



2023 ANNUAL REPORT

CREATING A CULTURE OF HEALTH

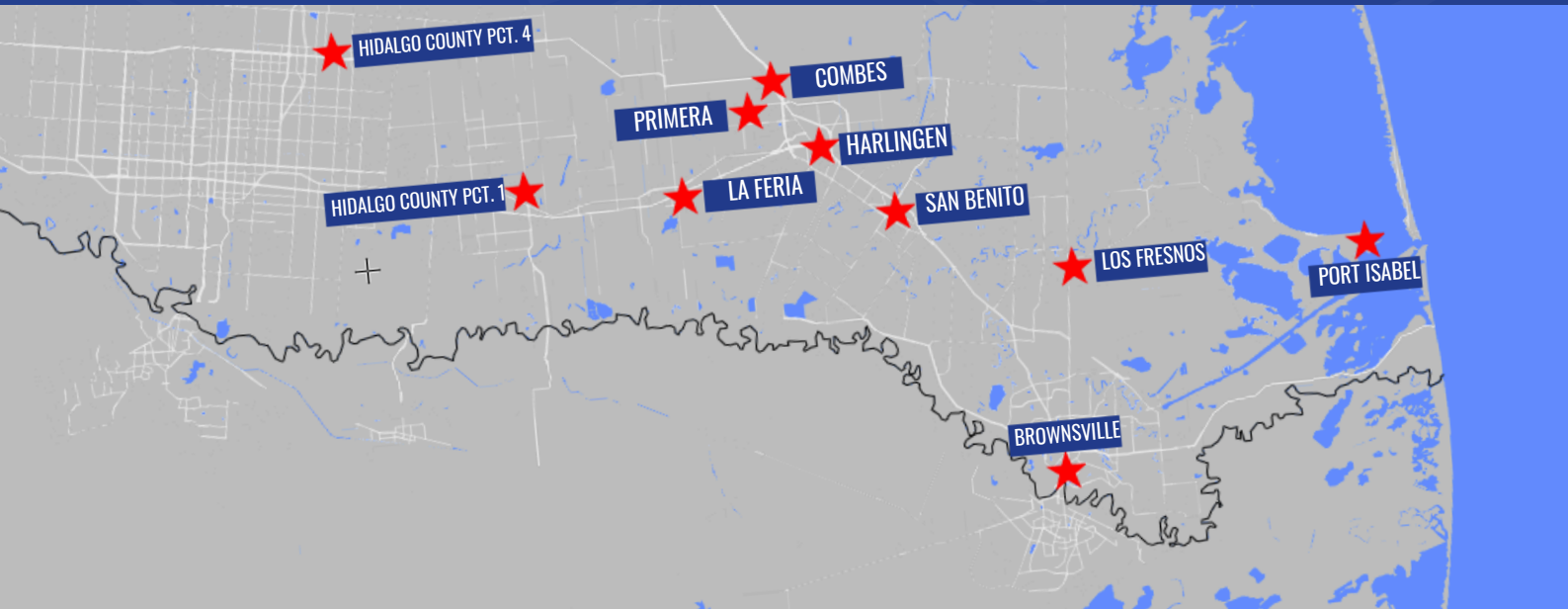
BUILDING A VIBRANT, HEALTHY, & ACTIVE COMMUNITY

f tsscRGV

ig tusaludsicuenta

v tusaludsicuenta

globe tusaludsicuenta.org



Erica Parra

Community Health Worker

"My name is Erica Parra. I have lived in the Rio Grande Valley for 28 years. I wanted to give back to my community through education about the benefits of living a healthy lifestyle. Through hard work, I graduated from the University of Texas Rio Grande Valley as a Community Health Care Worker in 2017. Since then, I have had the great opportunity to work for the Hidalgo County Community Health Department. I firmly believe that anyone can accomplish their health goals with a little push in the right direction."

Hidalgo County PCT. 4 TEXAS

Partners and Funders of the Tu Salud ¡Sí Cuenta! program:



This institution is an equal opportunity provider.

YEAR AT A GLANCE

Tu Salud ¡Sí Cuenta! is an evidence-based, community-wide campaign focused on improving health.

