

REACH U.S.

Hidalgo Medical Services, La Vida Program

Lordsburg, New Mexico

A REACH Center of Excellence in the Elimination of Disparities (CEED)

Racial and Ethnic Approaches to Community Health Across the U.S. (REACH U.S.) is a national Centers for Disease Control and Prevention (CDC) program aimed at eliminating racial and ethnic health disparities. It utilizes community-based approaches to reduce the burden of chronic illness in specific at-risk populations. There are 18 REACH **Centers of Excellence in the Elimination of Disparities**. They serve as national expert centers implementing, coordinating, refining, and disseminating programmatic activities designed to eliminate health disparities.

ISSUE

The goal of the Hidalgo Medical Services' (HMS) La Vida Program is to reduce health disparities and improve the health status of the Hispanic population in the Southwestern U.S. who have diabetes or are at risk of developing diabetes. The program focuses on creating policy and systems/environmental change by collaborating with other organizations to increase access to care and reduce diabetes-related health disparities in the Southwest U.S. The La Vida model uses a multi-faceted approach providing social services, preventative education, chronic disease management, and community-guided policy change to address the needs of the communities it serves.

ACTIVITIES

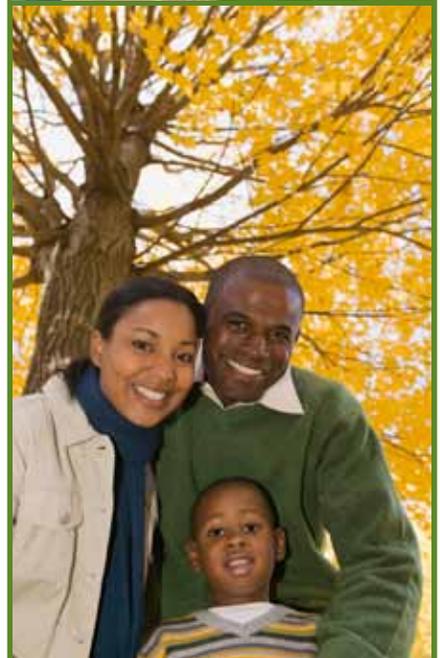
- Runs a promotora (community health worker) program that annually serves approximately one-fourth of the area's population. In 2010, promotores provided 58,000 services to 5,700 clients.
- Partners with community organizations to create policy and systems change.
- Educates families and individuals about diabetes prevention and management using an integrated social, behavioral, environmental, and medical approach.
- Raises diabetes awareness through community events such as bi-annual family fun days, annual Diabetes walk, health fairs, and other outreaches in the community and schools.
- Supports the Viva New Mexico Restaurant Program, which highlights healthy menu options at local restaurants.
- Disseminates the La Vida model statewide and nationally.

ACHIEVEMENTS

- Created policy change locally by partnering with various community agencies to reduce the number of vending machines in area schools. Partnered with the Grant County Health Council to create a local Food Policy Council.
- 34% of Grant and Hidalgo county restaurants now participate in the Viva New Mexico Restaurant Program by offering health menu options to the community.
- On average, Hidalgo Medical Services patients who completed a diabetes one-on-one session with a promotora experienced a 7% drop in their HbA1c.
- Through outreach efforts, HMS promotores reached more than 3,000 families and individuals, including the distribution of food commodities to more than 300 families in rural communities.
- Successfully replicated the La Vida program at seven Legacy sites in New Mexico and Arizona.

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<http://www.hms-nm.org/la-vida.html>



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