



PRESBYTERIAN

Community Health Forums

FINAL REPORT

- Summary of results from seven community forums
- February through April, 2012

CONVENER

Presbyterian Healthcare Services

FACILITATOR

New Mexico First

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INTRODUCTION

Presbyterian Healthcare Services

Presbyterian Healthcare Services exists to improve the health of patients, members, and the communities we serve. Presbyterian was founded in New Mexico in 1908, and is the state's only private, not-for-profit healthcare system and its largest provider of care. One in three New Mexicans receives services from Presbyterian. Presbyterian offers eight hospitals in the communities of Albuquerque, Clovis, Espanola, Rio Rancho, Ruidoso, Socorro, and Tucumcari; a statewide health plan; a growing multi-specialty medical group; and three community ambulance systems. Presbyterian is the second largest private employer in New Mexico with more than 9,000 employees.

The Patient Protection and Affordable Care Act

The Patient Protection and Affordable Care Act requires hospitals claiming tax-exempt status conduct a community health needs assessment every three years and develop a strategy to address the needs identified. The Internal Revenue Service (IRS) has established means of monitoring adherence to this requirement. Hospitals must now report on their IRS 990 Forms what they are doing to address the needs identified in the community health needs assessment and describe any needs not being addressed and explain why they are not being addressed.

Presbyterian has a long history of contributing to the communities served through the provision of medical services, monetary contributions, in-kind donations, and staff time. This new requirement presents the opportunity to develop and implement an organized, enterprise approach to improving the health of our communities.

Community health concerns itself with the study and betterment of the health characteristics of defined communities. For the purpose of the Community Health Needs Assessment, community has been defined as the counties served by Presbyterian Hospital facilities: Bernalillo, Curry, Lincoln, Quay, Rio Arriba, Sandoval, Socorro, Torrance, and Valencia counties. As part of the Presbyterian community health needs assessment, each hospital will have a *community health plan* that will lay out steps to improve health among people in their specific service area or county.

In conducting the Presbyterian community health needs assessment, national, state, and county data was analyzed. The top two causes of death in New Mexico are heart disease and cancer. Key health determinants: substance abuse, smoking, obesity, and teen birth rates are higher than national averages. Lifestyle choices related to eating, activity level, and tobacco use contribute to these long term health issues experienced by many New Mexicans. The results of the assessment are included in the Health Status Assessment and the Health Issues Briefs which can be accessed at www.phs.org.

There is evidence that increasing the consumption of fruits and vegetables and reducing the consumption of total saturated and polyunsaturated fat, carbohydrates, and sugars can reduce the incidence of heart disease,

stroke, and the risk of certain cancers as well as obesity and other vascular diseases. There is also evidence of the impact of tobacco use on heart disease, stroke, certain cancers, and chronic respiratory disease.

Presbyterian developed a priority setting process using a best practice learned from Community Health Improvement Partners (CHIP) in San Diego. CHIP was initially formed in 1995 to meet the California law that requires private, non-profit hospitals to conduct a triennial community needs assessment. As part of the process, input was solicited from the members of Presbyterian's Boards. Presbyterian Healthcare Services is governed by an organization, principal fiduciary Board of Directors. The Presbyterian Health Plan is governed by a Board of Directors. Each regional hospital is governed by a Community Board of Trustees. Board members are representative of the communities, patients, members, physicians, and stakeholders served. Members of the boards are active community members and do not receive compensation for their board service. Each board includes physicians and physician leaders who have special knowledge of the needs of their community.

Each board member was asked to determine areas of focus using the following criteria:

- Size of the issue
- Seriousness of the issue
- Importance to Presbyterian
- Alignment with the Presbyterian purpose, vision, values, strategy and goals, and services provided, plus the ability to impact
- Availability of community resources

Additionally, the health priorities from the State of New Mexico and each County Health Council were reviewed for alignment.

Based on input and the potential to impact significant health issues in New Mexico, Presbyterian selected ***Healthy Eating, Active Living and Tobacco Cessation*** as its community health priority areas.

Forum Process

As part of the community health needs assessment, community health forums were conducted to gain insight into the barriers, opportunities, and potential strategies for achieving the stated priorities. As outlined in IRS requirements, the forum participants included:

- Persons with special knowledge of or expertise in public health
- Federal, tribal, regional, state, or local health or other departments or agencies with current data or other information relevant to the health needs of the community served by the hospital facility
- Leaders, representatives, or members of medically underserved, low income and minority populations, and populations with chronic disease needs, in the community served by the hospital

Business and economic development professionals and non-profit leaders also participated in the forums.

Forums were convened in the following communities:

- Espanola – Rio Arriba County, February 23
- Clovis – Curry County, March 26
- Tucumcari – Quay County, March 27

- Ruidoso – Lincoln County, March 28
- Rio Rancho – Sandoval County, April 3
- Albuquerque – Bernalillo County, April 5
- Los Lunas – Valencia County, April 11

Over 125 people participated in the forums. Prior to the forums, participants could review a background brief that outlined information specific to each community regarding the health behaviors. Participants at the forums also benefited from presentations by a representative of Presbyterian Healthcare Services. Afterwards, participants engaged in a small group discussion in which they suggested practical recommendations that will support positive change in their community. In these discussions, forum participants addressed the following questions:

- Knowing this community, what is preventing healthier lifestyles?
- What can members of this community do to support tobacco cessation, healthier eating, and more active lifestyles?
- Knowing this community, what are the three most viable ideas?

Forum Convener

Presbyterian Healthcare Services is a not-for-profit system of hospitals, a health plan, and a medical group. For more than 100 years, Presbyterian has been committed to a single purpose – improving the health of the patients, members, and communities they serve. Their hospitals, physicians, caregivers, and insurance plans serve more than 660,000 New Mexicans, caring for one in three New Mexicans. The Presbyterian Medical Group offers care at more than 30 different locations throughout the state. Each year, Presbyterian clinics handle more than 1,200,000 patient visits.

Forum Facilitator

New Mexico First engages people in important issues facing their state or community. Established in 1986, the public policy organization offers unique town halls and forums that bring people together to develop recommendations for policymakers and the public. New Mexico First also produces nonpartisan public policy reports on critical issues facing the state. These reports – on topics like water, education, healthcare, the economy, and energy – are available at nmfirst.org.

