



The Texas Department of State Health Services (DSHS) Office of Border Health (OBH) announces the availability of funds, authorized under the United States-México Border Health Commission (BHC) Border Health Improvement Initiative Cooperative Agreement (GH-GHS-11-001). The funds are aimed to (1) strengthen public health services on the Texas-México (Chihuahua, Coahuila, Nuevo Leon, Tamaulipas) Border through the planning, coordination and execution of local and regional activities or events for the BHC's celebration of Border Binational Health Week (BBHW) in October 1-7, 2011 and (2) for the year-round binational planning, communication, collaboration, and coordination of program activities for Border Binational Health Week to take place on October, 2012.

Any Texas-México Binational Health Council may apply for these funds and if approved to receive funds under this cooperative agreement will be required to operate under DSHS and BHC guidelines. They will also be required to include the BHC and DSHS OBH logos in any publication(s) produced through funding by DSHS OBH. Funding requests may not exceed a total budget of \$12,550 and must meet the performance measures and standards identified in Form A of the attached funding request.


In order to apply for funds, the attached funding request must be submitted by mail to the Office of Border Health, c/o Jorge Bacelis – Texas Outreach Office (TORO) Coordinator, 1100 W. 49<sup>th</sup> Street MC 1962, Austin, TX 78756 by 5:00 pm CST, September 9, 2011. Funding requests may also be submitted electronically through [HB2010.Proposals@dshs.state.tx.us](mailto:HB2010.Proposals@dshs.state.tx.us) by 11:00 pm CST, September 9, 2011.

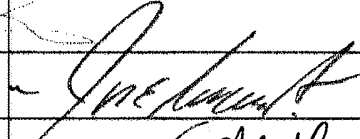
For any questions, please contact the TORO Coordinator, Jorge Bacelis at (512) 776-6569.

# FORM A: PERFORMANCE MEASURES AND STATEMENT OF UNDERSTANDING

## – BBHW Funding Request

Binational Health Council Name: HIDA-REY Binational Health Council

Co-President Signature: 

Co-President Signature: 

OBH Regional Program Coordinator Signature: Edith de Fuentes

México Section Outreach Office (ORO) Signature: 

In the event a contract is awarded, the following performance measures and program requirements will be used to assess, in part, the Binational Health Council's effectiveness in providing the services described. Failure to expend funds and failure to submit reports, billing and data in a timely manner, as well as failure to meet program performance and requirements of this funding request may result in reduction in funding or may result in ineligibility for future funding.

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### Requirements

Each Binational Health Council when submitting this application must include a copy of the Binational Health Councils current (revision date on document required) by-laws and/or operating standards that specify the purpose, mission, and goals of the group and other essential components necessary to guide the group in its activities with this funding request.

- Guidelines and/or standards must notate how guidelines and/or standards are distributed to all participants or interested parties;
- Specify the mechanism for establishing the group's leadership team;
- Specify the mechanism for participation and/or membership which must be open to appropriate stakeholders and the general public;
- Copy of a regular updated roster of members/participants; and,
- Copy of published yearly calendar of public meetings;

### Border Binational Health Week (BBHW) 2011 Activities

- Funding request for this activity must not exceed \$5,000.
- Activities must focus on the identified priorities of the USMBHC, including focus on obesity and diabetes as a minimum.
- Must include binational plans in coordination with appropriate México Section Outreach Offices (OROs) and Office of Border Health Regional Offices.
- Must participate in all BBHW monthly conference calls or other conference calls or meetings as may be necessary that insures the sharing of information with partners on a regular basis.
- Must submit to the TORO Coordinator, OBH Regional Program Coordinator, and México Section Outreach Office, a questionnaire report of data as to activities conducted, persons participating and those served and the number of key partners involved, among other required data within 30 days after completion of BBHW activities.
- Must submit to the TORO Coordinator, OBH Regional Program Coordinator, and México Section Outreach Office, a report on all activities/events conducted during BBHW, including related health-

