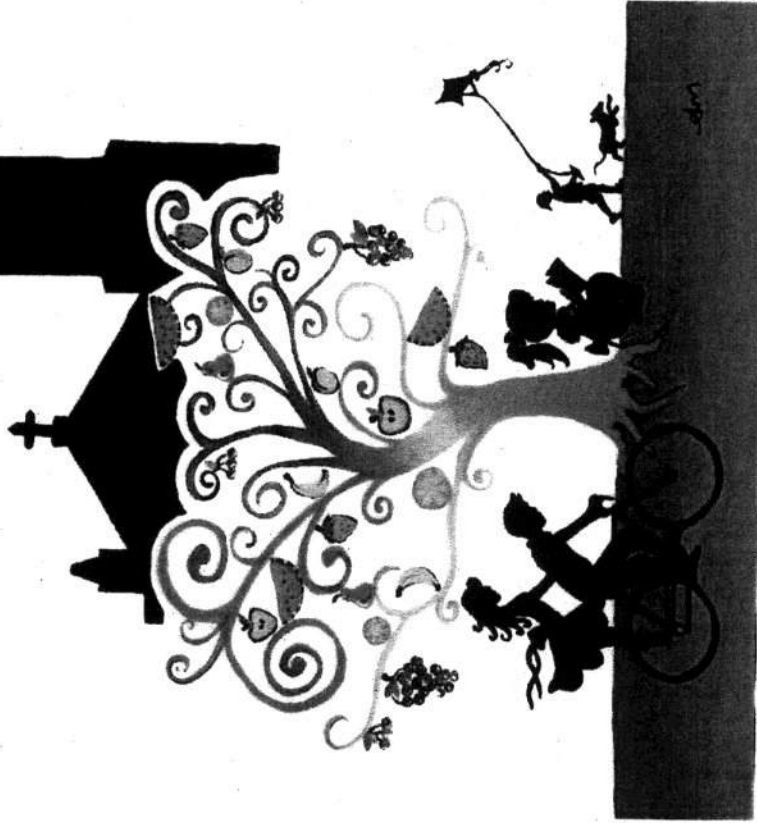


Laredo of Tomorrow – Information Booklet

Table of Contents

I.	Chronology of Events	PAGE 4
II.	Organizational Structure	PAGE 5
III.	Laredo of Tomorrow Coalition Membership (2015)	PAGE 6
IV.	Task Force Reports a. Education Task Force	PAGE 9
	b. Health Task Force	PAGE 12
	c. Quality of Life Task Force	PAGE 14

Laredo of Tomorrow



EDUCATION • HEALTH • QUALITY OF LIFE

www.laredoof tomorrow.org

Chronology of Events

- 2008:** *Blue Ribbon Committee Established:* Blue Ribbon Committee of the City of Laredo and Webb County on Health Issues was established
- 2009:** *Needs Assessment:* Board of Directors of the Mid Rio Grande Border Area Health Education Center in collaboration with the Blue Ribbon Committee agreed on conducting a needs assessment.
- 2010:** *Labor Health Education Appropriations Bill:* Needs assessment funded by The Honorable Congressman Henry Cuellar through the Labor, Health and Education Appropriations Bill.
- 2011:** *Needs Assessment Completion:* Laredo/Webb County Community Health and Workforce Needs Assessment was completed via a collaboration of the City of Laredo Health Department (CIHD), Mid Rio Grande Border Area Health Education Center (MRGB-AHEC), University of Texas Health Science Center at San Antonio (UTHSCSA) and the UTHSCSA Laredo Regional Campus. The overall goal of this assessment was to determine what the residents of varying sectors of Laredo/Webb County identified as the community's health priorities. It identified three priority areas of concern:
- Better Health Care
 - Better Education/Employment
 - Better Quality of Life

