2012

Paso del Norte
Regional Strategic Health Framework Report
Coalition for a Healthy Paso del Norte Region

GUIDING PRINCIPLES

We, the undersigned members of the Coalition for a Healthy Paso del Norte Region agree that wellness of all residents is a key determinant in the success of our education system, our economy, and our society as a whole. In order to contribute to the wellness of all people in the greater Paso del Norte Region—that includes El Paso and Hudspeth Counties in Texas, the Municipality of Juárez in the State of Chihuahua, and Doña Ana, Luna and Otero Counties in New Mexico—We the undersigned agree to:

1. Join our collective efforts to engender a healthy lifestyle in the region’s diverse communities, workplaces, schools, and homes.

2. Integrate regional health priorities indicated in Paso del Norte Regional Strategic Health Framework into our own respective organizations’ strategic plans, and lead our organizations in responding to these health priorities.

3. Continue to identify important health opportunities and barriers that exist for residents in the Paso del Norte Region, and work together to develop strategies, policies and practices to make necessary improvements and eliminate disparities in our healthcare system.

4. Lead peers in advocating for actions that will improve the health of the community and promoting solutions to health problems, by considering health in all policies and environments.

5. Collect, analyze and disseminate evidenced-based data to better inform regional health priorities and policies.

6. Collaborate in preparing proposals to mobilize resources to collect health data and meet the challenges of improving the health of residents in the region.

7. Report to the Paso del Norte community at large regarding plans and actions, as well as progress and the impact in their implementation, and share data on the health and wellbeing of our collective communities.
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I. PROCESS OVERVIEW

Strategic Health Framework Development Phases
The Paso del Norte Health Foundation (PdNHF) and the City of El Paso Department of Public Health convened a Blue Ribbon Task Force (BRC) representing major health stakeholders within the region to outline a process for the development of a community health improvement plan for the Paso del Norte Region. The outcome of this process is a set of clear priorities for each of the represented sub-regions, as well as a regional strategic health framework, which can be used to improve health. The process consisted of the following four phases:

Phase One: Community Assessment
In March of 2011, the Hammes Company was contracted to identify current and emerging public health challenges in the Paso del Norte service area using quantitative and qualitative data collection techniques. The data from this report (Gap Analysis) guided Phase Two, Ranking of Health and Medical Priorities, in October of 2011. The Community Assessment (Gap Analysis) is available on the websites of the City of El Paso Public Health Department and the Paso del Norte Health Foundation.

Phase Two: Ranking of Health and Medical Priorities
In October of 2011, PdNHF, the City of El Paso Department of Public Health, and members of the BRC worked with HRiA to plan and facilitate three sub-regional health summits in El Paso, Texas; Las Cruces, New Mexico; and Juárez, Chihuahua, Mexico. The summits were designed to present and rank regional health and medical priorities identified in the community assessment, and further engage community leaders and stakeholders in developing goals, objectives, and strategies for identified priority areas.

In January of 2012, PdNHF and the City of El Paso Department of Public Health partnered with HRiA to facilitate a regional health summit in El Paso, Texas. Common outcomes synthesized from the three sub-regional summit reports (priorities, goals, and objectives) were presented. These common areas were used to identify two priorities for the region and create a unified, regional strategic framework with specific goals and objectives. The combined summit was designed and facilitated by HRiA and included key representatives from each of the regional meetings as well as members of the BRC.
Phase Three: Development and Design of Regional Strategic Health Framework Plan
In the spring of 2012, the BRC recommended that the four remaining health priorities identified during the October sub-regional meetings be included as part of the unified framework for the Paso del Norte Region. The BRC recognized that a broader regional strategic health framework would allow for all stakeholders to identify relevant priorities in the plan, resulting in a richer collective effort that more partners could support.

Additionally, the HRiA team reviewed the recommendations set forth in the Guide to Community Preventive Services and the Guide to Clinical Preventive Services against the strategies developed during the three regional summits, and developed a list of suggested evidence-based strategies that could be a model to guide stakeholders to accomplish the goals and objectives for each of the health priorities.

In addition to developing the Regional Strategic Health Framework, a set of Guiding Principles was written. These Guiding Principles were intended to serve as a call to action and a commitment statement for regional health stakeholders for implementation of the Regional Strategic Health Framework.

Phase Four: Implementation & Evaluation (future phase)
The Blue Ribbon Committee renamed themselves the Coalition for a Healthy Paso del Norte Region and invited any regional health stakeholder to become a member. The Coalition will encourage partnerships from all health stakeholders to ensure that progress is made to meet regional health priorities.

