

Case for Support

The Campaign for Community Health in New Mexico

Presbyterian is committed to addressing health equity in our communities by creating opportunities for good health and well-being for residents state-wide. By integrating and innovating healthcare and health coverage, we are creating easier, better ways for patients and members to achieve their best health. Our Community Health department plays a critical role in this initiative by prioritizing behavioral health, social health and physical health. While these are broad priority areas, they allow us to meet the unique needs of each community while leveraging our role as a health system to make far-reaching and systemic change.

Advancing Health Equity

Presbyterian exists to ensure all of the patients, members and communities we serve can achieve their best health. To that end, Presbyterian Community Health is working to eliminate barriers such as poverty and discrimination that contribute to health inequity. We do this by providing community support resources, increasing access to healthy food and offering opportunities to be physically active.

In 2021, Presbyterian Healthcare Services (PHS) set out to create stronger connections between healthcare and social services in the community. We implemented **universal health-related social needs screening** to ensure that every patient who comes to an appointment is asked questions about their access to food, housing, financial stability, transportation and risky substance use. Based on their responses, providers refer patients to a variety of community and Presbyterian Community Health programs, including food as medicine programs like the **Food Farmacy, Community Health Classes** and behavioral health services through the **Peer Support Specialist Program**.

Food as Medicine

In 2020, **more than 86,000 people in Bernalillo County did not have enough food**. To address this need, Presbyterian healthcare providers prescribe our innovative Food Farmacy, giving food-insecure patients **access to healthy food and resources for preventing and self-managing chronic disease**. Food Farmacy program participants also have access to coaching and education from registered dietitians as they participate in free nutrition education and cooking classes, as well as other Chronic Disease Self-Management Education programs.



Food Farmacy Facts

- Food Farmacy is a **one-year, referral-based program** that serves patients with food insecurity and a diagnosis of diet-related chronic disease (e.g., diabetes, high blood pressure, heart disease), as well as pediatrics and perinatal populations.
- Each week, approximately **280** patients receive healthy food from one of **two Bernalillo County locations** (Community Health Resource Center at Presbyterian Kaseman Hospital and Presbyterian Medical Group on Las Estancias Dr. in the South Valley).
- Patients use a **drive-thru Food Farmacy** model to receive their weekly bags.
- Patients with an identified need receive **transportation support** through Uber Health.
- Each bag includes nearly **eight pounds of produce averaging 38 servings**, along with recipes and connections to other community social services.
- 40% of the produce patients receive comes from **17 unique local farmers**, providing them with a source of sustainable income through our partnership with MoGro, a mobile grocery program.
- In 2022, Food Farmacy **distributed 72,136 total pounds of food** averaging 284 lbs. of food per patient.
- Approximately **265 patients are currently on the Food Farmacy waitlist**. As screening and provider referrals become more common and rising food prices continue, this need is expected to escalate.

“ Last year after my husband died, my doctor signed me up for Food Farmacy. Finances were tight and now with inflation, that weekly bag of groceries has become a double blessing. It was an opportunity to try some foods I had not eaten before and there were recipes and information about the food in every bag. ”

HEAL Facts

Our Healthy Eating, Active Living & Support (HEAL) programs promote personal and community wellness and include a variety of accessible healthy eating, active living and well-being classes, along with support resources free of charge. Participants learn lifelong skills that support healthy habits and quality of life.

- In 2022, **5,179 total participants** attended 507 classes.
- **Healthy eating classes** give participants opportunities to learn basic cooking methods, knife-handling skills, how to store produce, food safety, tips for cooking together as a family, and recipe modifications.
- Classes also provide **guidance and nutrition support for management of diet-related chronic health conditions** such as high blood pressure, diabetes and weight management from registered dietitians.
- **Active living classes** aim to decrease stress while providing support to improve strength, flexibility and promote overall wellness, no matter the fitness level or ability. Classes include chair yoga and meditation and are led by licensed professionals and trained educators who provide evidence-based information in a hands-on educational setting, or through a virtual platform.
- Community Health partners with instructors and hosts train the trainer sessions for Community Health Workers and Home Health Aides to facilitate classes in Spanish **and increase access for Spanish-speaking patients, members, and communities**.



