

(El Paso, Texas, Tuesday, 13 October 2009)

The aim of the Forum is to establish a partnership of interested border organizations and companies from a variety of sectors to discuss this opportunity for engagement in actions for the prevention and control of chronic diseases and promotion of healthy lifestyles.

The Border Partners' Forum for Action partnership will play a leadership role in bringing good practices to light in the prevention and management of chronic diseases, healthy lifestyles, and supportive environments, and scaling up their application at all levels.

1. Increase awareness of the need to establish a public policy agenda to prevent chronic diseases and increase investment and action for relevant and innovative solutions.
2. Provide a forum for interaction, exchange of ideas and commitment to actions between governments, nongovernmental organizations and civil society, international organizations and the private sector.
3. Provide a stage to share and disseminate good practices and create synergy between/among efforts.
4. Stimulate mobilization of financial and non-financial resources and other partners.
5. Catalyze, support and broker similar cross-sartorial partnerships at all levels.

- ✓ Honorable Eliot Shapleigh, Senator for District 29 in the Texas State Senate
- ✓ Melanie Goodman in representation Honorable Jeff Bingaman, U.S. Senator from New Mexico
- ✓ Lic. Edgar Olivas, Alderman of the State of Chihuahua, representing Congresswoman (Deputy) Velia Aguilar, Federal Congressional Representative from the State of Chihuahua to the Mexican National Legislative Assembly
- ✓ Ambassador Robert Rodríguez Hernández , General Consul for Mexico in El Paso, Texas
- ✓ Dr. James Hospedales, Coordinator of the PAHO/WHO Chronic Disease Project, Washington, D.C.
- ✓ Richard Salvatierra, Development Director of the Pan American Health and Education Foundation (PAHEF)

The attendance was approximately 80 people; there was political representation from universities (UTEP, UACJ) and colleges of health professionals interested in the subject, foundations, the business sector, pharmaceutical sector, and civil organizations and the communication media.

- ✓ Involving the private sector.
- ✓ Breaking with our habits.
- ✓ Public policy.
- ✓ Decreasing diseases through prevention.



Opportunities

- ✓ Politicians are more willing to talk about the issues.
- ✓ Families are more aware of the benefits of having a healthier life both in health and in its economy.
- ✓ The industries realize the benefits of having healthy workers.
- ✓ Authorities are negotiating about healthy policies and institutions such as Universities which are coordinating programs focusing on a healthy border.
- ✓ Chance to make alliances with the community and service providers to ensure the prevention of diseases.
- ✓ Chance to optimize social networks that have the support of the media to influence the private sector.
- ✓ Collaboration to improve current practices.



U.S.-Mexico Border
Forum
Chronic Diseases
Diabetes
Tamaulipas
decision-making
policy making
together
partnership
collaboration
Partners
control

Weakness

- ✓ Yet diffusion is not that strong.
- ✓ Educational programs about a healthy life style are not consistent and the message is not well understood by the population.
- ✓ Advertising is not the appropriate in the media.
- ✓ The cultural factor is a big influence.
- ✓ Lack of solutions to maintain alliances in the long run.