Community organizations and government agencies are encouraged to make use of the Paso del Norte Regional Strategic Health Framework in a manner that best suits their needs.
## II. REGIONAL STRATEGIC HEALTH FRAMEWORK

### PRIORITY AREA 1: OBESITY/DIABETES/FITNESS/NUTRITION

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<tr>
<th>Goal 1: Create communities that promote a life-long commitment to healthy eating and active living</th>
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<tr>
<td><strong>Objective 1.1:</strong> To increase healthy eating among adults in the Paso del Norte Region</td>
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### Evidence-based or Evidence-informed Strategies:

1. **1.1.1:** Increase availability of lower cost healthier food and beverage choices in various venues (community recreational facilities, city and county buildings, hospital cafeterias, worksite cafeterias, vending machines)

2. **1.1.2:** Lower prices for healthier foods and beverages and provide discount coupons, vouchers redeemable for healthier foods, and bonuses tied to the purchase of healthier foods and work with local grocery stores, restaurants, vending machine operators and concession stand operators

3. **1.1.3:** Improve availability of mechanisms for purchasing foods from farms (farmers’ markets, farm stands, community supported agriculture, “pick your own,” and farm to work initiatives)

4. **1.1.4:** Work with schools and local city and county partners to implement joint use agreements that allow the use of athletic facilities and outdoor recreational facilities by the public on a regular basis (school gyms, parks and green space, outdoor sports fields and facilities, walking and biking trails, public pools, and community playgrounds)

### Key Sector Engagement: city/county government, recreational facilities, hospitals, universities, employers, restaurants, grocery stores, farmers markets, agriculture, foundations, mass media, community-based organizations, housing, parks, schools
### PRIORITY AREA 1: OBESITY/DIABETES/FITNESS/NUTRITION

Goal 1: Create communities that promote a life-long commitment to healthy eating and active living

#### Objective 1.2: To increase healthy eating among children and young people in the Paso del Norte Region

**Evidence-based or Evidence-informed Strategies:**

1.2.1: Assess the school districts’ health policies and programs and develop a plan for improvement

1.2.2: Address physical activity and nutrition through a coordinated school health program (CSHP) that includes health education, physical education, health services, nutrition services, counseling and psychological services, healthy school environment, health promotion for staff and parent involvement

1.2.3: Strengthen the schools’ nutrition policies

1.2.4: Implement a quality school meals program

1.2.5: Implement a policy that requires all school districts to serve at least one serving of fresh fruits and vegetables at every meal served in the school cafeteria

1.2.6: Implement a policy that requires all school districts to only serve low fat or fat free milk and no sugar sweetened beverages in the school cafeteria/on school grounds

1.2.7: Implement a policy that requires “recess before lunch” in elementary schools

1.2.8: Implement a high quality course of study in health education that includes nutrition education and the impact of overweight and obesity on health throughout the lifespan

**Key Sector Engagement:** local school districts, USDA, community-based organizations, local school boards, community leaders, foundations

#### Objective 1.3: To create a physical environment that supports physical activity participation for residents in the region

**Evidence-based or Evidence-informed Strategies:**

1.3.1: Enhance infrastructure supporting bicycling by creating bike lanes, shared-use paths, and routes on existing new roads; providing bike racks in vicinity of commercial and other public spaces

1.3.2: Enhance infrastructure that supports walking that includes, but is not limited to sidewalks, footpaths, walking trails, and pedestrian crossings

1.3.3: Support locating schools within easy walking distance of residential areas

1.3.4: Develop and implement Active Living Master Plan

1.3.5: Implement policy changes including Safe Passage Policy for cyclists and a Complete Streets policy to be implemented by municipalities

**Key Sector Engagement:** city/county government (planning, public works, parks and recreation), housing authority, department of transportation, private business, philanthropic organizations, public-private partnerships, transportation, land use, community design, local bike stores, YMCA and others
### Objective 1.4: To increase physical activity among children and young people in the Paso del Norte Region

**Evidence-based or Evidence-informed Strategies:**

1.4.1: Assess school-based physical activity policies and programs and develop a plan for improvement

1.4.2: Strengthen physical activity policies and implement policies that require school districts to require a minimum of 150 minutes per week of PE in public elementary schools and a minimum of 225 minutes per week of PE in public middle schools and high schools throughout the school year.

1.4.3: Address physical activity and nutrition through a Coordinated School Health Program (CSHP) that includes health education, physical education, health services, nutrition services, counseling and psychological services, healthy school environment, health promotion for staff and parent involvement

1.4.4: Implement high quality evidence-based physical activity programs that assist students in achieving the national standards for K-12 physical education

1.4.5: Implement Safe Routes to Schools

1.4.6: Implement a high quality health promotion program for school staff that focuses on physical activity and weight management

1.4.7: Implement a high quality course of study in health education

1.4.8: Expand One Step at a Time program for overweight people to entire Paso del Norte Region

1.4.9: Replicate Walk El Paso Walk and Walk Doña Ana Walk programs in Hudspeth, Otero, Luna Counties

1.4.10: Implement physical activity programs through municipal and county government that include walking challenges, free or reduced gym memberships, financial incentives for completing a Health Risk Assessment and for maintaining good health or improving health (cholesterol, blood pressure, BMI, blood glucose)

1.4.11: Implement a safety education program for cyclists that promotes the usage of helmets, cycling safety rules of the roadway, and sharing walking paths with pedestrians (i.e., “Hard Hats for Little Heads”)

1.4.12: Implement an education program for motorists that include rules related to sharing the road with cyclists and informing motorists about the rights of cyclists.