FORUM RESULTS

Every day people make choices that will impact their health. Some of these behaviors, like choosing to take a daily multi-vitamin, can promote health and lead to positive health outcomes. Other behaviors increase a person's risk for negative health outcomes, for example, not wearing a seat belt while driving. Understanding the causes of these daily choices allows healthcare professionals from Presbyterian Healthcare Services help communities make good choices and avoid bad ones.¹

Healthy eating and active living are inter-related. Choosing to ignore these behaviors contributes to the negative health outcome of being overweight or obese. Although genetics and environment also contribute to obesity, overall, obesity is a result of consuming too many calories and not using enough calories through physical activity.² An adult that is considered overweight or obese increases their risk for developing heart disease, diabetes, cancer, high blood pressure, high cholesterol or high triglycerides, stroke, liver and gallbladder disease, sleep apnea and respiratory problems, osteoarthritis, and gynecological problems (such as abnormal menstruation and infertility). Obese children are more likely to be obese as adults and their health problems are more likely to be severe.³

The use of tobacco is also an important health behavior that can be addressed at the community level. Tobacco use increases the risk for cancer, heart disease, and chronic lower respiratory disease. These diseases can lead to significant disability later in life.⁴

Overarching Community Priorities

Although the community forums resulted in recommended interventions unique to each community, there were several overarching priorities:

- **Healthy Eating**
 - **Nutrition Education:** All communities recommended priorities that focused on expanding awareness regarding healthy eating habits. Suggestions include: organizing community taste-tests with creative samples of fruit and vegetable choices, creating family-oriented education programs that focus on food preparation techniques that are healthy and save time, sponsoring workshops on nutrition and gardening, partnering with local restaurants to encourage healthier food choices and to disclose nutrition information, and partnering with schools to educate school staff, parents, and students regarding healthy food preparation.
 - **Local Foods Markets:** Most communities valued supporting local food producers and encouraged supporting them by informing community members of locations and hours of local farmer markets, helping local growers market and deliver fresh foods to local institutions, and creating partnerships that incorporate inter-generational involvement in growing and selling healthy food at an affordable cost.

¹ Kathy Davis, Sally Ironside, and Jennifer Reid, *2011 PHS Needs Assessment Health Issues Briefs*, page 9.

² *Ibid*, page 15.

³ *Ibid*, page 19.

⁴ *Ibid*, page 21.

- **Policy Changes:** Several communities recommended policy changes that would impact food choices by removing unhealthy foods from schools and workplaces, restricting foods that can be purchased with food stamp benefits, and funding Farmers Market coupons given to hospital and clinic patients and other community members.
- **Active Living**
 - **Community Programs:** All communities recommended the support and expansion of existing community programs or the replication of successful programs from other communities. Many of these programs are oriented toward youth and families and encourage walking, hiking, biking, swimming, and active games and exercise both in and out of doors. Organizing community events and activity clubs were also seen as valuable to support. Key needs include extending hours for school and community facilities and funding transportation, facility, and healthy snack fees for low-income families.
 - **Community Infrastructure:** Most communities expressed the need to create safe and more active environments by improving community infrastructure. Key priorities include: creating more parks, gardens, walkways, playgrounds, safe sidewalks; revamping alleyways; improving lighting; forming Community Action Groups to establish or extend bike and walking trails; creating safe bike lanes on streets and roads; and creating communities where services are accessible within walking distance.
- **Tobacco Cessation**
 - **Incentives and Disincentives:** Most communities recommended using both incentives and disincentives to change behavior. Some recommendations involved increasing or enforcing current regulations such as increasing taxes on tobacco products, creating tobacco-free workplaces, designating tobacco-free multi-family housing, and increasing tobacco sting operations in retail stores. These communities also recommended using the tobacco tax to support tobacco cessation programs and offering free cessation resources.
 - **Public Awareness:** Several communities recommended increasing public awareness of the dangers of tobacco use by developing a unified media campaign regarding alternatives to tobacco use (e.g., meditation, biofeedback), training youth to develop promotional video, publicizing success stories about those who have quit using tobacco, and using mobile technology to distribute educational material on healthy eating, active lifestyles, and tobacco cessation.

The following outlines the specific community challenges and recommendations for community-based interventions from each forum. The results provide a focus for Presbyterian Healthcare Services and the communities to work in partnership to influence the choices community members make in order to improve their health outcomes. Understanding the causes of these daily choices allows healthcare professionals from Presbyterian Healthcare Services to work with community members to make good choices and avoid bad ones.

Albuquerque – Bernalillo County

Forum participants from Albuquerque recognize several and often interrelated challenges that residents face when making choices about their lifestyle and health behaviors. The Albuquerque participants were divided into three small groups. Each group identified challenges and priorities. Their ideas have been combined and outlined below.

Health Behavior Challenges

- **Healthy Eating:** Economic factors are key contributors to unhealthy eating in this community. People living in poverty are dependent on federal food programs that provide inexpensive, and often, unhealthy foods. In addition, access to healthy food is limited. Convenience stores and fast food restaurants are more prevalent in some neighborhoods than large grocery stores or farmers market. Choosing these foods is seen as more convenient than preparing home meals. There is also confusion about what food is healthy. People's choices are influenced by media advertisements which promote unhealthy foods in appealing ways. Some people eat to self-medicate (i.e., to relieve grief, depression, stress, or boredom) consuming high amounts of sugars and fats. Portion control can be difficult in restaurants. Genetically modified foods are on the increase, making healthy food less accessible. Cultural customs of food preparation also which leads to multi-generational habits where adults model the same poor eating habits to their children. School meals offer few healthy choices as well.
- **Active Living:** The urban environment is not conducive to physical exercise. Neighborhoods are not considered safe by many residents. High crime rates prevent parents from letting their children play outdoors or in the few neighborhood parks that exist. There is also a lack of safe walking and biking paths. A car-centric lifestyle, buildings where stairways are locked, sedentary jobs, ease of technology entertainment, and lack of community also lessen motivation and contribute to an inactive lifestyle. In addition, people are busy supporting their families and find it difficult and expensive to fit in exercise.
- **Tobacco Cessation:** Although tobacco products are highly accessible, affordable cessation services are not. Tobacco use can be a coping mechanism to help people deal with stress or suppresses hunger. Peer pressure, media influence, and the social element to smoking can glamorize tobacco use, especially for youth. Tobacco is also part of the Western culture and Native American tradition.

Health Behavior Priorities

Forum participants in each group were asked to agree upon three intervention priorities. Following are community-based interventions participants believed would be most feasible and have the greatest impact on health behaviors.

- **Healthy Eating**
 1. **Partner with Healthy Food Financing Initiative:** Partner with Michelle Obama's Healthy Food Financing Initiative to address poverty and provide better eating choices. Potential partners include: New Mexico Center on Law and Poverty, The Kellogg Foundation, Robert Wood Johnson Foundation.
 2. **Create Community Gardens:** Create more community gardens by utilizing city water and vacant properties, especially in low-income communities. Potential partners include: Southwest Gardening Project, Con Alma Foundation, neighborhood associations, city/county elected officials, tribal governments, community coalitions.