## FORM B: CONTACT INFORMATION – BBHW Funding Request

Binational Health Council Name: HIDA-REY Binational Health Council

<b>Co-President Name:</b>	<u>Eduardo Olivarez</u>	<b>Mailing Address (incl. street, city, county, state, &amp; zip):</b>
<b>Title:</b>	<u>Chief Administrative Officer, Hidalgo County Health and Human Services</u>	<u>1304 S. 25<sup>th</sup> Avenue Edinburg, Texas 78542</u>
<b>Phone:</b>	<u>(956) 318-2426 Ext. 223</u>	<u></u>
<b>Fax:</b>	<u>(956) 318-2431</u>	<u></u>
<b>E-mail:</b>	<u>eddie.olivarez@hchd.org</u>	<u></u>
<b>Co-President Name:</b>	<u>Dr. Jose E. Borrego Alvarado</u>	<b>Mailing Address (incl. street, city, county, state, &amp; zip):</b>
<b>Title:</b>	<u>Jefe Jurisdiccion Sanitaria No. IV</u>	<u>Blvd. Morelos y Toluca S/N Col. Rodríguez Reynosa, Tamaulipas</u>
<b>Phone:</b>	<u>899-924-2037 Ext.</u>	<u></u>
<b>Fax:</b>	<u>899-925-0560</u>	<u></u>
<b>E-mail:</b>	<u>joseborrego@hotmail.com</u>	<u></u>

**FORM C: FISCAL MANAGEMENT INFORMATION – BBHW Funding Request**

Binational Health Council      HIDA-REY Binational Health Council

**Fiscal Agent:**

- 1. Legal Name: Catholic Diocese of Brownsville
- 2. Mailing Address: PO Box 2279
- 3. Federal Tax ID #: 74-1534098
- 4. Type of Entity:

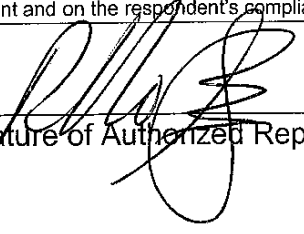
- |  |  |
|--|--|
| <input type="checkbox"/> City                        | <input checked="" type="checkbox"/> Nonprofit Organization*              |
| <input type="checkbox"/> County                      | <input type="checkbox"/> For Profit Organization*                        |
| <input type="checkbox"/> Other Political Subdivision | <input type="checkbox"/> Individual                                      |
| <input type="checkbox"/> State Agency                | <input type="checkbox"/> FQHC  |
| <input type="checkbox"/> Indian Tribe                | <input type="checkbox"/> HUB Certified                                   |
| <input type="checkbox"/> Minority Organization       | <input type="checkbox"/> Community Based Organization                    |
| <input type="checkbox"/> Hospital                    | <input type="checkbox"/> State Controlled Institution of Higher Learning |
| <input type="checkbox"/> Private                     | <input type="checkbox"/> Other (specify):                                |

\*If incorporated, provide 10-digit charter number assigned by Secretary of State:  
N/A

- 5. Counties served by project: Cameron, Hidalgo, Starr, and Webb
- 6. Amount of funding requested: \$6,275.00
- 7. Fiscal Agent Contact Person Information

Name: Rosie Rodriguez      Fax: (956) 784-5096  
 Phone: (956) 784-5062      E-mail: rodriguez@cdob.org

I, the undersigned, am the authorized fiscal representative of the respondent filing this funding request. The facts contained herein are true, and the respondent agrees to comply with the assurances and certifications contained in the cooperative agreement identified above, which will be part of the contract and any renewals and amendments should the project be funded. I understand that this funding request depends on the truthfulness of this document and on the respondent's compliance with the contract and all its components and amendments, if funding request is approved.

  
 \_\_\_\_\_  
 Signature of Authorized Representative

September 8, 2011  
 \_\_\_\_\_  
 Date



**FORM D: BORDER BINATIONAL HEALTH WEEK (BBHW) OCTOBER, 2011 ACTIVITIES WORK PLAN – BBHW Funding Request**

Activity	Performance Measure	Target Population	Location	Activity Date	Funding Amount Needed
TB Drug-Resistance Courses	On October 4, 2011 Jurisdicción Sanitaria No. IV employees will be educated over current TB Drug-Resistance Strains.	Jurisdicción Sanitaria No. IV Employees	Jurisdicción Sanitaria No. IV	October 4, 2011	\$1,075.00
Diabetes and Obesity Prevention Conference	On October 5, 2011 students attending a public school in Reynosa will be educated on the prevention of obesity and diabetes.	Parents and Teachers	School in Reynosa	October 5, 2011	\$275.00
Addiction Prevention Workshop	On October 6, 2011 students attending school in Reynosa will be educated on addiction prevention.	Students	School in Reynosa	October 6, 2011	\$275.00
Health Fair	On October 7, 2011 Reynosa residents will be able to attend a health fair to receive educational material and preventive health care services.	General Public	Reynosa	October 7, 2011	\$875.00
Binational Public Health Forum	On October 7, 2011, University Students learn about border public health issues currently being faced in the Hidalgo County and Reynosa area..	Public Health Graduate Students attending Texas A&M University-School of Rural Public Health	Texas A&M School of Rural Public Health (McAllen, TX)	October 7, 2011	\$2,350.00