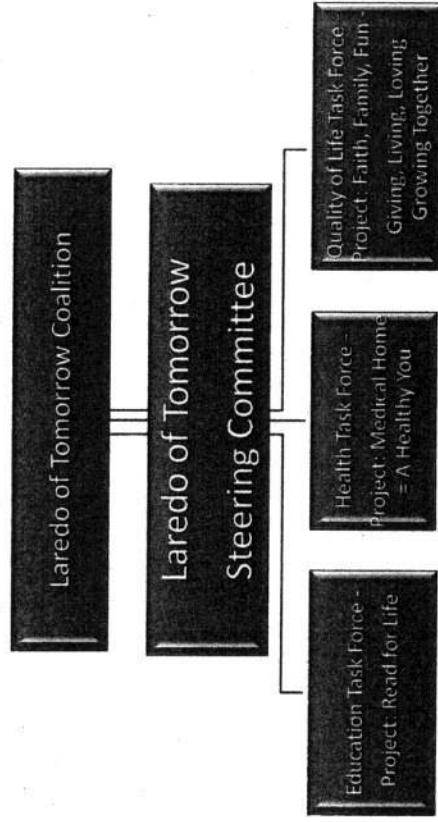
2013: *Establishment of the Laredo of Tomorrow Coalition:* The Regional Campus Advisory Council (RCAC) of the University of Texas Health Science Center at San Antonio - Regional Campus Laredo -endorsed the findings of the needs assessment. The RCAC organized a steering committee to establish the Laredo of Tomorrow Coalition to develop a plan of action.

The Laredo of Tomorrow Initiative was established with its mission:
"The Laredo of Tomorrow Coalition, with its partners, works with the citizens of Laredo to develop a healthier, better educated community committed to improving their quality of life."

2013: *Formation of Steering Committee:* The organizational structure for the Laredo of Tomorrow Coalition was established with a Steering Committee and three task forces: Education Task Force, Health Task Force and Quality of Life Task Force. (See pages 9-14 for the project activities of the taskforces)

2014: *Resolutions:* Laredo of Tomorrow was endorsed by the City Council of the City of Laredo and the County Commissioners of Webb County via Resolution.

Organizational Structure



Laredo of Tomorrow Coalition Membership

Gerardo Alvarado
 Nedil A. Antonini, MD
 Tony Arce
 Pablo Arenaz
 Pete Arguello
 Jaime Arizpe
 Julie Bazan
 Frances Bernat
 Alex Blanco, MD
 Otila Bustamante
 Nancy Cadena
 David R. Canales
 Alberto P. Cardenas
 Mindy Casso
 Gloria Castillo
 Miriam Castillo
 Hilda V. Cavazos
 Leo Cigarroa, MD
 Joaquin Cigarroa, Jr., MD
 Patricia Cisneros
 Miguel Conchas
 Eloisa Diaz
 Mauricette Diaz
 Carmen Escamilla
 Becky Erazo
 Linda D. Flores
 Vicky Flores
 Enrique Gallegos
 Sandra Gallegos
 Diana Garcia
 Homero Garcia-Vasquez
 Arturo Garza-Gongora, MD
 Olga Gentry
 Reynaldo Godines, MD
 Adela Gonzalez
 Hector Gonzalez
 Jose Gonzalez
 Rosalinda Gonzalez
 Zaida Gonzalez
 Mario J. Gonzalez
 Mario Gonzalez, Jr.

Border Region Behavioral Health Center
 Dermatology Physician
 AEP Texas
 TAMIU
 US Rep. Henry Cuellar
 Health & Human Services Commission
 Area Health Education Center
 TAMIU
 Family Practice Physician
 United Day School
 Webb County Indigent Health Care
 United I.S.D.
 Area Health Education Center
 Laredo Medical Center
 Camilo Prada Child Development
 Laredo Chamber of Commerce
 LCC
 Family Practice & Internal Med. Physician
 Cardiology & Internal Medicine Physician
 Methodist Healthcare Ministries
 Laredo Chamber of Commerce
 United ISD
 South Texas Development Council
 United ISD
 UTHSCSA - Clinical Research Unit
 TAMIU
 Area Health Education Center
 Laredo Medical Center
 Laredo ISD
 Area Health Education Center
 Laredo Public Library
 Family Practice, Physician
 St. Augustine Catholic Schools
 Gastroenterology Physician
 UTHSCSA
 City of Laredo Health Department
 LULAC Council 7
 Los Pepitos Schoolhouse
 City of Laredo Employee Health & Wellness
 Texas Community Bank
 Mario Gonzalez, CPA, P.C.

Laredo of Tomorrow Coalition Membership Con't

Lupita Guerrero
 Gloria Gutierrez
 Judith Gutierrez
 Osbaldo Guzman
 Sara Hernandez
 Larisa Higgins
 Michael A. Hochman, MD
 Laura Deedee Hrcir
 J. Alfredo Iniguez
 Jeffrey Jones
 Erika Juarez
 Patricia Keck
 Ray M. Keck
 Gladys C. Keene, MD, MPH
 John C. Kilburn
 Jerry Leal
 Ana L. Lepe
 Kevin Lindberg
 Gregorio Lopez
 Mary Lou Lopez
 Rene Lopez
 Rocio Lopez
 Waldo Lopez
 Lupita Madrid
 Belinda Magana
 Juan L. Maldonado
 Alec Martinez
 Judy Martinez
 Maggie Martinez
 Mercurio Martinez, Jr.
 Nora Martinez
 Robert Mendiola
 Dianna L. Miller
 Dolores Morales
 Marcus Nelson
 Ralph Nimchan, MD
 Clema Owen
 Mely Paez
 Joe Palacios
 Rosanne Palacios
 Linda Payle