3. **Promote Farmers Markets:** Inform community members of locations and hours of local farmer markets. Potential partners include: businesses, media, community bulletin boards.
 4. **Support Farm to Local Institutions Marketing:** Support local growers to deliver fresh foods to schools and hospitals. Potential partners include: growers, school district, hospitals.
 5. **Remove Unhealthy Food Choices:** Remove unhealthy foods from schools and workplaces. Potential partners include: school district, employers, facility owners.
 6. **Improve Food Policies:** Improve school food policies. Potential partners include: NM Public Education Department, Rethinking School Lunch, local farmers, NM Department of Health.
 7. **Provide Nutrition Education:** Integrate nutrition education in school curriculum. Potential partners include: school districts.
 8. **Compensate Healthcare Providers to Provide Education:** Compensate providers for educating their patients. Potential partners include: private insurance, Medicare, Medicaid.
- **Active Living**
 1. **Advocate for Communities:** Become a more active advocacy partner in all communities.
 2. **Create Active Environments:** Create city environments that are more conducive to an active lifestyle (e.g., parks, gardens, walkways, playgrounds, safe sidewalks, revamped alleyways, improved lighting). Potential partners include: city planners, health planners, community health councils, outdoor groups, community groups, neighborhood associations, Downtown Revitalization Board, International District, Sierra Club, Great Streets.
 3. **Fund Access to Athletic Facilities:** Fund low-income youth to enable access to athletic facilities. Potential partners include: YMCA/YWCA, local gyms, Playworks, Citizen Schools, Off Center, Southwest Organizing Project.
 4. **Promote Prescription Trails:** Publicize the Prescription Trails program broadly through all forms of media. Potential partners include: healthcare providers and practitioners, media.
 5. **Expand School Facility Hours:** Create agreements with schools to use athletic facilities after hours to enable exercise opportunities for community members. Potential partners include: community health councils, local governments.
 6. **Provide Training for School Personnel:** Provide administrative and professional development regarding exercise and nutrition so that adults can be role models for youth. Potential partners include: school board, school districts, Parent Teacher Associations, Straighten Up America.
 7. **Change School Policy:** Influence school policies to increase recess time and physical education classes. Potential partners include: NM Public Education Department, school boards, school districts, Parent Teacher Associations.
 - **Tobacco Cessation**
 1. **Increase Tobacco Taxes:** Increase taxes on tobacco products. Potential partners include: advocacy and community groups, legislators.
 2. **Compensate Healthcare Providers to Provide Education:** Compensate providers for educating their patients by interpreting this as an essential benefit provision of the healthcare act. Potential partners include: Office of the Governor, NN Human Services Department.

3. **Reimburse Chiropractic Physicians:** Reimburse chiropractic doctors through private insurance plans and Medicaid to provide full services and education to patients. Potential partners include: NM Chiropractic Association, NM Insurance Association, NM Retiree Health Care Authority.
4. **Publicize Alternatives to Tobacco Use:** Develop a unified media campaign to increase public awareness regarding alternatives to tobacco use (e.g., meditation, biofeedback). Potential partners include: NM Human Services Department, media.
5. **Support for Existing Programs:** Support community organizations with existing tobacco cessation programs. Potential partners include: American Lung Association, Native American organizations, UNM Campus Office of Substance Abuse Prevention, Truth Campaign, NM Literacy Project, state foundations.
6. **Provide Affordable Access to Cessation Tools:** Provide greater access to affordable tobacco cessation tools and support. Potential partners include: First Nation Health, American Lung Association, NM Department of Health 1-800-Quit-Now Program.
7. **Provide Incentives:** Provide creative incentives to stop tobacco use (e.g., lower healthcare costs and insurance premiums). Potential partners include: First Nation Health, American Lung Association, NM Department of Health 1-800-Quit-Now Program.
8. **Build Public Awareness:** Display prominent signage in all public places about the costs of tobacco use and the rewards of cessation. Potential partners include: American Lung Association, NM Department of Health 1-800-Quit-Now Program.
9. **Advocate for Smoke-free Policies:** Advocate and support smoke-free policies in work places, public spaces, multi-unit housing, transportation centers, and schools. Potential partners include: elected officials, advocacy groups, neighborhood associations, business associations, federal agencies, school districts, Centers for Disease Control grants, American Cancer Society.

Clovis – Curry County

Health Behavior Challenges

Forum participants from Clovis recognize several and often interrelated challenges that residents face when making choices about their lifestyle and health behaviors.

- **Healthy Eating:** Lack of finances, time, and knowledge are seen as the major obstacles to healthy eating in this community. The current economic climate has restricted family income, and food subsidies can be used on less expensive, but also less nutritious, food. The speed and convenience of fast food restaurants makes it easier to feed a busy family, but results in lower quality nutrition. Education regarding healthy eating isn't focused on adults, yet adults are usually in control of what children eat. There is not enough available information on how to identify and prepare nutritious foods. Traditional ranch-style foods (i.e., meat and potatoes) and lack of knowledge about how to prepare vegetables that are unfamiliar also contribute to unhealthy eating.
- **Active Living:** Weather and the infrastructure in this community is a challenge to outdoor exercise. The strong winds, lack of sidewalks and bike trails, and limited entertainment venues makes outdoor activities less pleasurable. Technology-based entertainment encourages people to stay home rather than go outdoors. The demands of multiple jobs, family responsibilities, and limited income are also restrictions. Parents also fear for the safety of their children, and there are few organized youth activities that are free or

affordable. There is little education on how to exercise to get results and a misconception that activity will be harmful when you have a chronic health condition.

- **Tobacco Cessation:** Strong addictions are difficult to overcome. Smoking can be a form of self-medication for anxiety or appetite suppression even if someone knows the health consequences. There is lack of knowledge about local resources or support for tobacco cessation and many cessation tools are more expensive than cigarettes. Young people have easy access to tobacco products (e.g., convenience stores located near schools, no age checking) and are influenced by sports or rodeo celebrities who use tobacco. Some public locations (e.g., housing complexes, hospitals, schools, etc.) do not ban the use of tobacco products.

Health Behavior Priorities

Forum participants agreed upon the following community-based interventions that would be most feasible and have the greatest impact on health behavior.

- **Healthy Eating**
 1. **Redirect Food Stamp Choices:** Restrict the junk food items that can be purchased by those who have food stamp benefits. Potential community partners include: Community Health Council.
 2. **Organize Food Sampling:** Organize taste-tests with creative samples of fruit and vegetable choices. Potential community partners include: NM Department of Health, community volunteer groups, Wellness Council, Community Transformation Grants Program.
 3. **Improve School Food Choices:** Improve the food choices offered in the schools to encourage better eating habits. Potential community partners include: NM Public Education Department, school board, school district.
- **Active Living**
 1. **Expand Prescription Trails Program:** This program identifies safe walking trails and programs and distributes a guide to healthcare providers who then prescribe this activity to their patients. The guide could be marketed more broadly. Potential community partners include: New Mexico Takes On Diabetes, NM Department of Health, Veterans Administration.
 2. **Replicate Roswell's 5-2-1-0 Program:** This program (i.e., 5 fruits and vegetables, 2 hours less of screen time, 1 hour of exercise, and 0 sweetened drinks) targets children, but could be broadened to parents and other segments of the population. Potential community partners include: school district, schools.
 3. **Fund "Put me in, Coach":** Fund this program which helps families enroll their children in sports, dance, and other active programs. Specific populations could be targeted at first (e.g., foster children). Potential community partners include: NM Children, Youth and Families Department, Court Appointed Special Advocate Association, local athletic organizations.
- **Tobacco Cessation**
 1. **Make Quitting Fun:** Specify a month where businesses are encouraged to help in the "stop tobacco now" effort by forming teams of employees who will support each other in tobacco cessation. Potential community partners include: Clovis Chamber of Commerce, Eastern Plains Council of Governments, American Cancer Society.