“ Addressing root causes of food insecurity requires a multifaceted approach. By improving access to fresh, healthy foods combined with nutrition and health education and support services, we are helping patients develop the skills and confidence to choose and prepare healthy foods at home. ”

Jennie McCary, MS, RDN, LD | Director, Community Health Programs

Our Vision: Scale the Food Farmacy

\$206,000 will provide program support and **allow the program to scale** in alignment with community-informed priorities around healthy food access, nutrition, physical well-being, and prevention and self-management of chronic disease.

- **Expand the Food Farmacy** throughout the state.
 - **\$100** buys enough fresh produce for one patient for one month
 - **\$1,000** buys enough fresh produce for 55 patients for one week
 - **\$10,000** buys enough fresh produce for 20 patients for six months
 - **\$30,000** will allow us to serve 10% more patients for one year
 - **\$150,000** per year would sustain the program for the long term
- **Expand access to HEAL** programs.
 - **\$90,000** per year will fund the hiring of instructors
 - **\$20,000** per year will cover food costs for cooking classes

In 2021, Presbyterian Community Health launched **Northern Roots: Where Families Eat, Learn and Grow**, a comprehensive produce prescription program that offers families healthy food resources in Northern New Mexico. Pregnant patients and parents and/or caregivers with children receive healthy food for their families at no cost, along with free cooking classes, nutrition resources and rewards such as grocery store gift cards.



- **16-week program** allows families to pick up fresh fruits and vegetables through MoGro once each week.
- **Various pick-up locations** throughout the region, including Presbyterian Santa Fe Medical Center and Presbyterian Española Hospital.
- In its first year, the Northern Roots program enrolled **163 families** and distributed more than **1,230 food bags**.



“ For years I struggled with substance use. I am proud to be five years into recovery and now walking alongside moms as a peer Support Specialist. I was once a Mom in the hospital with newborns exposed to substances during my pregnancies. I was frightened and alone. I only had one person who believed in and supported me. That support is what gave me hope. Through my work in the Neonatal Intensive Care Unit (NICU), I am honored to be the person providing relatable and non-judgmental assistance to other moms. ”

Selina Henderson,
Certified Peer Support Specialist

Peer Support Addresses Behavioral Health

Presbyterian's growing Peer Support Specialist Program is a **behavioral health initiative that works to address mental health and substance misuse**, including prevention and treatment. Certified peer support specialists with “lived experience” have been trained to support those who struggle with mental health, psychological trauma, or substance use. Their personal experiences give them expertise that professional training simply cannot replicate.

- Since May 2021, more than **2 million patients** have been screened for social needs. Of these, more than **89,000** identified depression and/or alcohol and substance use issues affecting their health.
- **36.4%** of adults in New Mexico report symptoms of anxiety and/or depressive disorder.
- Since 2020, more than **11,000** patients have been engaged by a Peer Support Specialist; **7,400** of those patients in 2022 alone.

This highly successful program has led to a partnership between Presbyterian and the New Mexico Department of Health to create a Peer Hub, making **peer support specialists available 24/7 throughout the state** and expanding to Presbyterian regional hospitals.

“ It is nice to know I can get through such a strong craving using my inner resources and leaning on [peer specialist] support. Thank you for being there and guiding me through that experience. Without your support, I would not be sober. Like we talked about, there are several ways this could end if I stayed on that path, none of them good. Now I at least have a chance. ”

Anonymous Patient

Our Vision: Expand the Peer Support Specialist Program

- **\$500,000 annually** will help Community Health meet the growing need for **peer salaries to maintain staffing, additional training, telemedicine capabilities** and data collection programs and tablets to provide virtual support to patients struggling with substance use disorder.
- **\$60,000** will fund the necessary equipment to provide virtual support to Peer Specialists at **regional sites** and **elevate high performing Peer Specialists** to leadership roles.