1.4.13: Implement a swimming program for young people through local YM/YWCA and/or parks and recreation program that teaches swimming lessons and swimming as exercise/aerobic resistance

**Key Sector Engagement:** schools, Department of Transportation (Safe Routes to Schools), YMCA, community-based organizations
**Priority Area 1: Obesity/Diabetes/Fitness/Nutrition**

**Goal 1: Create communities that promote a life-long commitment to healthy eating and active living**

<table>
<thead>
<tr>
<th>Objective 1.5:</th>
<th>To implement a multi-media campaign that will increase understanding regarding the importance of healthy eating and active living in addressing overweight and obesity in the Paso del Norte Region</th>
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**Evidence-based or Evidence-informed Strategies:**

1.5.1: Clearly define the problem of overweight and obesity within the population and present it to media and key stakeholders

1.5.2: Develop the components of a mass media campaign that include paid advertising (TV, radio, billboards, bus ads, print media, websites), social networking (Facebook, YouTube, Twitter, blogs, broadcast texting, LinkedIn, Face book, Twitter) and community sectors, schools, worksites, community organizations and sports teams.

1.5.3: Develop and distribute educational materials designed to educate and engage stakeholders and community members around solutions for overweight and obesity

**Key Sector Engagement:** local TV, radio, newspapers, websites, county/city government, hospitals, universities, employers, schools, public, private and voluntary organizations, business, civic groups, community-based organizations, community health centers, health care providers, health plans, housing, parks
Priority Area 2: Mental Health and Behavioral Health/Wellness

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<tr>
<th>PRIORITY AREA 2: MENTAL HEALTH AND BEHAVIORAL HEALTH/WELLNESS</th>
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<td>Goal 2: Improve overall mental health and wellness through prevention and by ensuring access to appropriate, quality mental health services.</td>
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**Objective 2.1:** To increase access to high quality mental health services for adults and adolescents in the Paso del Norte Region

**Evidence-based or Evidence-informed Strategies:**
- 2.1.1: Conduct a regional assessment of existing mental health services currently available for adults and adolescents
- 2.1.2: Based on regional assessment results, develop a plan for addressing deficiencies related to diagnosis services, effective treatment, and follow-up
- 2.1.3: Identify policy changes, workforce development and financial resources necessary to implement improvement plan
- 2.1.4: Implement Regional Mental Health Services Improvement Plan
- 2.1.5: Assess improvements, make adjustments as needed

**Key Sector Engagement:** health care providers, hospitals, health plans, treatment centers, mental health centers, mental health organizations, employers

**Objective 2.2:** To increase the number of qualified, culturally competent mental health care providers in the Paso del Norte Region

**Evidence-based or Evidence-informed Strategies:**
- 2.2.1: Conduct a regional assessment of existing number of mental health care providers currently available for adults and adolescents
- 2.2.2: Based on regional assessment results, develop a plan for addressing mental health care provider short falls including cultural competency
- 2.2.3: Identify workforce development and financial resources necessary to increase mental health care providers in target area
- 2.2.4: Invest in mental health care providers through increased resources for training, new incentives for physicians for providing mental health care to patients, and support for caregivers who choose to enter mental health care in underserved areas

**Key Sector Engagement:** foundations, academic institutions, mental health centers, health care providers, health plans, hospitals, public health, community-based organizations, employers
### Goal 2: Improve overall mental health and wellness through prevention and by ensuring access to appropriate, quality mental health services.

#### Objective 2.3: To expand mental health care treatment services in the Paso del Norte Region

**Evidence-based or Evidence-informed Strategies:**
- **2.3.1:** Establish three primary care facilities that provide mental health treatment
- **2.3.2:** Develop and implement a treatment protocol for children with mental health problems so as to increase appropriate treatment plan
- **2.3.3:** Train juvenile residential facilities staff so that they screen admissions for mental health problems
- **2.3.4:** Train primary care providers so that they consistently screen patients for depression
- **2.3.5:** Increase the proportion of persons with co-occurring substance abuse and mental disorders who receive treatment for both disorders

**Key Sector Engagement:** treatment centers, universities, trainers, community health workers, mental health care providers, community-based organizations, mental health centers

#### Objective 2.4: To integrate behavioral health with physical health throughout the Paso del Norte Region

**Evidence-based or Evidence-informed Strategies:**
- **2.4.1:** Identify and implement standardized health and behavioral health screening tools during patient assessments
- **2.4.2:** Develop policies to address training, continuing education and workforce needs of providers and entities participating in integrated healthcare practices
- **2.4.3:** Identify and implement methods to improve collaboration and coordination between healthcare systems and providers
- **2.4.4:** Identify and implement strategies to encourage integration in both public and the private sector programs
- **2.4.5:** Incorporate allied health professionals and other related professionals within primary care and behavioral health settings