2. **Establish a Speakers Bureau:** Organize volunteers from local businesses and organizations to present tobacco cessation programs at schools and allow school personnel to talk to parents about this issue. Potential community partners include: Wal-Mart, Albertsons, Toastmaster's.
3. **Enlist Influential People to Focus on Tobacco Cessation:** Organize local leaders to address this issue (e.g., ministers, doctors, mothers). Potential community partners include: local churches, healthcare providers, parents.

Española – Rio Arriba County

Health Behavior Challenges

Forum participants from Española recognize several and often interrelated challenges that residents face when making choices about their lifestyle and health behaviors.

- **Healthy Eating:** Poverty and food insecurity are key challenges for families in this community. There is a focus on any food that is free or low cost, which is often not healthy food. There also seems to be a sense of despair in changing this dynamic (i.e., This is what we have, and we cannot expect this to change.). In addition, there is a cultural paradigm that values traditional foods that may be less healthy but is perceived as evidence of family love and cultural devotion.
- **Active Living:** There is limited access to physical activity facilities in this community. Some youth can engage in school athletics, but others have few alternatives. Outdoor activities and facilities for youth are restricted due to parental concern for youth safety (e.g., drug needles litter the local skating park). The agrarian system, which required physical activity, is less prevalent in the community. Therefore, there is less pressure to be active for either adults or youth. Lack of family cohesion can lead to fewer family activities. The presence of substance abuse, and the resulting violence in the area, leads youth to believe they will not live long enough for health choices to matter.
- **Tobacco Cessation:** Adults sometimes praise smoking and encourage youth to start smoking. Youth also experience peer pressure to smoke. Tobacco products are readily accessible to youth from family members and friends. Some families in this community are so overwhelmed with drug and alcohol addictions that smoking is perceived as a lesser concern.
- **Systemic Challenges:** Historically, there has been an imposition of a wage economy on an agricultural system. This has led to a large percentage of wage earners who have to commute outside the area for employment. This also leads to a breakdown of family cohesion. The jobs are largely service and retail, which are low-paying and without healthcare benefits. There is a need to in-source jobs back into the community that pay a living wage and provide basic benefits which help families stay together and prosper.

Health Behavior Priorities

Forum participants agreed upon the following community-based interventions that would be most feasible and have the greatest impact on health behavior.

- **Healthy Eating**
 1. **Support Farm to Local Institutions Marketing:** Support the education of local farmers on how to aggregate and package food products that enable them to market and sell these products to local

institutions such as the hospital, county jail, etc. In addition, support farmers, community, and family markets. Potential community partners include: Española Farmers Market, Española Community Market, family markets, Greater Espanola Valley Community Development Corporation.

2. **Partner with Schools:** Partner with schools to educate school staff in preparing healthier meals and educate students regarding healthy eating. Support after-school programs and established youth development groups that involve parents who mentor youth regarding healthy behaviors. Support the NM Public Education Department's mandatory supervision plans for youth through the Healthy Food Bureau. Potential community partners include: NM Public Education Department, school district, Community Transformation Grants Program.
 3. **Expand WIC Coupon Program:** Fund grants for Farmers Market coupons given to hospital and clinic patients and other community members. Potential community partners include: Española Farmers Market, NM Department of Health.
- **Active Living**
 1. **Sponsor Family and Youth Programs:** Sponsor family activities at community gyms and schools, especially during the summer. Potential community partners include: Northern New Mexico College, school district.
 2. **Support Youth Programs:** Provide transportation and financial support for kids to reach activities. Potential community partners include: North Central Regional Transit District, Good to Go taxi, Teen Center, Boys and Girls Club, school district.
 - **Tobacco Cessation**
 1. **Create Tobacco-free Workplaces:** Encourage local businesses to create and support a tobacco-free business coalition. This could also be accomplished through a city ordinance. Potential community partners include: Northern New Mexico College, Community Health Council, city government, local media.
 2. **Incentivize Cessation:** Offer financial incentives and free cessation tools through existing wellness programs. Potential community partners include: hospital, clinics, employers, insurance plans.
 - **Cross-cutting ideas**
 1. **Promote Health Worker Expansion:** Support increasing the number of licensed and paid community health workers that meet with hospital and clinic patients. This would include lobbying the legislature to require licensing and support an outcome-based focus as well as assistance in making the program self-sustaining beyond the initial grant period. Potential community partners include: healthcare organizations, legislators.
 2. **Support Social Media Education Strategies:** Train youth in developing promotional video and using mobile technology to distribute educational material on healthy eating, active lifestyles, and tobacco cessation. Potential community partners include: Española Health Council, Northern New Mexico College.

Los Lunas – Valencia County

Health Behavior Challenges

Forum participants from Los Lunas recognize several and often interrelated challenges that residents face when making choices about their lifestyle and health behaviors.

- **Healthy Eating:** In this community, there may be a perception that healthy eating is less tasty, more expensive, and time-consuming. Families with complex lives often spend a lot of time in a car, so it is more convenient to stop for fast food than shop for and prepare healthy food. Tired parents may lack enthusiasm for teaching children an appreciation of healthy foods or for preparing healthy food in creative ways. Cooking classes and fresh produce are often not readily available.
- **Active Living:** This community lacks recreational facilities and there are budgetary and political barriers to changing this. There are no designated trails for walking or biking, parks, or year-round pools. Some people do not feel safe outdoors because dogs are allowed to run loose. For many, especially youth, physical activity is not seen as important and technology-based entertainment has become a substitute for physical activity. Some youth do not have the opportunity for physical exercise in their schools due to education policy that limits these classes and programs.
- **Tobacco Cessation:** Young people are influenced by social pressure and social norms and have misperceptions about the consequences of tobacco use. Tobacco use may be inadvertently encouraged by certain groups and celebrities (e.g., major league baseball). Tobacco products are readily available and there is limited protection from smoking in some business environments (e.g., casinos). Social traditions such as the ceremonial use of tobacco also impact cessation.

Health Behavior Priorities

Forum participants agreed upon the following community-based interventions that would be most feasible and have the greatest impact on health behaviors. They also suggested that Presbyterian Healthcare Services use their Patient-Centered Medical Home teams as resources to help address these issues especially in roles as health coaches, community resource facilitators, and community health assessors.

- **Healthy Eating**
 1. **Provide Easy, Useful Information:** Provide information regarding places to purchase healthy foods (e.g., farmers markets) that could be distributed in central locations (e.g., healthcare organizations). Support, promote, and endorse farmers markets. Potential community partners include: healthcare providers, community health workers, promotoras, school districts.
 2. **Provide Healthy Meals in Schools:** Provide healthy meals in the schools. Potential community partners include: schools, federal funders, farmers markets.
 3. **Publicize Healthy Living:** Create easy-to-find information and announcements on health and wellness in the local newspaper and post in various locations (e.g., business offices). Potential community partners include: local newspaper, businesses.