Hidalgo County Healthy Kids	By October 7, 2011, children attending Hidalgo County Head Start Programs will learn and participate in nutritional and physical fitness activities.	Children attending Hidalgo County Head Start Programs	43 Hidalgo County Head Start Programs	October 3-7, 2011	\$150.00
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**FORMULARIO D: SEMANA BINACIONAL DE SALUD FRONTERIZA (SBSF) OCTUBRE, 2011**  
**PLAN DE ACTIVIDADES – Solicitud de Financiación de la SBSF**

Actividad	Medida de Desempeño	Población Blanco	Localidad	Fecha de la Actividad	Cantidad de fondos necesarios
Cursos sobre drogoresistencia en tuberculosis	El 4 de octubre 2011, Jurisdicción Sanitaria No. IV empleados recibirán educación sobre educación de drogoresistencia en tuberculosis	Personal de salud	Reynosa	4 de octubre 2011	\$1,075.00
Conferencia de prevención de diabetes y obesidad	El 5 de octubre 2011 los estudiantes que van a una escuela pública en Reynosa serán educados en la prevención de la obesidad y la diabetes.	Maestros y padres de familias	Reynosa	5 de octubre 2011	\$275.00
Taller de prevención de adicciones	El 6 de octubre 2011 estudiantes que asisten a la escuela en Reynosa serán educados en la prevención de adicciones.	Escolares	Reynosa	6 de octubre 2011	\$275.00
Feria de la Salud	El 7 de octubre 2011 los residentes de Reynosa serán capaces de asistir a una feria de salud para recibir material educativo y de servicios preventivos de salud.	Escuela Primaria Agustín Melgar Reynosa	Reynosa	7 de octubre 2011	\$875.00

Foro Binacional de Salud Publica	El 7 de octubre de 2011, los estudiantes universitarios aprendan acerca de los problemas fronterizos de salud publica que enfrentan actualmente en el Condado de Hidalgo y en Reynosa.	Los estudiantes universitarios del Condado de Hidalgo y Reynosa.	Texas A&M School of Rural Public Health y el Centro de Biogtecnologia Genomica Instituto Politecnico Nacional	7 de octubre 2011	\$2,350.00
Condado de Hidalgo Ninos Sanos	El 7 de octubre de 2011, los ninos que van a la programa de Head Start en el Condado de Hidalgo van a aprender y participar en actividades de acondicionamiento fisico y nutricion fisica.	Los ninos que asisten la programa de Head Start en el Condado de Hidalgo	Los ninos que asisten la programas de Head Start en El Condado de Hidalgo	3-7 de octubre 2011	\$150.00

**FORM E: BORDER BINATIONAL HEALTH WEEK (BBHW) OCTOBER, 2012 YEAR ROUND PLANNING ACTIVITIES  
WORK PLAN – BBHW Funding Request**

Activity	Performance Measure	Target Population	Location	Activity Date	Funding Amount Needed
Nutrition and Healthy Living Discussion	On October 3, 2012 will be educated and engage in discussion with public health employees over proper nutrition and maintaining a healthy lifestyle.	Elementary School Students	Local Elementary Schools	October 3, 2012	\$1702.50
Health Walk-A-Thon	On October 4, 2012 residents will participate in a walk-a-thon commemorating the importance of living a health life.	Reynosa Residents	Reynosa Cultural Park	October 4, 2012	\$1702.50
Future Leaders of Public Health Conference and Binational Public Health Forum	University students from both sides of the border will learn about border public health issues currently being faced in the Hidalgo County and Reynosa area through presentations given by researchers and public health officials from Reynosa and Hidalgo County. Moreover, this conference will allow for students to present any current research they have done as an undergraduate or graduate student through a poster presentation. This forum will also allow for the public health students to discuss with public health officials on ways to improve and become more involved in our binational public health efforts.	U.S. and Mexico University Students	Texas A&M School of Rural Public Health	October 5, 2012	\$2,840.00