Texas DSHS - Office of Border Health
 United ISD
 JCG Management
 Laredo Parks & Leisure Services Depart.
 United ISD
 Laredo Rehabilitation Hospital
 Ophthalmology Physician
 Laredo Stroke Support Group
 Laredo Community College
 Rockport Global
 City of Laredo Health Department
 Community Stakeholder
 Texas A&M International University
 UTHSC Regional Campus
 Texas A&M International University
 Public Access
 United ISD
 Texas A&M International University
 Mercy Ministries of Laredo
 United ISD
 Doctors Hospital of Laredo
 Laredo ISD
 City of Laredo Health Department
 Webb County Headstart
 Webb County Headstart
 Laredo Community College
 US Rep. Henry Cuellar
 Doctors Hospital of Laredo
 Laredo ISD
 Texas A&M International University
 City of Laredo Health Department
 South Texas Development Council
 Laredo Community College
 Laredo Home Health/LMC
 Laredo ISD
 Cardiology Physician
 Courtyard by Marriott
 Laredo ISD
 Texas Community Bank
 Texas A&M International University
 Webb County Headstart

Laredo of Tomorrow Coalition Membership Con't

Sonia Perez UTHSCSA Dental
Fernando G. Quintana Texas A&M International University
Minita Ramirez Texas A&M International University
Ana Rivera-Soto Laredo Lemurs
Philip Roberson Texas A&M International University
Cynthia L. Rodriguez United ISD
Mario Rodriguez Laredo Specialty Hospital
Joaquin J. Romero Jr. Area Health Education Center
Irene Rosales United ISD
Rose Saldivar Texas A&M International University
Priscilla Salinas Laredo Medical Center
Prentice Sanders Laredo Specialty Hospital
Roberto Santos United ISD
Selma Santos Blessed Sacrament School
Gerald Schwebel IBC Bank
Calixto Seca Texas DSHS - Office of Border Health
Brenda Sepulveda Laredo ISD
Cynthia Silva Kristi Lin's Academy
Vincent R. Solis Laredo Community College
Maria G. Solis Laredo Public Library
Jesus Torres City of Laredo Police Department
Lucy Trejo Webb County Headstart
Mike Trevino Community Leader
John Ulbricht Laredo Medical Center
Patricia Uribe Texas A&M International University
Guadalupe Vargas Peewee's Schoolhouse
Miroslava Vargas The Education Center
Roxanne Vedia Laredo Community College
Jackie Vela Laredo Public Library
Sister Maria Luisa Vera Mercy Ministries of Laredo
Rosa Maria Vida, PhD Diocese of Laredo
Gilda Villarreal Doctors Hospital of Laredo
Glenda Walker Texas A&M International University
Susan Walker Area Health Education Center
Rodney Webb Texas A&M International University
Catheryn J. Weitman Texas A&M International University
Sister Rosemary Welsh Mercy Ministries of Laredo
Marie Wendeborn Community Leader
Dolores Wise-Barrera United ISD
Sunny Wong, MD Area Health Education Center

Education Task Force

Co-chair - Dr. Rosa Maria Vida, Diocese of Laredo
Co-chair - Mr. David Canales, United ISD

Leadership:

Members:

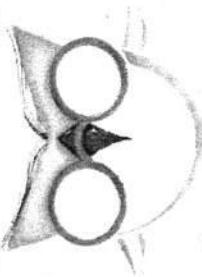
Mr. Gerardo Alvarado Border Region Behavioral HC
Ms. Julie Bazan Area Health Education Center
Ms. Otila Bustamante United Day School
Mr. David R. Canales United ISD
Ms. Gloria Castillo Camilo Prada Child Development
Ms. Eloisa Diaz United ISD
Ms. Becky Erazo UTHSCSA
Ms. Carmen Escamilla United ISD
Ms. Sandra Gallegos Laredo ISD
Ms. Diana Garcia Area Health Education Center
Ms. Twila Garza United ISD
Ms. Olga Gentry St. Augustine
Mr. Jose Gonzalez LULAC Council 7
Ms. Rosalinda Gonzalez Los Pepitos Schoolhouse
Ms. Gloria Gutierrez United ISD
Ms. Sara Hernandez United ISD
Mr. Jeffrey Jones Rockport Global
Ms. Ana Lepe United ISD
Ms. Mary Lou Lopez United ISD
Ms. Rocio Lopez Laredo ISD
Ms. Lupita Madrid Webb County Headstart
Ms. Belinda Magana Webb County Headstart
Dr. Juan L. Maldonado Webb County Headstart
Mr. Mercurio Martinez Jr. TAMIU Laredo Community College
Ms. Maggie Martinez Laredo ISD
Ms. Dolores Morales Laredo Home Health/LMC
Ms. Mely C. Paez Laredo ISD
Ms. Linda Payle Webb County Headstart
Ms. Sonia Perez UTHSCSA Dental
Ms. Cynthia Rodriguez United ISD
Ms. Selma J. Santos Blessed Sacrament
Mr. Gerald Schwebel IBC
Mr. Calixto Seca Office of Border Health
Ms. Brenda Sepulveda Laredo ISD
Ms. Cynthia Silva Kristi Lins Academy
Ms. Lucy Trejo Webb County Headstart
Dr. Patricia Uribe Laredo Library
Ms. Guadalupe Vargas TAMIU
Ms. Miroslava Vargas Peewee's Schoolhouse
Mr. Homero Vasquez-Garcia The Education Center
Ms. Roxanne Vedia Laredo Library
Ms. Jackie Vela Laredo Community College
Dr. Rosa Maria Vida Laredo Library
Dr. Catheryn J. Weitman Diocese of Laredo
Sister Rosemary Welsh TAMIU
Mercy Ministries of Laredo

Laredo of Tomorrow



Read for Life
for
Healthy Living

Laredo of Tomorrow



Leer es Vivir
para una
Vida Saludable

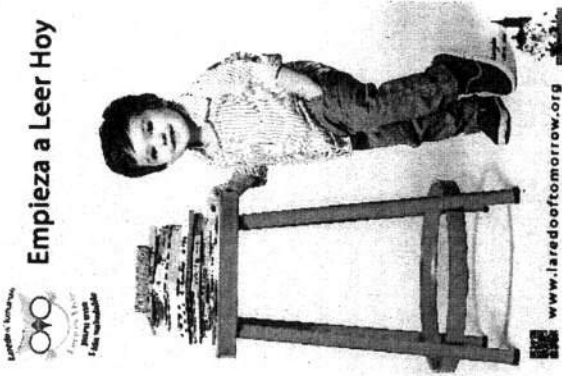
Read for Life: Reading List

Month	Theme/Synopsis
September	A Garden of Life (Books will center on healthy eating focusing primarily on the food pyramid, harvests, and fruits and vegetables.)
October	Healthy Smiles (Books will focus on oral hygiene and dental health.)
November	You Are What You Eat (Books will focus on diabetes awareness/prevention and food portion control.)
December	Gifts that Last: Come Back Home (Books will focus on health care providers and taking care of oneself, friends, and families.)
January	New Beginnings! (Books will reflect on personal/professional/academic goals for the new year.)
February	Love Your Heart! (Books will center on heart wellness/care.)
March	Live Long (Books will center on adopting healthy lifestyles to live longer lives.)
April	Kid Power (Books will center on children and their care/well-being.)
May	Healthy Minds (Books will center on mental health topics/awareness.)
June	Let's Keep Physical! (Books will center on sports, games, and exercise.)
July	The Heat is On! (Books will reflect on dehydration, heat stroke, sun-related diseases, and awareness/prevention of skin cancer.)
August	Are You Ready? (Books will center on school immunizations, sports physicals, and back-to-school preparations for students of all learning institutions.)

Education Task Force Posters:



Start Reading Today



Empieza a Leer Hoy



It's Never Too Soon...



Nunca es Demasiado Temprano...