**Key Sector Engagement:** health care providers, health care entities, health insurers, family members, consumers, advocates, academics, health care experts, allied health workers, paraprofessionals, community-based non-profit organizations, governmental agencies, school districts, medical clinics, hospitals, federally qualified health centers (FQHC), community health centers (CHC), community mental health centers (CMHC), and substance abuse providers (SAP)
Priority Area 3: Substance Abuse/Chemical Dependency/Drug Abuse

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<tr>
<th>PRIORITY AREA 3: SUBSTANCE ABUSE/CHEMICAL DEPENDENCY/DRUG ABUSE</th>
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<td>Goal 3: Reduce substance abuse to protect the health of all residents in the Paso del Norte Region</td>
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<tr>
<th>Objective 3.1: To reduce the use of alcohol and drugs among youth (10 - 18 years of age) in the Paso del Norte Region</th>
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**Evidence-based or Evidence-informed Strategies:**

- **3.1.1:** Develop and implement media campaigns directed at youth that disseminate information to increase knowledge, alter attitudes, and advise about treatment options
- **3.1.2:** Work with law enforcement to enhance enforcement of underage drinking and driving laws
- **3.1.3:** Review and change local or state policies related to alcohol abuse prevention by minors, if appropriate (i.e., community laws prohibiting alcohol advertising in close proximity to schools, billboards, sides of buses, and in other public areas)
- **3.1.4:** Implement evidence-based prevention education programs in schools and outside of schools that teach critical personal and social skills that promote health and well-being among youth to help them avoid substance abuse
- **3.1.5:** Implement existing substance abuse models that strengthen families, parenting skills and other established strong consistent norms about alcohol and drug use
- **3.1.6:** Promote public policy to reduce provision of alcohol by caregivers to minors
- **3.1.7:** Implement education efforts aimed at caregivers to reduce provision of alcohol to minors

**Key Sector Engagement:** law enforcement, schools, youth serving agencies, parent groups, faith-based organizations, local public health department, local media

<table>
<thead>
<tr>
<th>Objective 3.2: To increase awareness among parents and other caregivers of youth (10-18 years of age) about the dangers of binge drinking and alcohol abuse in the Paso del Norte Region</th>
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**Evidence-based or Evidence-informed Strategies:**

- **3.2.1:** Develop and implement media campaigns directed towards parents
- **3.2.2:** Identify, purchase and distribute educational materials for parents appropriate for each region
- **3.2.3:** Implement evidence-based education programs for parents on attitudes and behaviors related to binge drinking and alcohol abuse

**Key Sector Engagement:** law enforcement, parents/families, schools, bars, AVANCE, faith-based organizations, local media, community-based organizations and universities
### Objective 3.3: To establish three alcohol and drug (substance abuse) treatment centers for youth and adults in the Paso del Norte Region

**Evidence-based or Evidence-informed Strategies:**

1. **3.3.1:** Identify what services will be offered by substance abuse treatment centers so as to best serve needs of community.
2. **3.3.2:** Identify partners to support creation of substance abuse treatment centers.
3. **3.3.3:** Identify location for alcohol and drug treatment centers in areas identified as having highest need.
4. **3.3.4:** Identify and implement effective evidence-based treatment approach at treatment centers.
5. **3.3.5:** Notify schools, especially school nurses and counselors, of substance abuse treatment options for youth.
6. **3.3.6:** Identify and bring on a dedicated team who will be responsible for implementing these objectives.

**Key Sector Engagement:**
- Medical community, law enforcement, existing treatment centers, hospitals, county/city government, foundations, business, community-based organizations, community health centers, elected officials, health care providers, health plans.

### Objective 3.4: To decrease the prevalence of alcohol and drug abuse among adults in the Paso del Norte Region

**Evidence-based or Evidence-informed Strategies:**

1. **3.4.1:** Develop or work with existing substance abuse prevention coalitions that focus on building community capacity, increasing service integration, influencing policy change, conducting needs assessments, and developing appropriate community programs.
2. **3.4.2:** Identify, purchase (or develop) and disseminate alcohol and drug abuse prevention education materials for adults for each region.
3. **3.4.3:** Implement community-based education programs on alcohol abuse (Cognitive-behavioral therapy, motivational enhancement, and 12-step facilitation) using strategies appropriate to culture, language, and literacy skills.
4. **3.4.4:** Implement alcohol screening in all points of entry into the health care system i.e. ask about alcohol use, assess for alcohol related problems, advise, determine level of risk/dependence and refer to specialist if indicated.
5. **3.4.5:** Identify and bring on a dedicated team who will be responsible for implementing these objectives.