Emergency Funding for Those in Need

While our patients have many social needs, **housing is one of the most significant issues** that impedes their health and well-being. Stable housing helps patients avoid costly emergency department visits related to homelessness and allows them to follow medical treatment plans that require heat, electricity and clean water. But waiting lists for subsidized housing are long and those who are lucky enough to secure a place to live often have trouble furnishing their homes.

Community Health Workers help patients access available resources to meet basic living and social needs. Once those resources are exhausted, patients become eligible for **emergency funding**, which may consist of assistance with housing down payments, paying utilities and car repairs, and even emergency housing.

Emergency Funding at Work

A Community Health Worker (CHW) referred a homeless patient who was living in her vehicle, a truck with a camper attached to the bed of the truck. Wheelchair-bound and able to walk only with a walker, the woman was living on an extremely low fixed income, needed supplies for incontinence, and her vehicle was on the verge of breaking down. She had housing, but safety issues kept her from using it. She was looking for alternate housing but was more concerned about making sure she still had a working vehicle so she could continue to go to medical appointments and find safe places to park/sleep around the city. She mentioned several times that her vehicle was her “lifeline.” Vehicle repair is a specialized transportation need for which community resources are scarce when they exist at all. The CHW helped the patient apply for the Community Health (CH) Flex Fund for assistance.

The CHW found a mechanic who was willing to work with CH to support the patient in the vehicle repair. He understood the patient’s situation and completed the repair within a day so the patient would not have to find an alternative place to sleep. Once the repair was completed successfully,



the patient reported that she could feel the difference in how the vehicle operated.

Though the case worker knew that housing was the patient’s biggest need, she also recognized that it was not the woman’s top priority. Trusting that the patient knew what she needed most to improve her quality of life resulted in a successful solution.

Our Vision: Provide additional emergency resources

- **A gift of \$500,000** will help program participants by providing support for rental assistance and hotel stays, utility assistance, provide transportation and medical equipment purchases.

Why Give

We invite you to help us improve the health and well-being of people throughout New Mexico by making a gift that supports Food as Medicine, Peer Support or Emergency Funding for those in need. PHF accepts gifts of any size to support the expansion of these essential programs.

How You Can Help New Mexico Residents

Our **overall fundraising goal is \$3 million over three years**, which will establish these programs for the long term and supplement our Community Health team's ongoing efforts to secure additional funding through grants and other sources. The **annual cost** to take these programs to the next level is **\$816,000**. Funds raised in excess of the annual program costs will be applied in subsequent years to the designated areas.

Giving is already underway. A small group of committed donors has established a **matching gift fund totaling nearly \$500,000** and these donors will match additional gifts to Community Health dollar for dollar. Their generosity doubles the power of every gift, including yours.

Please consider the following options for making your gift:

- **Gifts with Immediate Benefit** – Your gift of any size can be put to work for New Mexicans today. These gifts help grow existing programs and can be transformational in developing programs from scratch. We welcome gifts of cash and appreciated assets like stock. Multi-year pledges make it possible for our Community Health team to plan and anticipate revenue from one year to the next. Making a gift while matching funds are still available will double the impact of your gift.

PHF Annual Giving Goal: \$2 million over three years

- **Creating an Endowment** – Endowments create an additional revenue stream that will support Community Health program participants in perpetuity. Endowment funds will be directed to annual program areas with the greatest need. Your own named endowment will support individual initiatives that are part of our overarching efforts to improve the health and well-being of New Mexicans. If you have an interest in creating an endowment fund to sustain Community Health well into the future, we welcome a conversation.

PHF Endowment Goal: \$1 million

- **Planned Giving** – Leave a legacy that supports those in need, either during your lifetime or after you're gone, by naming Presbyterian Healthcare Foundation as a beneficiary in your will, trust, retirement plan or life insurance policy.

Presbyterian Healthcare Services and Presbyterian Healthcare Foundation are not-for-profit 501(c)3 organizations. Charitable contributions will support Presbyterian Community Health, with no portion directed to fundraising or administrative expenses.