<p>Hidalgo County Healthy F.A.R.E. (<b>F</b>amily <b>A</b>ction <b>R</b>ewards <b>E</b>veryone)</p>	<p>On October 4, 2011 Hidalgo County Residents will be able to receive preventive care services while attending the Hidalgo County Healthy F.A.R.E.</p>	<p>Hidalgo County Residents</p>	<p>Public School in Hidalgo County</p>	<p>October 4, 2012</p>	<p>\$1,115.00</p>
<p>Hidalgo County Healthy Kids</p>	<p>By the end of BBHW 2012 children attending Hidalgo County Head Start Programs and Public elementary school Pre-K classes will learn and participate in nutritional and physical fitness activities.</p>	<p>Children attending Hidalgo County Head Start Programs and Public Elementary Schools' Pre-K Classes</p>	<p>Head Start Programs and Public Elementary Schools in Hidalgo County</p>	<p>October 1-5, 2012</p>	<p>\$190.00</p>

**FORMULARIO E: SEMANA BINACIONAL DE SALUD FRONTERIZA (SBSF) OCTUBRE, 2012 PLAN ANUAL DE ACTIVIDADES – Solicitud de Financiación de la SBSF**

Actividad	Medida de Desempeño	Población Blanco	Localidad	Fecha de la Actividad	Cantidad de fondos necesarios
Pláticas sobre Nutrición y estilos de vida saludables	Que la población estudiantil, conozca las ventajas de una alimentación adecuada y estilos de vida saludable	Estudiantes de primaria	Escuelas Primarias de la localidad	3 de octubre 2012	\$1,702.50
Caminata por la salud	Que la población conozca las ventajas de la actividad física, para una mejor salud	Población General	Parque Cultural Reynosa	4 de octubre 2012	\$1,702.50
Conferencia de Lideres del Futuro de Salud Publica y El Foro Binacional de Salud Publica	Estudiantes universitarios de ambos lados de la frontera aprenderán sobre temas fronterizos de salud pública que enfrentan actualmente en el Condado de Hidalgo y el área de Reynosa a través de presentaciones realizadas por los investigadores y los oficiales de salud pública de Reynosa y el Condado de Hidalgo. Por otra parte, esta conferencia permitirá a los estudiantes a presentar cualquier investigación en curso que han hecho como estudiante de pregrado o postgrado a través	Estudiantes universitarios en el Condado de Hidalgo y Reynosa	Texas A&M School of Rural Public Health y el Centro de Biogtecnologia Genomica Instituto Politecnico Nacional	5 de octubre 2012	\$2,840.00

<p>Condado de Hidalgo Healthy F.A.R.E. (<b>F</b>amily <b>A</b>ction <b>R</b>ewards <b>E</b>veryone)</p>	<p>de una presentación de cartel. Este foro también permitirá a los estudiantes de salud pública para discutir con funcionarios de salud pública sobre cómo mejorar y participar más activamente en los esfuerzos binacionales de salud pública.</p> <p>El 4 de octubre 2011 Residentes del Condado de Hidalgo será capaz de recibir servicios de atención preventiva mientras asistía a la Condado de Hidalgo Healthy F.A.R.E</p>	<p>Residentes de Condado de Hidalgo</p>	<p>Un Escuela en el Condado de Hidalgo</p>	<p>4 de octubre 2012</p>	<p>\$1,115.00</p>
<p>Condado de Hidalgo Nino Sanos</p>	<p>A finales de 2012 BBHW niños que asisten a las programas de Head Start en el Condado de Hidalgo y las clases de la escuela primaria pública de Pre-K a aprender y participar en actividades de acondicionamiento físico y nutrición física.</p>	<p>Los niños que asisten en las programas de Head Start en el Condado de Hidalgo y las Clases de Pre-K de las escuelas primarias en el Condado de Hidalgo</p>	<p>Las programas de Head Start y Escuela Primarias en el Condado de Hidalgo</p>	<p>1-5 de octubre 2012</p>	<p>\$190.00</p>

### **APPENDIX A: United States – México Border Health Commission (USMBHC) Priorities**

The priority areas for 2011 include the following:

- Tuberculosis
- Obesity/diabetes
- Infectious disease and public health emergencies
- Strategic planning
- Access to care
- Research, data collection, and academic alliances

### **APPENDIX B: HEALTHY BORDER FOCUS AREAS**

#### ***Goals and Objectives***

The overarching goals of the Healthy Border 2010/2020 initiative are:

1. Improve the quality and increase the years of healthy life, and
2. Eliminate health disparities

The 20 common elements included in the Healthy Border 2010/2020 initiative are grouped into 11 areas, each with a specific set of objectives. The areas and their respective objectives comprise the following:

Access to Health Care – ensuring access to primary care or basic health care services;  
Cancer – reducing breast cancer and cervical cancer mortality;  
Diabetes – reducing both the mortality rate of diabetes and the need for hospitalization;  
Environmental Health – improving household access to sewage disposal and reducing hospital admissions for acute pesticide poisoning;  
HIV/AIDS - reducing the incidence of HIV/AIDS;  
Immunization and Infectious Diseases – expanding immunization coverage for young children, as well as reducing the incidence of hepatitis and tuberculosis;  
Injury Prevention – reducing mortality from motor vehicle crashes as well as childhood mortality from injuries;  
Maternal, Infant and Child Health – reducing infant mortality due to congenital defects, improving prenatal care and reducing teenage pregnancy rates;  
Mental Health – reducing suicide mortality;  
Oral Health – improving access to oral health care; and  
Respiratory Diseases – reducing the rate of hospitalization for asthma.

These focus areas identify specific issues that greatly affect the health and quality of life of individuals and communities in the border region. Monitoring progress to fulfill the Healthy Border targets will help in the identification of achievements as well as areas where efforts may need to be re-directed.



## PROGRAM SPECIFIC APPENDICES

### Health Service Region 11:

#### **Regional Program Coordinator**

Calixto Seca  
1500 N. Arkansas  
Laredo, TX 78043  
Telephone: (956) 764-6290  
Fax: (956) 729-8600  
Email: [calixto.seca@dshs.state.tx.us](mailto:calixto.seca@dshs.state.tx.us)

Counties Served: Duval Jim Hogg McMullen  
Starr Webb Zapata

Binational Health Councils served: Los Dos Laredos Binational Health Council  
Starr County/Miguel Aleman/Camargo Binational Health Council

#### **Regional Program Coordinator**

Edith de Lafuente  
601 W. Sesame Dr.  
Harlingen, TX 78550  
Telephone: (956) 421- 5595  
Fax: (956) 444-3256  
Email: [edith.delafuente@dshs.state.tx.us](mailto:edith.delafuente@dshs.state.tx.us)

Counties Served: Brooks Cameron Hidalgo  
Kenedy Willacy

Binational Health Councils served: Brownsville/Matamoros Binational Health Council  
Hidalgo County/Reynosa Binational Health Council

## PROGRAM SPECIFIC APPENDICES

### APPENDIX D: U.S.-MEXICO BORDER HEALTH COMMISSION MEXICO SECTION OUTREACH OFFICE CONTACT INFORMATION

#### Chihuahua Outreach Office:

##### State Coordinator

Dra. Elisa Aguilar Jiménez  
Paseo Triunfo de la República No. 3530  
C.P. 32330 Cd. Juárez, Chih.  
Tel. (01152-656) 639-0864  
Fax (01152-656) 639-0863  
eaguilar@saludfronteriza.org.mx  
[elisa\\_salud@yahoo.com.mx](mailto:elisa_salud@yahoo.com.mx)

#### Coahuila Outreach Office:

##### State Coordinator

Dr. Arturo Botello Méndez  
Calle Colón No. 203 Oriente, Zona Centro  
C.P. 26000 Piedras Negras, Coahuila  
Tel. (01152-878) 784-0125  
Fax (01152-878) 784-0124  
[abotello@saludfronteriza.org.mx](mailto:abotello@saludfronteriza.org.mx)  
[abotello2009@hotmail.com](mailto:abotello2009@hotmail.com)

Dr. Herbey Faz Ríos  
Representante en Ciudad Acuña  
General Cepeda y Morelos No. 1035, Col. Centro  
C.P. 26200 Acuña, Coahuila  
Tel. (01152-877) 772-4142, 772-5300  
hfaz@saludfronteriza.org.mx  
fazrios@gmail.com

#### Nuevo Leon Outreach Office:

##### State Coordinator

Dr. Abelardo García Cantú  
Emilio Carranza No. 732, 3er Piso  
Despacho 307, Col. Centro  
C.P. 64000 Monterrey, Nuevo León  
Tel. (01152-81) 8342-5336  
Fax (01152-81) 8345-3429  
[agarcia@saludfronteriza.org.mx](mailto:agarcia@saludfronteriza.org.mx)

#### Tamaulipas Outreach Office:

##### State Coordinator

Dr. Jorge Sebastián Hernández Rodríguez  
Av. Francisco I. Madero No. 414, Zona Centro  
C.P. 8700 Cd. Victoria, Tamaulipas  
Tel./Fax (01152-834) 318-6300 Ext. 20622  
Cel. (01152-1-834) 127-2381 / 116-0794  
[jorgesebastianhr@hotmail.com](mailto:jorgesebastianhr@hotmail.com)