**Key Sector Engagement:**
- County/city government, universities, health and social service systems, law enforcement, faith communities, local business, and neighborhood organizations, health care systems, employers, health care providers, health plans, hospitals.
### Priority Area 3: Substance Abuse/Chemical Dependency/Drug Abuse

**Goal 3:** Reduce substance abuse to protect the health of all residents in the Paso del Norte Region

**Objective 3.5:** Decrease the smoking rate in the Paso del Norte Region

**Evidence-based or Evidence-informed Strategies:**

3.5.1: Sustain the Smoke Free Paso del Norte coalition
3.5.2: Conduct an assessment of the region to determine what smoke free ordinances are in place and where additional work is needed
3.5.3: Implement evidence-based tobacco prevention programs in middle schools and high schools throughout the region
3.5.4: Implement evidence-based tobacco cessation services for youth and adults throughout the region
3.5.5: Implement smoke free ordinance (local or statewide) in parts of the region where such an ordinance does not exist

**Key Sector Engagement:** schools, colleges, universities, local government, parks and recreation, state legislature, worksites, medical providers, American Cancer Society and other tobacco or cancer related non-profit organizations, law enforcement, bars, restaurants, other indoor and outdoor venues where large numbers of people congregate.
### Priority Area 4: Healthy Sexuality/Teen Pregnancy

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<th><strong>Priority Area 4: Healthy Sexuality/Teen Pregnancy</strong></th>
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<tr>
<td><strong>Goal 4:</strong> Ensure the provision of healthy sexuality education throughout the life span and reduce teen pregnancy</td>
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| **Objective 4.1:** To establish comprehensive sex education programs that are evidence-based and medically accurate that emphasize abstinence and include methods to prevent Sexually Transmitted Diseases (STDs) and pregnancy in 50% of all public middle and high schools in the Paso del Norte Region |

**Evidence-based or Evidence-informed Strategies:**

- **4.1.1:** Conduct a regional assessment to determine which school districts currently offer evidence-based sex education programs
- **4.1.2:** Based on regional assessment results, develop a plan for increasing the number of school districts in the region that offer evidence-based sexuality education programs
- **4.1.3:** Identify policy changes, workforce development, and financial resources necessary to implement evidence-based sexuality education programs
- **4.1.4:** Implement evidence-based sexuality education programs
- **4.1.5:** Assess progress towards meeting objective

**Key Sector Engagement:** Policy makers, schools, school boards, family planning clinics, universities, youth serving organizations, public health department
**Priority Area 4: Healthy Sexuality/Teen Pregnancy**

**Goal 4:** Ensure the provision of healthy sexuality education throughout the life span and reduce teen pregnancy

**Objective 4.2:** Educate stakeholders about relevant evidence-based strategies to reduce teen pregnancy and data on needs and resources in the Paso del Norte Region

**Evidence-based or Evidence-informed Strategies:**

4.2.1: Identify and engage all sectors of the population in a communitywide (region wide) coalition to address teen pregnancy prevention (identify all stakeholders)

4.2.2: Provide information and education to state legislators on a regular basis regarding funding needs and school mandates

4.2.3: Engage youth (i.e. teen health advocates) to attend and present before the legislature and other key stakeholders

4.2.4: Organize educational session that brings together national and local leaders in teen pregnancy prevention with state legislators.

4.2.5: Provide evidence-based curricula materials to school leaders, parents, state legislators and other key stakeholders

**Key Sector Engagement:** community-based organizations, public and private sectors in the community, schools, churches, health care workers, youth, family planning clinics and medical providers

**Objective 4.3:** To increase access to preventive care specific to reproductive/sexual health throughout the life span

**Evidence-based or Evidence-informed Strategies:**

4.3.1: Conduct an assessment to determine availability of contraceptive and broader reproductive health services, including patient education and counseling available to women and men in the region

4.3.2: Based on results of assessment, develop a plan to ensure the availability of broader reproductive health services for women and men in the region/target population that include contraceptives, breast and pelvic examination, cervical cancer screening, sexually transmitted infections (STI) and human immunodeficiency virus (HIV) prevention education, counseling, testing, and referral, and pregnancy diagnosis and counseling

4.3.3: Identify and implement efforts to reduce barriers to people’s use of family planning services by addressing cost, publicly funded services, insurance coverage, family planning clinic locations and hours that are convenient for clients, lack of awareness of family planning services, transportation issues, and inadequate services for men

**Key Sector Engagement:** health care providers, FQHC’s, not-for-profit organizations, state legislature, public health department, community clinics
### Priority Area 4: Healthy Sexuality/Teen Pregnancy