Health Task Force

Leadership: Co-chair - Sister Rosemary Welsh, Mercy Ministries of Health
Co-chair - Sister Maria Luisa Vera, Mercy Ministries of Health

Members:

Mr. Jaime Arizpe
Ms. Julie Bazan
Ms. Vicky Flores
Ms. Mindy Casso
Ms. Lupita Guerrero
Dr. Gladys Keene
Mr. Gregorio Lopez
Ms. Judy Martinez
Ms. Nora Martinez
Ms. Rebekah Alarez
Mr. Guillermo Walls
Ms. Rose Saldivar
Ms. Priscilla L. Salinas
Mr. Calixto Seca Jr.
Sister Maria Luisa Vera
Sister Rosemary Welsh

Health & Human Services Commission
Area Health Education Center
Area Health Education Center
Laredo Medical Center
Texas DSHS-Office of Border Health
UT Health Science Center
Mercy Ministries of Laredo
Doctor's Hospital
City of Laredo Health Department
City of Laredo Health Department
City of Laredo Health Department
Texas A&M International University
Laredo Medical Center
Texas DSHS-Office of Border Health
Mercy Ministries of Laredo
Mercy Ministries of Laredo

Project: A Medical Home

A "Medical Home" is the first place a resident of Laredo/Webb County turns to for non-emergent healthcare needs. This may be a private physician, a private or public clinic. Medical Homes may be the key to getting better value from the US health care system. We want to know, where is your medical home?

Medical Home =

A Healthy You!



A Medical Home is the first place you turn to for non-emergency healthcare.

A Medical Home is a private physician, a private clinic, or a public clinic.

A Medical Home is the key to getting better health care!

For more information on what a Medical Home is, please call (956) 523-7400.



Una Casa de Salud =

¡Una Mejor Salud Para ti!



Una Casa de Salud es el primer lugar a donde uno acude para recibir servicios médicos que no son urgentes.

Una Casa de Salud es un médico privado, una clínica privada, o una clínica pública.

Una Casa de Salud es la clave para conseguir mejor atención médica!

Para obtener más información sobre lo que es una Casa de Salud, por favor llámeme al (956) 523-7400.



Talking Points on the Importance of Having a Medical Home

- The Emergency Room is not a medical home or the place for primary care.
- A medical home is for when you are sick and for preventive care. e.g. immunizations, wellness checkups & help in managing a chronic condition/illness if they are present.
- Choose a physician you are comfortable with; one with whom you can be totally honest with; and one who is able to provide the services you need.
- Don't wait until you are in the middle of a crisis. It is hard to choose a physician then.
- You get to know your primary medical care provider and his/her staff
- They get to know you
- Your medical records are held there
- When in need of specialty care, your primary provider will guide you and/or refer you to the type of specialist you need based on your condition.
- Your chances of getting an appointment on a timely basis are much better if you are an established patient of a private physician, private or public clinic.
- However, in case of an emergency, by all means CALL 911 OR GO TO THE NEAREST EMERGENCY CARE FACILITY.
- One of two things will happen in case of an emergency:
 1. Your condition will be stabilized and you will be discharged and asked to follow-up with your primary care doctor (your medical home).
 2. You will be admitted to a hospital for treatment; a physician will be assigned to you but that physician will most probably not be doing your follow-up. Upon discharge, you'll be directed to follow-up with your primary care doctor.

Notes to staff: DO NOT RECOMMEND ANY PHYSICIANS TO ANYONE

Example of a private clinic: Mercy Clinic @ 2500 Zacatecas St. in South Laredo

Examples of a public clinic: City of Laredo Health Dept. @ 2600 Cedar Gateway Community Health Center @ 1515 Pappas or 2007 S. Hwy 83 (Zapata Hwy).

Quality of Life Task Force:

Leadership: Co-Chair – Ms. Clema Owen, Courtyard by Marriott
Co-Chair – Ms. Dolores Morales, Laredo Home Health

Members:

Mr. Gerardo Alvarado Border Region Behavioral Health Center
Mr. Tony Arce AEP Texas
Ms. Miriam Castillo Laredo Chamber of Commerce
Ms. Patricia Cisneros Methodist Healthcare Ministries
Mr. Miguel Conchas Laredo Chamber of Commerce
Mr. Jose Gonzalez Lulac Council 7
Mr. Mario J. Gonzalez Texas Community Bank
Mr. Osbaldo Guzman Laredo Parks & Leisure Services Dept.
Mr. Radcliffe Killam Killiam Development
Ms. Blasita Lopez Laredo Convention & Visitors Bureau
Mr. Mercurio Martinez Texas A&M International University
Ms. Dolores Morales Laredo Home Health/ LMC
Ms. Clema Owen Courtyard by Marriott
Ms. Ana Rivera-Soto Laredo Lemurs
Mr. Gerald Schwebel IBC
Mr. Jesus Torres City of Laredo Police Department
Ms. Roxanne Vedia Laredo Community College
Dr. Susan Walker Community Leader
Mr. Rodney Webb Texas A&M International University
Ms. Marie Wendeborn Laredo ISD/ Ruthe B. Cowl

Project:

Faith, Family, Fun

Giving, Living, Loving – Growing Together



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