- **Active Living**
 1. **Form Community Action Groups:** Form community action groups to establish or extend bike and walking trails. Potential community partners include: residents, bike and hiking groups, city/county elected officials, Mid Region Council of Government, Middle Rio Grande Conservancy District.
 2. **Create Bike Lanes:** Create bike lanes on streets and roads. Potential community partners include: city/county elected officials.
 3. **Promote Running/Walking Trails:** Create and distribute a map of trails and parking locations. Potential community partners include: Open Space Rangers, Prescription Trails Program.
- **Tobacco Cessation**
 1. **Coordinate Tobacco Cessation School Programs:** Coordinate and advertise tobacco cessation programs in the schools. Potential community partners include: school district, schools.
 2. **Enforce Tobacco Regulations:** Increase tobacco sting operations in retail stores and focus on clerks, managers, and owners. Potential community partners include: legislators, law enforcement, advocacy groups, Youth Development Inc., Substance Abuse and Mental Health Services Administration which oversees implementation of the Synar Amendment that requires states to have laws in place prohibiting the sale and distribution of tobacco products to persons under 18 and to enforce those laws effectively.
 3. **Support Service-learning Projects:** Get youth involved in creating advertisements for tobacco cessation as a service-learning project. Potential community partners include: service-learning programs, non-profit organizations, Eagle Scouts, School Health Advisory Council.

Rio Rancho – Sandoval County

Health Behavior Challenges

Forum participants from Rio Rancho recognize several and often interrelated challenges that residents face when making choices about their lifestyle and health behaviors.

- **Healthy Eating:** In this community, busy lifestyles and the economy lead people to make convenient and less expensive food choices. There is limited access to farmers markets, few grocers offer nutritious, affordable food, and school lunches provide limited healthy choices. The local environment, climate, soil quality, and lack of water are not conducive to gardening. People who live on the reservation have limited access to healthy foods and transportation to go elsewhere for better selections is expensive. Traditional foods (e.g., fry bread) are inexpensive, but are high in carbohydrates and saturated fats. There are no comprehensive education programs and often confusing health information, both on and off the reservation, regarding healthy foods and supplements. In addition, lack of government regulations has contributed to food safety issues.
- **Active Living:** A fast-paced society and car-centric culture, in combination with urban sprawl and limited public transportation, leads to a less physically active lifestyle. Some neighborhoods lack good sidewalks and lighting which deters people from walking because they do not feel safe. There is no public mandate for active living programs or facilities (e.g., affordable family-oriented programs in the community, health and physical education classes in the schools, exercise facilities in the workplace). Technology-based entertainment has become the norm rather than going outside for recreation. There is lack of education

about the consequences and benefits of lifestyle choices. Many people engage in “It’ll never happen to me” thinking.

- **Tobacco Cessation:** This community feels that although tobacco is a recognized addictive drug, public policy and marketing still facilitates tobacco use. For example, designated smoking areas are allowed in public and business locations, marketing can target young adults in the 18-26 age group, funding for intervention programs at schools has decreased, and warnings lack robustness as deterrents. Some parents passively condone tobacco use as a better alternative to smoking marijuana or using stronger addictive substances.

Health Behavior Priorities

Forum participants agreed upon the following community-based interventions that would be most feasible and have the greatest impact on health behaviors. They also recommended that any intervention would be more successful if community volunteers, youth, tribal leaders, and well-known community and celebrity figures are involved.

- **Healthy Eating**
 1. **Promote Food Gardens:** Create, support, and promote vertical garden and community garden programs that also provide information and workshops about nutrition, gardening, and cooking. Potential community partners include: neighborhood associations, local businesses, county extension offices, school district, tribal/city governments, community colleges.
 2. **Support Healthy and Affordable Growers:** Create partnerships that incorporate inter-generational involvement to grow and sell healthy food at an affordable cost. Potential community partners include: food cooperatives, neighborhood associations, economic development associations, senior citizen organizations, South Valley Economic Development Group, AARP.
 3. **Create Family-oriented Programs:** Create family-oriented education programs that focus on exercise and food preparation techniques that are healthy, easy, and save time. For example, shop for fresh foods and prepare meals in advance twice a week (i.e., Shop, Chop, and Pack Day). Potential community partners include: sports and wellness centers, farmers markets, food cooperatives, grocers, corporate and community sponsors.
- **Active Living**
 1. **Create Walkable Communities:** Create livable communities where services are accessible within walking distance. Potential community partners include: elected officials, planning and zoning professionals, NM Department of Health, International District.
 2. **Consider Health Impacts in Policy Change:** Request lawmakers consider health issues when making policy changes for schools and communities. Potential community partners include; elected officials, school board.
 3. **Create Active Lifestyle Education:** Create community education programs about the benefits of an active lifestyle and easy ways to incorporate these activities in everyday life. Potential community partners include: YMCA, exercise fairs.
- **Tobacco Cessation**
 1. **Increase Tobacco Taxes:** Increase the tax on tobacco products and invest these revenues in tobacco cessation programs. Potential community partners include: city/county elected officials.

2. **Create Parent Awareness:** Create a parent-focused awareness campaign about the dangers of all tobacco products and strategies for helping youth avoid use of these products. Potential community partners include: school district, schools, Parent Teacher Associations, 4-H clubs, sports teams, neighborhood groups, health clinics, hospitals, media.
3. **Prioritize Prevention Programs:** Regain lost funding for prevention programs. Potential community partners include: NM Governor, NM Secretary of Health.

Ruidoso – Lincoln County

Health Behavior Challenges

Forum participants from Ruidoso recognize several and often interrelated challenges that residents face when making choices about their lifestyle and health behaviors.

- **Healthy Eating:** There is lack of knowledge and confusion regarding healthy foods and healthy portion sizes. Even healthcare practitioners have limited training on nutrition. Unhealthy foods are highly accessible, while healthy foods are perceived to be too expensive, hard to find, and time consuming to prepare. This is especially challenging for senior citizens and low-income families. Culturally, southwestern cuisine is high in starch and calories.
- **Active Living:** There is a lack of infrastructure to support walking, running, and biking and lack of finances to create paths and trails. In addition, many residents find it difficult to be motivated to engage in these activities alone. There are no clubs or organized programs to find walking, running, and biking companions. There is no community recreation center and many residents find gym memberships and the fees to use the community swimming pool restrictive. Although the natural resources of the area are plentiful, fitting in exercise to busy lives is seen as a challenge and often not a priority. For much of the year it is dark before and after work, which is not conducive to going out in the evening. Sedentary distractions, such as television, video games, and the internet take precedence over exercise.
- **Tobacco Cessation:** In this community, tobacco products are readily available and face-to-face cessation services and support are not available. Because of the addictive quality, residents believe many tobacco users lack the desire to quit and are not deterred by the evidence that use has negative consequences.

Health Behavior Priorities

Forum participants agreed upon the following community-based interventions that would be most feasible and have the greatest impact on health behaviors.

- **Healthy Eating**
 1. **Provide Informed Choices:** Restaurants could be involved in a group initiative to devote a portion of their menus to healthy choices and provide nutrition information. Potential community partners include: Chamber of Commerce, NM Restaurant Association.
 2. **Provide Nutrition Education:** Educate parents on how to prepare healthy meals through Head Start and kindergarten programs and through school-based health center coordinators and existing programs like GRADS which provides school based services for teen parents. Potential community partners include: NM Department of Health, school district, Community Health Council.

