health Promotion Program collaborated with multiple community partners to build a coalition called Ramblin' Round Raton (RRR). Raton is in Colfax County, a former mining community with a population of 6,103. Residents experienced an increase in the rates of obesity, diabetes, child abuse and neglect, and recognized the need to act. RRR in partnership with the Health Promotion Team, developed a walking guide and led residents through a series of monthly themed walks to address these issues through physical activity. This project continues to gain momentum through participation of additional partners working to complete a walkability audit to improve walkability within the entire city of Raton. The project has brought funds to the community and has potential for long term economic impact through an outdoor tourism program.

This is just one example of the many successful initiatives implemented throughout the state with the support of Health Promotion Teams.

WORKING TO HEAL ONE COMMUNITY AT A TIME

Health Promotion Teams throughout the state work with community partners on Healthy Eating Active Living (HEAL) programs. While many Health Promotion staff work in several NMDOH Healthy Kids Healthy Communities, others work in other communities where there are no HEAL programs or funding in place to address physical activity, healthy eating, and obesity prevention. Health Promotion Teams work with community partners to implement programs that encourage physical activity and healthy eating through promotion of sidewalks, trails, community gardens and body mass index surveillance. A few examples of non-traditional partners Health Promotion staff work with include: city parks and recreation Metropolitan Planning Organizations, New Mexico Department of Transportation, U.S. National Park Service, and many more.



ADVOCATING FOR A HEALTHIER COMMUNITY



The Health Promotion Program in the Northwest Region collaborated with the Partnership for a Healthy Torrance Community on a Health Impact Assessment (HIA). A HIA is a tool that can help communities, decision makers, and practitioners make choices that improve public health through community design. The HIA focused on a proposed CO2 pipeline project by one of the largest energy infrastructure companies in North America, to create 213 miles of pipeline that would carry carbon dioxide (CO2) from an underground reservoir in Arizona to eastern New Mexico and West Texas to support oil extraction. Many of the communities which the pipeline would run through are already facing issues with unemployment, poverty, and other socioeconomic factors. Health Promotion staff mobilized community participants to identify the issues to be researched in the HIA. The HIA working group assisted in the development of recommendations to Torrance County Land Use Policy, which were presented to the County Commission.

PREVENTING OVERDOSE DEATHS

Health Promotion Teams throughout the state partner with the Drug Enforcement Administration (DEA) to host Drug Take Back events across New Mexico. These events provide a safe, convenient, and responsible means of disposing of prescription drugs, while also educating the general public about the potential for abuse of medications. In Spring of 2018, Drug Take Back events were hosted in 103 locations across New Mexico.