Our priorities include:

- Fruit & Vegetable Intake and Physical Activity
- Policy & Environmental Change
- Chronic Disease Prevention & Control
- Underserved Populations

PROGRAM ELEMENTS

Environment & Infrastructure

Mass Media

Social Support

Health Screenings

Education

Policy



+52

Television segments



+187

Total class series initiated



+468

Social Media Posts



+193

Weekly Classes on average

- **57.4% of HCP4 participants improved their fruit and vegetable intake.**
 - Average increase of 1.22 portions per day of fruit and vegetables.
- **66.4% of HCP4 participants improved their physical activity.**
 - Average increase of 44.6 minutes per week of physical activity.
- **68.5% of HCP4 participants decreased their blood pressure.**
- **23.1% of HCP4 participants changed from hypertension to normal.**

*Data analyzed from FFY 2023 (Oct 2022 - Sep 2023)

*Data includes participants not meeting guidelines at baseline.

*Data compares baseline visit with the most recent visit available.

Participants who had a minimum of two visits with a Community Health Worker improved their blood pressure, weight, physical activity and fruit and vegetable consumption!



Tu Salud ¡Sí Cuenta! has reached approximately **4,483 SNAP-Ed participants** throughout Cameron and Hidalgo Counties through direct programming from October 2022 to September 2023.

TU SALUD ¡SI CUENTA! ON THE CARACARA TRAILS

NATURE-BASED PROGRAMMING

Join us on the Rio Grande Valley's Caracara Trails! Bring your families for Garden Yoga, Bird & Nature Walks, Stargazing, and Kayak Excursions. Check out our website for the most up-to-date schedules. Programming is brought to you in partnership with Come Dream Come Build (CDCB), Texas Parks & Wildlife, as well as the Texas Master Naturalists, Brownsville Kayaks, and the South Texas Astronomical Society.



BELDEN TRAIL COMMUNITY GARDEN

325 W FRONTON ST.
BROWNSVILLE, TX 78520



LA POSADA URBAN FARM

1325 LA POSADA DRIVE
BROWNSVILLE TX, 78521



DEAN PORTER PARK

501 E RINGGOLD ST.
BROWNSVILLE TX, 78520



LOS FRESNOS NATURE TRAIL

820 N ARROYO BLVD
LOS FRESNOS TX, 78566

CONNECT ONLINE

Our digital makeup

Enjoy our daily exercise classes, weekly healthy tips and recipes, & monthly newsletters through Tu Salud ¡Sí Cuenta! from the comfort of your home on the Tu Salud ¡Sí Cuenta! Facebook page and the Hidalgo County Pct.4 Endowment Community Resource Center Facebook page. **Check us out!**

2023
CREATING A
CULTURE OF HEALTH

COLLABORATIONS



The Collaborative Action Board (CAB) is dedicated to creating a healthy, prosperous, and resilient RGV Binational Region. The CAB is comprised of many organizations from city departments, state health departments, organizational and community non-profit entities, hospitals, clinics, school districts, and public officials from across the Rio Grande Valley.



The Diabetes Prevention Program provides education, encouragement, and the tools necessary to help individuals reach their healthy lifestyle goals. This program is designed for non-diabetic, overweight individuals age 18 and older who have pre-diabetes and/or the metabolic syndrome, and are at risk for developing diabetes.



In the Texas Lower Rio Grande Valley, the Caracara Trails are a vision for a 428-mile trail network that will link the rich natural, cultural, and historical resources the area is known for. This network creates a unified regional identity for outdoor tourism, promoting healthier lifestyles, and generating a renewed sense of community pride for everyone who lives here. Many of our Tu Salud Si Cuenta! partner communities are instrumental to the success of the CaraCara Trails vision.



The Happy Kitchen / La Cocina Alegre® – cooking classes and nutrition education – occurs in partnership with the Brownsville Wellness Coalition and teaches participants the importance and benefits of eating healthy foods and instructs them in how to cook nutritious, low-cost meals using fresh, locally-sourced foods. The long-term goals for participants are to learn good nutrition habits using local and seasonal produce while having fun, and to inspire them to make lifestyle changes that will impact participants' and their families' overall health.



Dr. Belinda Reininger
DrPH, Brownsville Regional Dean & Professor



Lisa Mitchell-Bennett
MA, MPH, Project Manager of Community Engagement



Amanda C. Davé
MPH, MCHES, Program Manager



Jessica N. Perez
MSHS, Program Coordinator



Rebecca N. Lozoya
MPH, Research Coordinator I



Stephany Diaz
MPH, MS, Research Coordinator II



Alyssa Horrell
Graduate Research Assistant



Marcelina Martinez
Research Assistant II



Mirna C. Carrizales
Community Health Worker



Jocelyn J. Martinez
PA, Health Promoter



Alba Y. Flores
Community Health Worker

From everyone on the Tu Salud ¡Sí Cuenta! Team,
THANK YOU!