**Goal 4:** Ensure the provision of healthy sexuality education throughout the life span and reduce teen pregnancy

**Objective 4.4:** To increase youth access to contraceptive and reproductive health care services

<table>
<thead>
<tr>
<th>Evidence-based or Evidence-informed Strategies:</th>
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<tbody>
<tr>
<td>- <strong>4.4.1:</strong> Establish linkages between teen pregnancy prevention program partners and clinics that serve at risk youth from the target community</td>
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<td>- <strong>4.4.2:</strong> Ensure clinics are providing culturally competent reproductive health care services that are available to youth</td>
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<td>- <strong>4.4.3:</strong> Identify barriers and identify mechanisms to address barriers to accessing reproductive health care services</td>
</tr>
<tr>
<td>- <strong>4.4.4:</strong> Ensure adequate resources are available for free or low cost contraceptive and reproductive health care services are available to youth</td>
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**Key Sector Engagement:** schools, teen pregnancy prevention programs, clinics, providers, faith-based community, FQHCs
Priority Area 5: Access to Health Care

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<th>Priority Area 5: Access to Healthcare</th>
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<tr>
<td>Goal 5: Improve access to comprehensive, coordinated, high quality health care services for everyone</td>
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<tr>
<td>Objective 5.1: To increase the proportion of people with medical health insurance coverage in the Paso del Norte Region</td>
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**Evidence-based or Evidence-informed Strategies:**

5.1.1: Improve **design** of health insurance schemes to include modification of eligibility criteria, making the premium affordable and improving the content and quality of healthcare package.

5.1.2: Improve **implementation** of insurance schemes (outreach strategies) so as to enroll more eligible populations, by increasing awareness of schemes and benefits, modifying enrollment to make application process easier and more user friendly, and improving the management and organization of insurance schemes.

5.1.3: Design and implement an **advertising campaign** via television, radio, print, web, and social media in each region in both English and Spanish to inform more eligible families about insurance benefits like CHIP including information on eligibility, exemption from premiums and cost sharing requirements.

5.1.4: Implement regional access to health care coalition to ensure contribution to federal, state and local debates about improving access for most vulnerable populations (children, elderly, women, low income populations, rural populations, racial/ethnic minorities and immigrants).

**Key Sector Engagement:** health insurance companies, early childhood centers, schools, hospitals, religious institutions, public health, health care providers, legislature, community-based organizations, philanthropy, health plans, employers
## PRIORITY AREA 5: ACCESS TO HEALTHCARE

**Goal 5:** Improve access to comprehensive, coordinated, high quality health care services for everyone

### Objective 5.2: To increase the number of adults and children in the Paso del Norte Region who have a Primary Care Provider

**Evidence-based or Evidence-informed Strategies:**

- **5.2.1:** Assess the region’s health care infrastructure to determine local availability of health professionals, PCP’s in particular
- **5.2.2:** Invest in primary caregivers through increased resources for training, new incentives for physicians for providing primary care to patients, and support for caregivers who choose to enter primary care in underserved areas
- **5.2.3:** Determine the existence of any outdated restrictions on non-MD/DO providers and change outdated restrictions so as to broaden scope of practice to fullest extent possible
- **5.2.4:** Train more non-physician primary care providers and get them into the field
- **5.2.5:** Enhance collaboration between local for profit hospitals and Texas Tech to establish additional residencies
- **5.2.6:** Develop and implement an assessment to verify any unjustified payment disparities, for local doctors down to non-physician staff, with government and local insurers

**Key Sector Engagement:** health care providers, academic institutions, health plans, hospitals, public health

### Objective 5.3: Develop a regional legislative policy agenda that addresses access to comprehensive, affordable, high quality health care services for the Paso del Norte Region

**Evidence-based or Evidence-informed Strategies:**

- **5.3.1:** Form a coalition of key stakeholders to work together on regional legislative policy agenda to include a response to the possibility that Texas won’t create a state insurance exchange or accept expanded Medicaid funds outlined in the Affordable Care Act
- **5.3.2:** Identify priority access to health care policies to be addressed
- **5.3.3:** Determine approach to present legislative policy agenda to federal, state, and local decision makers
- **5.3.4:** Advocate for agreed upon policy change by providing information, education and briefings to law makers
- **5.3.5:** Explore and develop briefing on cross-border health coverage options

**Key Sector Engagement:** county/city government, health care providers, public health, hospitals, FQHC’s, community-based organizations, community health centers, elected officials, employers, health plans
### Priority Area 5: Access to Healthcare

**Goal 5:** Improve access to comprehensive, coordinated, high quality health care services for everyone

<table>
<thead>
<tr>
<th>Objective 5.4: Increase access to evidence-based clinical preventive health care services in the Paso del Norte Region</th>
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**Evidence-based or Evidence-informed Strategies:**

