



2024 ANNUAL REPORT

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

CITY OF LOS FRESNOS



Christine Martinez

Community Health Worker

"My name is Christine Martinez. I am from California, but I have lived in Texas for over 20 years and have 4 amazing children. I have always tried my best to encourage my family to live a healthy, active lifestyle."

In the past I have worked as a personal trainer, group instructor, and owned and operated a fitness facility. My job is to encourage people in my community to live healthy, active lifestyles through physical activity and nutritious eating.

My job is very rewarding and I look forward to helping as many individuals as possible in this new year!"

OUR LOCATIONS

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



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



This institution is an equal opportunity provider.

PROGRAM RESULTS

CORE COMPONENTS

MEDIA

SOCIAL SUPPORT

RISK FACTOR SCREENING

BEHAVIOR CHANGE COACHING

ENVIRONMENTAL, INFRASTRUCTURE,
POLICY CHANGE

Tu Salud ¡Sí Cuenta! is an evidence-based, community-wide campaign focused on improving individual's modifiable behaviors associated with chronic disease, particularly physical activity and healthy food choice.

Over the years, it has expanded its reach, services, and impact across more communities.

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

94%

Los Fresnos participants improved their fruit and vegetable intake

- Average increase of 2.91 portions per day of fruit and vegetable intake

85%

Los Fresnos participants improved their physical activity

- Average increase of 229 minutes per week of physical activity

81%

Los Fresnos participants decreased their blood pressure

36%

Los Fresnos participants 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 with between two or four 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

DEAN PORTER PARK
501 E RINGGOLD 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

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

MONTE BELLA PARK
2485 W ALTON GLOOR BLVD.
BROWNSVILLE TX. 78520

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

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

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

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

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

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

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



The Challenge-RGV provides people with the tools and opportunities for healthy weight loss and lasting lifestyle changes.

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

The Challenge-RGV is open to people 18 years 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, a midpoint weigh-in, and the 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 completing

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



CONNECT ONLINE

OUR DIGITAL MAKEUP

Follow the **Tu Salud ¡Sí Cuenta!** Facebook page and join the Your Health Matters - City of Los Fresnos Facebook group to stay connected!

Stay active and healthy with exercise classes, weekly health tips and recipes, and monthly newsletters!



COLLABORATIONS



The Caracara Trails are more than just a 428-mile trail network—they are a vision for a healthier, more connected Lower Rio Grande Valley. These trails will weave together the region's stunning landscapes, rich history, and vibrant culture, creating endless opportunities for outdoor adventure and exploration. More than a pathway, they represent a movement toward healthier living, stronger communities, and a deeper pride in the place we call home. Thanks to the dedication of our Tu Salud ¡Sí Cuenta! partner communities, this vision is becoming a reality, inspiring generations to embrace the outdoors and live well.



The Diabetes Prevention Program empowers individuals with the knowledge, support, and tools they need to take control of their health and embrace a vibrant, active lifestyle. Designed for adults 18 and older who are at risk for diabetes due to prediabetes or metabolic syndrome, this program offers a path to lasting wellness—helping participants build healthier habits, boost their confidence, and reduce their risk of diabetes for a brighter future.



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.



Dr. Belinda Reininger
DrPH, Brownsville Regional Dean & Professor



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



Maria Zolezzi
Senior Program Manager



Rebecca Lozoya
MPH, Research Coordinator III



Stephany Diaz
MPH, MS, Research Coordinator II



Jessica Perez
MSHS, Program Coordinator



Jocelyn J. Martinez
MPAS, PA, Health Promoter



Edgar Meneses
Research Assistant I



Mirna C. Carrizales
Community Health Worker



Marcelina Martinez
Research Assistant II



Alba Y. Flores
Community Health Worker

TU SALUD ¡SÍ CUENTA! TEAM