



2024 ANNUAL REPORT

CREATING A CULTURE OF HEALTH BUILDING A VIBRANT, HEALTHY & ACTIVE COMMUNITY

BROWNSVILLE, TX



Zulema Medrano Community Health Worker

"My name is Zulema Medrano. I have lived in the Rio Grande Valley for 38 years. I decided to become a Community Health Worker in 2014 because I enjoy working for my community and helping our community members find the resources they need.

I started my career as a Community Health Worker for the Salud y Vida program at Proyecto Juan Diego. I have since been working for the Tu Salud ¡Sí Cuenta! program for 2 years now!

My favorite part about my job is interacting with members of our community to help them make healthy changes to improve their health."

OUR LOCATIONS

- BROWNSVILLE
- COMBES
- HARLINGEN
- HIDALGO COUNTY PRECINCT 1
- HIDALGO COUNTY PRECINCT 4
- LOS FRESNOS
- PORT ISABEL
- PRIMERA
- SAN BENITO



[tsscRGV](https://www.facebook.com/tsscRGV)

[tusaludsicuenta](https://www.instagram.com/tusaludsicuenta)

[tusaludsicuenta](https://www.youtube.com/tusaludsicuenta)

[tusaludsicuenta.org](https://www.tusaludsicuenta.org)

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



This institution is an equal opportunity provider.

PROGRAM RESULTS

PROGRAM ELEMENTS

ENVIRONMENT & INFRASTRUCTURE

MASS MEDIA

SOCIAL SUPPORT

HEALTH SCREENING

EDUCATION

POLICY

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



+52

Television segments



+180

Total class series initiated



+588

Social Media Posts



+193

Weekly Classes on average

62.4%

improved their fruit and vegetable intake.

- Average increase of 1.56 portions per day of fruit and vegetable intake.

60.2%

improved their physical activity.

- Average increase of 76.9 minutes per week of physical activity.

69.0%

decreased their blood pressure.

20.2%

changed from hypertension to normal.

*Data analyzed from FFY 2024 (Oct 2023 - Sep 2024)

*Data only 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 **3,440 SNAP-Ed participants** throughout Cameron and Hidalgo Counties through direct programming from October 2023 to September 2024.



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.

OUR LOCATIONS

BELDEN TRAIL COMMUNITY GARDEN
325 W FRONTON ST.
BROWNSVILLE, TX 78520

LA MANCHA URBAN FARM
146 LA MANCHA ST.
BROWNSVILLE, TX 78521

LA POSADA URBAN FARM
1325 LA POSADA DRIVE,
BROWNSVILLE TX, 78521

LOS FRESNOS NATURE TRAIL
820 N ARROYO BLVD.
LOS FRESNOS TX, 78566

MONTE BELLA PARK
2485 W ALTON CLOOR BLVD.
BROWNSVILLE TX, 78520

DEAN PORTER PARK
501 E RINGGOLD ST.
BROWNSVILLE TX, 78520

HUGH RAMSEY PARK
1000 TX-499 LOOP,
HARLINGEN, TX 78550

LAGUNA VISTA NATURE TRAIL
1600 PALO BLANCO DR.
LAGUNA VISTA, TX.78578

PALO ALTO BATTLEFIELD
7200 PAREDES LINE ROAD,
BROWNSVILLE, TX 78526

RESACA DE LA PALMA STATE PARK
1000 NEW CARMEN AVE.
BROWNSVILLE, TX 78521

SOUTH TEXAS ECHO TOURISM CENTER
TX-100, LAGUNA VISTA, TX 78578

LAGUNA ATASCOSA NATIONAL WILDLIFE REFUGE
501 E RINGGOLD ST.
BROWNSVILLE TX, 78520

BENTSEN STATE PARK
2800 S BENTSEN PALM DR.
MISSION, TX 78572



The Challenge-RGV provides people with the tools and opportunities to encourage healthy weight loss, when appropriate and a lasting lifestyle change.

Over the course of three months, participants have free access to gyms, exercise classes, health screenings, cooking classes, and fun runs/walks.

The event is open to people 18 and older from anywhere in the Rio Grande Valley.

Those who participate in The Challenge-RGV have their baseline weight taken at the January kick-off event, midpoint weigh-in, and finale in April.



- Kickoff and Finale Events in **Brownsville** and **Edinburg**
- A record breaking **1,820** participants weighed-in
- **2,270** pounds were lost for an average of 6.8 pounds lost per person



Of those who weighed out, **over 80%** of participants lost weight

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 by joining the BTX Health & Wellness Facebook group. **Check us out!**



TU SALUD ¡SÍ CUENTA! TEAM



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
MPAS, PA, Health Promoter



Alba Y. Flores
Community Health Worker



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.

COLLABORATIONS



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.



COLLABORATIVE ACTION BOARD
Established 2003

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 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.