3. **Develop a Culture for Healthy Eating:** Create a local culture that makes healthy eating and food preparation fun by devising a healthy, local food pyramid and holding weekly community events at facility kitchens that teach people how to cook while sharing a meal and enjoying each others company. Potential community partners include: Community Health Council, Eastern New Mexico University, county extension program.
- **Active Living**
 1. **Improve Recreation Trails:** Allocate resources to increase maintenance and expansion of recreation trails through a collaboration of local government and organizations. Potential community partners include: elected officials, Friends of Parks and Recreation.
 2. **Create a Community Center:** Prioritize the renovation of the senior citizens' center and expand it to include a multipurpose community center. Potential community partners include: local government, Eastern New Mexico University, Community Health Council.
 3. **Organize Community Activities and Events:** Organize more community events along the lines of the Sprint Triathlon. Potential community partners include: local sport champions.
 - **Tobacco Cessation**
 1. **Pass Tobacco-free Legislation:** Pass legislation to designate Ruidoso and Ruidoso Downs as tobacco-free communities and eliminate the Smoke Bus. Potential community partners include: elected officials, community leaders.
 2. **Designate Tobacco-free Housing:** Organize a county-wide effort to designate multi-family dwellings such as U.S. Housing and Urban Development properties and other types of apartment dwellings as tobacco-free and support residents who use tobacco by offering free-cessation resources. Potential community partners include: Eastern New Mexico University, Tobacco Use Prevention and Control.
 3. **Implement Youth Tobacco Cessation Program:** Implement programs that help youth build the social skills and emotional skills needed to resist peer pressure to use tobacco and control their impulse to smoke. Potential community partners include: school district, Tobacco Use Prevention and Control.

Tucumcari – Quay County

Health Behavior Challenges

Forum participants from Tucumcari recognize several and often interrelated challenges that residents face when making choices about their lifestyle and health behaviors.

- **Healthy Eating:** Access to quality, affordable food is the main challenge in this community. Low incomes, and in some families substance abuse problems, leaves less money available for healthy eating. Conversely, there is easy and inexpensive access to fast food. Many children in this community qualify for free meals and the weekend food backpack program. This provides basic staples, but not necessarily healthy foods. After school and work responsibilities make it more difficult for families to eat healthy, home-prepared meals. Lack of knowledge regarding nutrition, media influences, cultural eating traditions, and lack of self-discipline are also factors in local eating habits.
- **Active Living:** The environment in and around this community is inhospitable for outdoor exercise and activities. In the absence of bike paths and lanes, cycling and walking can only take place on the highways. There is a lack of recreation facilities and the community pool is underutilized. There are no community

teams for older adolescents and adults other than softball. Many people spend most of their time inside watching television or using computers. A lack of funding prevents the development of more physical activity opportunities.

- **Tobacco Cessation:** There is a culture around tobacco use in the community. The business community has not enforced tobacco-free policies. Tobacco prevention programs in the schools have been eliminated.

Health Behavior Priorities

Forum participants agreed upon the following community-based interventions that would be most feasible and have the greatest impact on health behaviors:

- **Healthy Eating**
 1. **Provide Diabetes Education:** Support a diabetes educator in health clinics once a week to counsel patients on nutrition to prevent and treat diabetes. Potential community partners include: Diabetes Awareness and Wellness Network, health clinics.
 2. **Increase Awareness and Access:** Increase awareness of the negative health impacts of not eating well and provide opportunities to purchase low-cost, healthy foods. Potential community partners include: Food Buyers Co-op
 3. **Increase Health Outreach:** Conduct outreach and medical testing events more frequently to help people identify health issues and learn about healthy eating. Potential community partners include: NM Department of Health.
- **Active Living**
 1. **Reward Healthy Accomplishments:** Provide incentives (prizes) for active lifestyle accomplishments. If no funds are available for prizes, recognition could be announced over the local media. Businesses and schools could have healthy living competitions. Potential community partners include: NM Department of Health, Community Transformation Grants Program.
 2. **Maximize Public Pool:** Extend the hours and expand the programs for the public pool (e.g., aqua aerobics classes, lap time). Potential community partners include: local government, local gyms.
 3. **Exercise Together:** Organize running and walking clubs and provide water and healthy snacks at the end of the route. Potential community partners include: local grocers, local organizations.
- **Tobacco Cessation**
 1. **Address Tobacco as Substance Abuse:** Address tobacco use as other addictive substances as both a mental health and physical health issue. Implement an awareness program and address substituting one addictive substance for another. Potential community partners include: healthcare providers, NM Department of Health.
 2. **Outreach to Youth:** Find new and creative ways to continually educate and show youth the results of tobacco use (e.g., youth-focused health fairs). Potential community partners include: NM Department of Health, American Cancer Society, community volunteers.
 3. **Publicize Success Stories:** Broadcast success stories about those who have quit using tobacco and how they accomplished it. Potential community partners include: media, high school and college departments of art and performing arts, local celebrities.

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APPENDIX

Each forum resulted in top priority interventions that were perceived as most viable in the specific community. Listed below are additional ideas that were voiced by forum participants. Many of these ideas can be championed by individuals, families, neighborhoods, and community organizations.

Albuquerque – Bernalillo County

- **Healthy Eating**

1. Partner with community gardens to create “prescription gardens” (potential partners: healthcare providers, community gardens)
2. Open the PHS panel to Include chiropractic physicians on the PHS panels so that they can educate patients on healthier eating
3. Unify the media to be part of the solution (e.g., newspapers, public service announcements, billboards, and social media)
4. Incentivize healthy eating by providing insurance discounts
5. Cover nutritional resources through insurance
6. Provide administrative and professional development regarding exercise and nutrition so that adults can be role models (potential partners: school districts)
7. Hospitals can provide model tasty, healthy food
8. Pass legislation to require restaurants provide nutrition information
9. Organize community workshops to show how to cook healthy food quickly
10. Advocate for change in food subsidies
11. Organize veggies on wheels that stop by schools
12. Prioritize using locally grown foods
13. Promote healthy eating through mass media
14. Make electronic benefits transfer cards more readily accepted in places that sell healthy foods (potential partner: NM Department of Health)
15. Allow access to locally grown foods through farmers markets (potential partners: businesses, food cooperatives, farmer markets, Women, Infants, and Children Program, Roadrunner Food Bank)
16. Provide incentives to convenience stores to provide healthy foods and place produces to compete with unhealthy food; list participating stores in an online resource guide (potential partners: advocacy groups, policymakers, Small Business Association)
17. Create gardens and greenhouses at schools (potential partners: policymakers, schools, Parent Teacher Associations, gardening clubs)
18. Create community service opportunities in community gardens (potential partners: justice system, juvenile corrections, grant programs)
19. Provide community cooking classes with healthy foods (potential partners: Kitchen Creations from the county extension office, Kids Cook program)
20. Support farm-to-school programs (potential partners: Farm-to-School program)

