

# Healthy Eating and Active Living in the Paso del Norte Region

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Research and Evaluation



# Paso del Norte Institute for Healthy Living: A Partnership



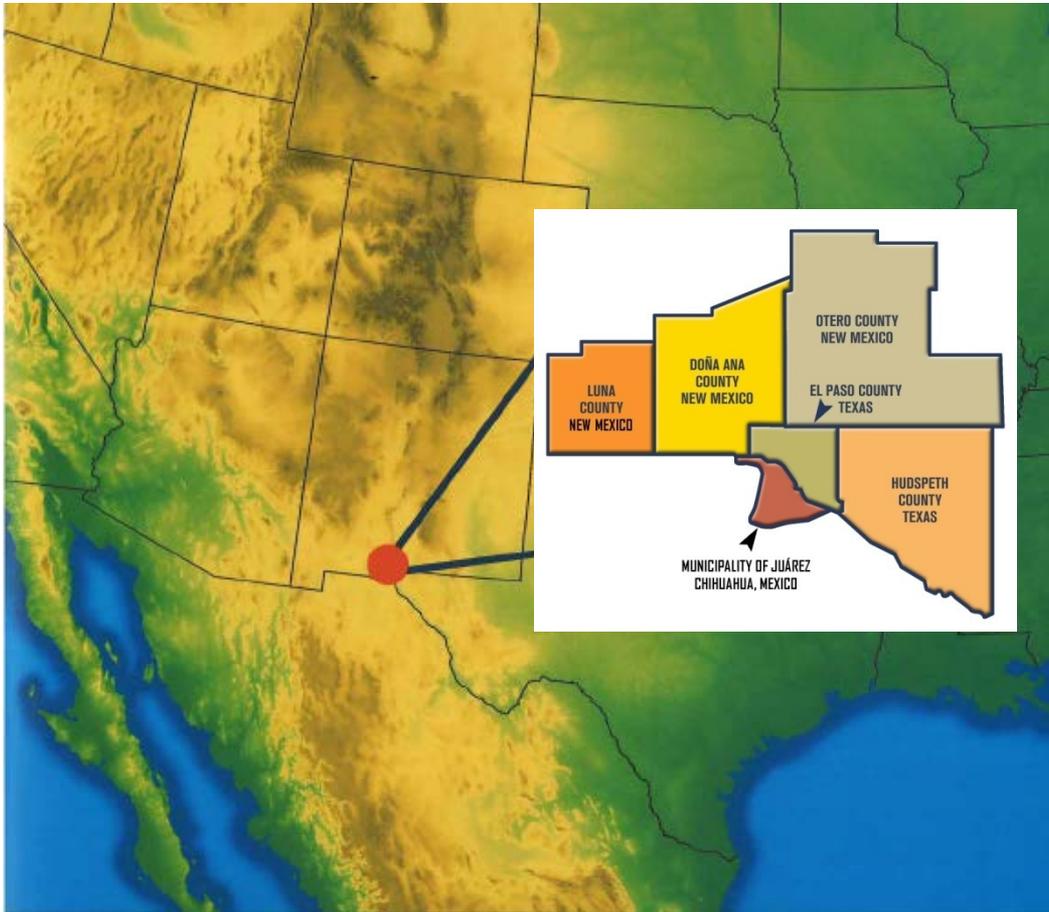
PASO DEL NORTE HEALTH  
FOUNDATION



# Paso del Norte Institute for Healthy Living: A Partnership

***Mission Statement:*** To lead the development, coordination and evaluation of collaborative and sustainable solutions that promote healthy eating and active living in our region