- **5.4.1:** Identify preventive health care services available at no or low cost to highest risk populations in the Paso del Norte Region
- **5.4.2:** Develop an educational media campaign that promotes preventive health screenings, vaccinations, and counseling including: blood pressure, diabetes and cholesterol tests; cancer screenings including mammograms and colonoscopies; counseling on smoking, losing weight, eating healthfully, treating depression, and reducing alcohol use; routine vaccination against disease such as measles, polio, or meningitis; flu and pneumonia shots; counseling, screening, and vaccines to ensure healthy pregnancies; regular well-baby and well-child visits, from birth to age 21.
- **5.4.3:** Develop effective communication and coordination of preventive care to ensure patient receives seamless best quality of care at lowest cost
- **5.4.4:** Include clinical preventive health care provisions from the Affordable Care Act and ensure that these provisions are well publicized through the educational media campaign

**Key Sector Engagement:** Health care providers, health information technology, hospitals, FQHCs, public health department, health plans, community health centers

<table>
<thead>
<tr>
<th>Objective 5.5: To increase the number of adults and children in the Paso del Norte Region who have access to Specialty Care Providers</th>
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</thead>
</table>

**Evidence-based or Evidence-informed Strategies:**

- **5.5.1:** Assess the region’s health care infrastructure to determine local availability of Specialty Care Providers
- **5.5.2:** Invest in Specialty Care Providers through increased resources for training, new incentives for physicians for providing specialty care to patients, and support for caregivers who choose to enter specialty care in underserved areas

**Key Sector Engagement:** Health care providers
### Priority Area 6: Violence and Injury Prevention and Reduction

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<thead>
<tr>
<th>Priority Area 6: Violence and Injury Prevention and Reduction</th>
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<tbody>
<tr>
<td>Goal 6: To reduce violence through awareness programs aimed at the population of the Paso del Norte Region</td>
</tr>
<tr>
<td>Objective 6.1: To reduce the prevalence of all types of violence and external injuries in the Paso del Norte Region</td>
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#### Evidence-based or Evidence-informed Strategies:

6.1.1: Implement community-based communication strategies to raise awareness of the problem of increasing violence and injuries, including intra-family and intimate partner violence and its impact on health and development

6.1.2: Disseminate international guidelines and standards to support the establishment of social norms that make violence unacceptable

6.1.3: Strengthen organizational and community capacity to provide services to victims individually and through community centers.

6.1.4: Build a network of leaders with in the Paso del Norte Region for the purpose of equipping leaders and gatekeepers with the information and skills to prevent all types of family violence and injuries

6.1.5: Disseminate and share experiences of violence and injury prevention initiatives implemented in Ciudad Juárez, El Paso and other communities in the Paso del Norte Region

6.1.6: Identify the risk factors in the community and implement policy and environmental changes to address the social and community conditions that contribute to the violence in Ciudad Juárez and the Paso del Norte Region

6.1.7: Educate health care providers and educators to be able to identify signs of family violence and steer victims to the appropriate services

6.1.8: Foster epidemiological surveillance of health data and the use of evidence in decision making, strengthen and support the Juárez Observatory to continue bringing the data from all local agencies and providing timely analysis of critical information for decision making

#### Key Sector Engagement: law enforcement, community-based organizations, local leaders, residents, service providers, and government institutions, universities, mass media, faith-based organizations
### Priority Area 6: Violence and Injury Prevention and Reduction

**Goal 6:** To reduce violence through awareness programs aimed at the population of the Paso del Norte Region

**Objective 6.2:** To reduce the prevalence of school violence by addressing bullying and sexting throughout the school system in the Paso del Norte Region

**Evidence-based or Evidence-informed Strategies:**

- **6.2.1:** Identify and properly implement age appropriate evidence-based violence prevention programs in all schools in the community (include focus on emotional self-awareness, emotional control, self-esteem, positive social skills, social problem solving, conflict resolution, and teamwork)
- **6.2.2:** Raise awareness (among students, teachers, school staff and parents) of the problem of school violence and establish school norms that make violence unacceptable
- **6.2.3:** Implement a mentoring program (pairing of a young person with a volunteer who acts as a supportive, nonjudgmental role model) so as to provide children and adolescents with positive adult influences when they do not otherwise exist
- **6.2.4:** Establish an overall environment in schools that does not tolerate violence including improved classroom management practices, promoting cooperative learning techniques, teacher/staffing practices, student monitoring and supervision and reducing bullying by involving parents/caregivers.
- **6.2.5:** Extend the study among students about bullying and sexting and date violence being implemented by the City and District Attorneys in El Paso Schools as part of the “No Te Dejes” program
- **6.2.6:** Present findings of student survey to students, parents and school district staff
- **6.2.7:** Increase adult supervision of students during recess, lunch and other break times in an effort to reduce the incidence of bullying
- **6.2.8:** Train school staff and parent volunteers about bullying so that they can recognize and prevent bullying among students
- **6.2.9:** Implement ongoing class discussions to educate students about bullying and implement clear rules against bullying and clear consequences when bullying does occur
- **6.2.10:** Implement life skills education in all schools, including teacher training and parent orientation

**Key Sector Engagement:** schools, community-based organizations, parents, mentor groups/adult volunteers
### Priority Area 6: Violence and Injury Prevention and Reduction