- **Active Lifestyle**

1. Permit employees take exercise breaks
2. Unify the media to be part of the solution (e.g., newspapers, public service announcements, billboards, and social media)
3. Designate a percentage of all new development of large buildings, both public and private, to be dedicated to physical activities
4. Implement 5-2-1-0 Program (potential partners: employers)
5. Make active options the easiest options in facilities (e.g., make stairways inviting, provide signage to stairways)
6. Begin a community bicycle program with park and bike stations around the city and biking and walking paths (potential partner: city government)
7. Lobby for legislative funds for public transportation (potential partners: civic groups, community members, Rotary Club)
8. Allow health plans and the Medicaid system to reimburse chiropractic doctors who can educate patients regarding healthy living (potential partners: Governor, NM Human Services Department)
9. Incentivize active living in the workplace, (e.g., ride bike to work can come late, pay for gym membership, discounted access to health club)
10. Keep facilities like parks, community centers, and gyms open after hours so youth have a place to go
11. Redefine an active lifestyle (i.e., walk compared to jog) (potential partners: NM Department of Health, educators, schools, media, businesses)
12. Promote stairwell beautification prominent signage in buildings (potential partners: businesses, building owners, property managers, building associations)
13. Encourage workplaces to have wellness work policies allowing time to walk, jog, exercise with equipment at health work stations to keep track of health measures (potential partners: Chamber of Commerce, employers, health maintenance organizations)
14. PHS can become a role-model to the community

- **Tobacco Cessation**

1. Provide comprehensive behavioral health services in the community (potential partners: legislature, healthcare providers, community members, community groups)
2. Employers could reduce the percentage the health insurance premium they pay for employees who use tobacco
3. Implement mentoring programs and start interventions earlier to educate youth regarding smoking cessation (potential partners: school district, schools and colleges, YMCA, Boys & Girls Club, healthcare practitioners)
4. Create and preserve parks, community centers, and gyms that stay open after hours so youth have a place to go and utilize joint use agreements for funding (potential partners: local governments, schools, religious organizations, businesses)

Clovis – Curry County

- **Healthy Eating**

1. Continue the health fairs that take place at the community college and engage celebrities to attract better attendance
2. Offer more run/walks in the community and combine them with health fairs
3. Organize a “shopping challenge” to educate people regarding how to best use limited funds to purchase healthy foods
4. Develop a “make vegetables sexy” campaign (potential partners: local advertisers, media)
5. Organize food pooling/exchange programs among several organizations to facilitate people receiving more diverse foods
6. Provide education with a focus on simple solution
7. Organize a coalition of restaurants willing to join in a nutrition labels on their menus and identify healthy food substitutions (potential partner: restaurant association)

- **Active Living**

1. Remind people to get creative and be active (potential partners: United Way, schools, Wellness Council, Community Transformation Grant Program)
2. Organize community walks and other activities
3. Highlight local parks, open spaces, and recreation
4. Emphasize quality of life coupled with a longer life to change people’s attitudes (e.g., live long enough to play with kids, grandkids and great-grandkids)
5. Educate people regarding calorie consumption vs. calorie burn (potential partners: local healthcare providers)
6. Promote evidenced-based programs and community guides on trails, centers, and classes provided by La Casa
7. Establish a website describing programs offered statewide as an inspiration to local communities (potential partners: United Way, NM Department of Health)
8. Support local sporting equipment outlets in promoting fitness (potential partners: Big 5, Weightwatchers, Gold’s Gym, YMCA)
9. Distribute public service announcements regarding “Did you know...?”
10. Support local retail promotions of active living equipment (potential partners: businesses, Small Business Association, Chamber of Commerce)
11. Establish a fund for healthy living scholarships to help people join fitness programs (potential partners: Eastern Plains Council of Government, Chamber of Commerce)
12. Convince parents to engage in simple family activities outdoors

- **Tobacco Cessation**

1. Encourage agencies to focus enforcement of laws regarding selling tobacco to minors
2. Encourage policies that regulate not just the selling of tobacco to minors but consumption of tobacco by minors (potential partners: legislature, community members)
3. Use celebrities, musicians, and youth who are recovered tobacco users as spokespersons to discourage tobacco use (potential partners: Rotary Club, local celebrities)

4. Find the hook for today's youth to help them set meaningful goals and see tobacco use is a diversion from their goals (potential partners: community members, athletic coaches)
5. Institute insurance policies that would hold people with chronic health conditions responsible for their health (e.g., incentives or disincentives through insurance for health behaviors) (potential partners: legislature, health maintenance organizations)
6. Coordinate teen interventions through school nurses and peer discussion groups
7. Get message out to youth that we care for you and we're here to help you in any way we can (potential partners: elected officials, legislators)
8. Educate children at school and give parents a stipend to attend smoking cessation/prevention classes in the evening or on weekends

Española – Rio Arriba County

- ***Healthy Eating***

1. Explore and implement strategies for systemic change (i.e., reviewing the entire food system, analyzing the complexities of the system; assessing and selecting a focus, then putting in place solutions that would address the complexities; potential strategies include: help farmers sell to local institutions, increase residents' ability to increase physical activity, eat healthy food, and earn a living wage (potential partners: Community Health and Food Councils)
2. Develop a baby farmer program that uses mentors from farmers markets to establish community gardens in urban areas (potential partners: farmers and community markets, Northern New Mexico College)
3. Buy vending machines that can be stocked with fresh food daily and locate them where people congregate and get hungry (potential partners: local grocers, Whole Foods, Community Food Council, school district)
4. Train young farmers to conduct cooking classes and sell to local markets (potential partners: schools, Northern New Mexico College, Sostenga la Vida, Comida del Campos, Margaret Compos vending machines)
5. Support classes on food choices as well as how to preserve and how to prepare foods (potential partner: New Mexico State University)
6. Help all youth groups provide healthy foods (potential partner: NM Public Education Department)
7. Support heritage and indigenous seed programs and conferences where community members can exchange seeds (potential partners: Tewa Women's United, Traditional Native Seed Conference, Northern New Mexico College)
8. Support Española Community Market as a buying club
9. Create a pilot project that teaches families how to work out, make better food selections, prevent diabetes, and assess overeating habits, then expand if successful

Los Lunas – Valencia County

- **Healthy Eating**

1. Offer classes on healthy eating (potential partners: Valencia community gardens, New Mexico State University, Women, Infants, Children Program, Center for Ageless Living, UNM-Valencia Continuing Education Program, school district director of nutrition, I Can classes)
2. Teach people how to shop for healthy food (potential partner: New Mexico State University cooperative extension services)
3. Find creative ways to teach kids to appreciate healthy food (potential partners: Women, Infants, Children Program, daycare centers, NM Works)
4. Advertise prices and information about what will be offered at farmers market to create competition and bring down prices for healthy food
5. Encourage local grocers to provide good food at lower prices as a promotion or targeting holders of Electronic Benefit Transfer cards (potential partner: NM Department of Human Services)
6. Encourage state government to offer tax breaks to grocers to help defray cost of transporting food
7. Publicize value of reading the local newspaper where there are announcements about farmers markets and health-related activities
8. Provide transportation to farmers market (potential partners: county government, entities with vehicles, churches)
9. Make information more meaningful and thus personal (potential partners: health providers, promotoras)
10. Be a messenger in communities by providing information to healthcare providers to include in diagnoses and prescriptions (potential partners: clinic care and case managers, patient-centered medical home)

- **Active Living**

1. Obtain funding for the community pool and reach out to diverse populations to provide information and transportation (potential partners: federal and local legislators, federal grants, local elected officials)
2. Announce high school pool hours open for adults on a weekly basis
3. Ask Isleta Pueblo to open their pool to the general, non-native public
4. Provide education to develop enthusiasm for active lifestyles at a young age
5. Offer classes on active living in the schools (potential partner: Parent Teacher Associations)
6. Form a community action group to address safe walking and problem unleashed dogs (potential partners: local government, residents)
7. Keep high school track open to the public (potential partner: school board)

- **Tobacco Cessation**

1. Encourage healthcare providers to promote the NM Department of Health quit line and to include tobacco use in the vital signs area of health questionnaires at every visit (potential partners: healthcare providers)
2. Clarify to youth that acceptable ceremonial tobacco use is in Native American communities (potential partners: tribal leaders, media)
3. Establish a group like Mothers Against Drunk Drives for tobacco cessation (potential partners: Youth Development, Inc.)