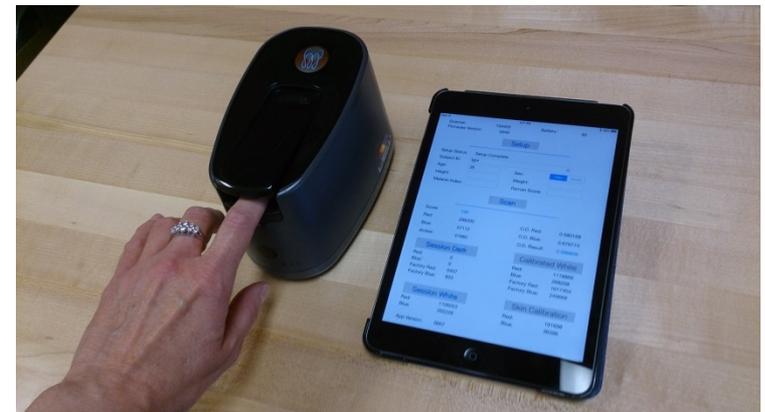
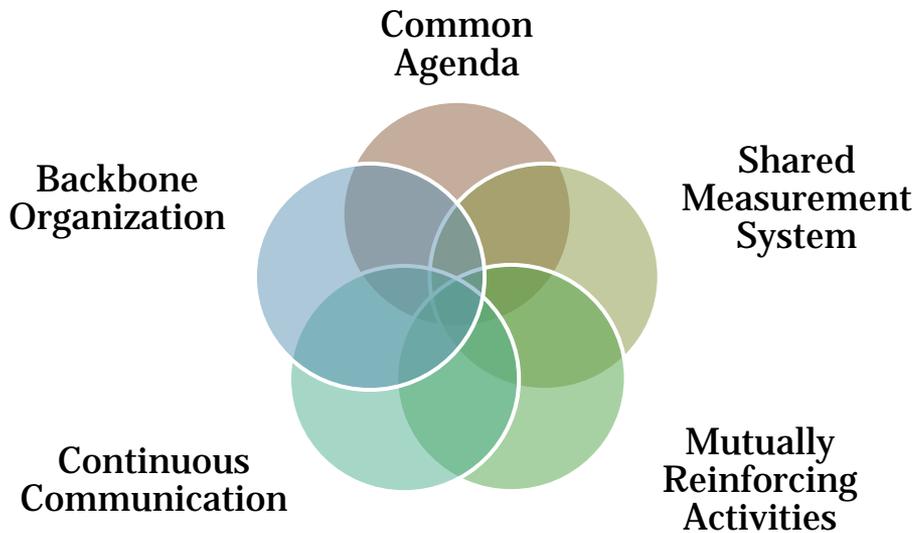
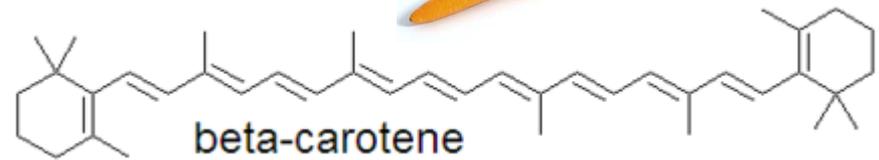
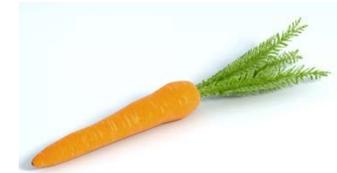
# Paso del Norte Region



## Service area:

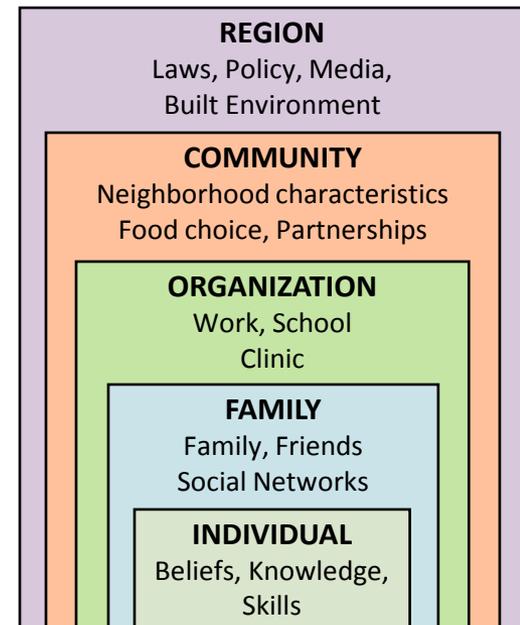
- Municipality of Juárez, Chihuahua, México
- Doña Ana, Otero, and Luna Counties in New Mexico
- El Paso and Hudspeth Counties in Texas

# Collective Impact Model



# Development of Strategic Plan

- Quantitative Assessment
- Qualitative Assessment
- Best Practices/State of the Art Intervention and Assessment
  - Public Health
  - Nutrition Science
  - Exercise Science



# Healthy Eating/Active Living Initiative Goals

- **GOAL 1: Increase fruit & vegetable consumption and improve portion control**
- **GOAL 2: Increase physical activity and decrease sedentary behavior**
- **GOAL 3: Create an environment that promotes healthy eating and active living without bias against obesity**
- **GOAL 4: Achieve long term sustainability of PdNIHL & HEAL initiative**

# Contact Information

IHL Website: [www.pdnihl.com](http://www.pdnihl.com)

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