Goal 6: To reduce violence through awareness programs aimed at the population of the Paso del Norte Region

<table>
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<tr>
<th>Objective 6.3: To increase the availability of high quality services for victims of all types of violence</th>
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**Evidence-based or Evidence-informed Strategies:**

- **6.3.1:** Implement a regionally based network of emergency shelters/safe houses that are accessible and include 24 hour crisis line, client needs assessment, information and referral, individual and group counseling/support groups, legal advocacy, and assistance with obtaining housing and employment.
- **6.3.2:** Implement a public awareness campaign about domestic and family violence and its impact on the community (include community education, partner violence prevention workshops, public speaking events, contacts with local media)
- **6.3.3:** Improve collaboration with local law enforcement, solicitor, and judiciary in the prosecution of offenders
- **6.3.4:** Provide counseling services for batterers
- **6.3.5:** Provide training programs for primary care professionals, community health workers, 211 respondents, and others about violence and violence prevention
- **6.3.6:** Ensure the provision of therapy/counseling opportunities as well as legal assistance, safe houses and support groups for victims of violence in the Paso del Norte Region

**Key Sector Engagement:** law enforcement, community-based organizations, local leaders, residents, service providers, and government institutions, universities, faith-based community, local media
### III. Definition of Terms

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<th>Term</th>
<th>Scope</th>
<th>Measured by</th>
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<tr>
<td>Goal</td>
<td>Long-term benefit such as a health gain that is written as a broad statement related to improving health and wellbeing status, through changes in mortality and morbidity, quality of life and equity.</td>
<td>Outcome evaluation</td>
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<tr>
<td>Objective</td>
<td>Medium term impact such as behavioral change that explains how the goal will be achieved (To do what, for whom, by when?). Use the SMART technique when writing objectives. Specific: it indicates clear action on a determinant, population group and setting. Measurable: it includes features that will help you tell whether it has succeeded. Attainable: it can be realistically achieved on time and within available resources. Relevant: it is a logical way to achieve your goals. Time-framed: it indicates a timeframe for action.</td>
<td>Impact evaluation</td>
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<tr>
<td>Strategy</td>
<td>Approach to problem solving</td>
<td>Process evaluation</td>
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<tr>
<td>Healthy People 2020 Goals</td>
<td>Represent the health standards our nation is trying to achieve</td>
<td>Impact evaluation</td>
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<tr>
<td>National Benchmarks</td>
<td>The national benchmark is the point at which only 10% of the counties in the nation do better, i.e., the 90&lt;sup&gt;th&lt;/sup&gt; percentile or the 10&lt;sup&gt;th&lt;/sup&gt; percentile, depending on whether the measure is framed positively (e.g., high school graduation) or negatively (e.g., adult smoking). Source: County Health Rankings</td>
<td>Impact evaluation</td>
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<tr>
<td>Evidence-based Guidelines</td>
<td>The guidelines provide summaries of evidence and recommendations for practice from government agencies, professional organizations, and convening expert panels</td>
<td>Systematic review</td>
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<tr>
<td>Best Practices</td>
<td>Public health programs, interventions, and policies used by others that have been evaluated and have shown to be successful</td>
<td>Systematic review</td>
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IV. LINKS TO EVIDENCE-BASED RESOURCES AND BEST PRACTICES

The Guide to Community Preventive Services:  http://www.thecommunityguide.org

Centers for Disease Control and Prevention:  http://www.cdc.gov

The CDC’s National Prevention Strategy website:  http://www.cdc.gov/features/preventionstrategy/index.html

CDC Injury and Violence Prevention and Control:  http://www.cdc.gov/injury/

CDC Adolescent and School Health:  www.cdc.gov/healthyyouth

NACCHO’s Model Practice website:  http://www.naccho.org/topics/modelpractices/database/index.cfm

Healthy People 2020:  http://www.healthypeople.gov


Department of State Health Services (Texas):  http://www.dshs.state.tx.us

Department of State Health Services (New Mexico):  http://www.state.nm.us


Center for Substance Abuse Prevention (CSAP):  http://prevention.samhsa.gov/


Best Practices of Youth Violence Prevention: Sourcebook for Community Action  
www.cdc.gov/violenceprevention/pubYV_bestpractices.htm


The Juárez Observatory for Citizen Security:  www.observatoriodejuarez.org


Botvin Life Skills Training:  http://www.lifeskillstraining.com/

Delaware Department of Justice, Solution to School Violence and Bullying  http://attorneygeneral.delaware.gov/schools/bully.shtml
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Rick Glancey
Selena Finley
Rosalinda Rodriguez
Brenda Ibarra
Nydia Correa
Monika Gaytan
## El Paso Summit

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### New Mexico Summit

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**Funding was provided by:**

- City of El Paso
- Con Alma Health Foundation, Inc.
- Doña Ana County Health and Human Services
- Las Palmas/Del Sol
- Memorial Medical Center
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