4. Show films and public service announcements to youth in healthcare waiting rooms and offices (potential partners: healthcare providers)

Rio Rancho – Sandoval County

- **Healthy Eating**

1. Sponsor teachers and nearby local farmers to educate students on growing vegetables, in school or after-school programs (potential partners: school district, schools, farmers, University of New Mexico)
2. Provide student-led, service-learning programs as a curriculum component (potential partner: UNM Health Services Center Office of Diversity Dreammakers Program)
3. Encourage schools to offer more health, nutrition, and gardening classes that directly involve youth as leaders (potential partners: Parent Teacher Associations, school board, legislators to mandate healthy electives)
4. Provide education that healthy eating is not that expensive though it requires a commitment
5. Publish Healthy Eating Guidebooks that helps people find restaurants, farmers markets, etc. (potential partners: United Way, media)
6. Encourage existing communities to convert open space to garden space (potential partners: community planning and design organizations, local government)
7. Conduct healthy cooking classes (potential partners: local grocers, county extension nutritionists)
8. Additional partners for any recommendations above include: Central New Mexico Community College, University of New Mexico, Intel, Smiths, Albertsons, Wal-Mart, Rotary, Civita, Kiwanis, and media

- **Active Living**

1. Mandate that large employers provide an exercise facility in the workplace
2. Create livable communities with services, businesses, corporations and neighborhoods work together to create central areas with exercise and gardening space
3. Create more community sporting events such as triathlons and make them multi-generational and multi-ability (potential partner: Health and Wellness fair)
4. Partner with community centers for active lifestyle promotion
5. Expand bicycle friendly access and number of bike paths (potential partners: city/county planning departments)
6. Create a series of community campaigns that focus on physical activity similar to Santa Fe's "TV Turnoff Week" (potential partners: schools, city/county government)

- **Tobacco Cessation**

1. Improve warnings on tobacco product packaging by making them graphic
2. Encourage schools to prioritize tobacco use as a health problem and enforce tobacco policies
3. Publicize the cessation resources available (e.g., NM Department of Health 1-800-Quit Line, phone, web, and text support)
4. Encourage zero-tolerance for tobacco use in public places
5. Include education on non-tobacco use at community fairs and other neighborhood association events
6. Start a neighborhood support group for tobacco cessation
7. Establish tax equity among all manufacturers (potential partners: legislators, American Cancer Society)

Ruidoso – Lincoln County

- **Healthy Eating**

1. Make school cafeteria salad bar a permanent option, not an alternate
2. Train party hosts to serve appropriate food at parties
3. Provide community services where a dietician or nutritionist is available (potential partners: schools, other places)
4. Develop materials with recipes and nutrition information and give out as samples
5. Lead by example
6. Address cultural traditions, customs, and expectations by making resources available that show how to make traditional foods more healthy
7. Provide materials or demonstrations at the food bank showing how to prepare staples and other foods
8. Leverage government programs to incentivize programs that change behavior (potential partners: NM Department of Health)
9. Add healthier options to children’s menus in restaurants (potential partner: Chamber of Commerce)
10. Create a community greenhouse and/or farmer’s market on school land (potential partners: Community Transformation Grants Program, Eastern New Mexico University, New Mexico Alliance for Healthy Children, community garden groups)
11. Create workplace wellness (potential partner: Chamber of Commerce)
12. Start a Food Buyers’ Co-op where membership is affordable and members share ideas and educate each other on food preparation (potential partners: church groups, community members, workplace wellness groups, schools)
13. Distribute information on the county extension office services and resources throughout the community

- **Active Living**

1. Encourage organizations to hire fitness and health educators trained by Eastern New Mexico University to teach fitness (potential partners: Community Health Council, Chamber of Commerce)
2. Initiate “prescription trails” program and distribute information broadly (potential partners: local government, NM Department of Health, foundations and individual donors)

- **Tobacco Cessation**

1. Make tobacco more difficult to purchase (potential partners: local government, community members who initiate petitions, letter writing campaign, and boycotts)
2. Use social pressure to show people that spitting or smoking tobacco is not the normal thing and discourage sports and rodeo events from using tobacco companies as sponsors (potential partners: rodeo parents, rodeo participants, schools)

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- **Healthy Eating**

1. Support farmers market group to provide fresh produce to the community and lead healthy cooking classes
2. Provide cooking demonstrations at the fairgrounds (potential partners: convention center, Food Buyers Co-op, US Department of Agriculture)

3. Publicize local success stories to encourage people to eat well
 4. Encourage all schools to serve fresh fruits and vegetables
 5. Establish a Healthy Eating Anonymous support group (potential partners: schools, churches)
 6. Organize a weight loss challenge with participation fees going to the biggest loser
- **Active Living**
 1. Encourage YMCA low cost membership
 2. Expand Fun Run/Walk program (currently on the first Saturday of October)
 3. Expand frisbee and dodge-ball tournaments at the community college
 4. Repair the walking path next to the high school auditorium (e.g., remove concrete, improve lighting, repair exercise stations, improve signs)
 5. Organize a Folks March where everyone walks from community to community or sponsor a weekly community walk around the city (potential partners: local government parks and recreation, businesses, Chamber of Commerce)
 6. Encourage adults to be role models for children
 7. Provide inexpensive exercise classes, especially for seniors, at the city and private level
 8. Restore funding for programs
 9. Use electronic media and morning radio to get the word out about active lifestyle programs
 10. Encourage businesses to advertise their sponsorship of active lifestyle clubs and events (e.g., Rattler Running Club)
 - **Tobacco Cessation**
 1. Enhance enforcement and increase penalties for merchants who are not complying with tobacco sales to minors (potential partner: local government)
 2. Increase education about tobacco use in general, not just smoking
 3. Give away non-tobacco chewing material in restaurant
 4. Encourage businesses to agree to a precise radius (e.g., 20 or 30 feet) for smoking outside a facility (potential partner: Chamber of Commerce)
 5. Encourage smokers to replace tobacco with something healthy
 6. Provide in-service training for healthcare providers regarding questioning patients about smoking, drug use, birth control
 7. Allow smokers to be approved for self-pay insurance programs
 8. Promote NM Department of Health 1-800-QUIT-NOW program