

## ABSTRACT

**Project Title:** Vivir Mejor! (Live Better!) Consortium  
**Applicant Organization Name:** Mariposa Community Health Center, Inc. (MCHC)  
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Mariposa Community Health Center (MCHC) is applying as the lead agency and fiscal agent for the Vivir Mejor! (Live Better!) Consortium, a mature collaborative in Santa Cruz County, Arizona on the U.S.-México border. The Vivir Mejor! Consortium is applying in the Health Improvement Special Project (HISP) category to promote heart health.

Santa Cruz County (Arizona) is a U.S.-México border community that is 84% Hispanic/Latino, 26% of residents live below the federal poverty level, 33% of county residents are foreign-born and 80% speak a language other than English at home. One in five (20%) county residents are still uninsured. Both cardiovascular disease and diabetes account for a higher percentage of total deaths in the county than in Arizona. Twenty two percent of MCHC adult patients have hypertension and 15% have diabetes. The proposed scope of work is based on consumer input and addresses community goals outlined in the following action plans: Santa Cruz County Health Improvement Plan, Nogales Healthy Places for Healthy People Action Plan and Nogales Local Foods, Local Places Action Plan.

The Consortium consists of ten partners that will fulfill the project goal to promote heart health among adults 50-74 years of age with one or more CVD risk factors in order to prevent heart disease. This goal will be achieved via nine objectives over the three-year grant period to offer program participants interactive adult education in nutrition and physical activity, followed by social support for healthy eating and active living, including behavioral health services. Vivir Mejor! will adapt and replicate Meta Salud (Meta Health), an evidence-based, CHW-led healthy eating and active living curriculum developed and tested in México that is being replicated as a NIH research grant in the U.S.-México border region to reduce CVD risk among Hispanic/Latino diabetic adults.

An additional eight evidence-based and promising practices will be utilized to promote and sustain lifestyle change among program participants, including: the use of Community Health Workers and volunteer Lay Leaders; fruit and veggie prescriptions (FVRx); walking clubs; cooking classes; technology, behavioral health support and intergenerational healthy heart projects.

Process and outcome evaluation, including the use of the CDC Heart Age Calculator, will be used for quality improvement and to produce results worthy of dissemination, replication and peer-review publication. The Vivir Mejor! Consortium is committed to contributing to the evidence base regarding chronic disease among rural and Hispanic/Latino communities via publication of results.

MCHC requests a funding preference based on the county service area's dual HPSA and MUA designations, and because this healthy heart project focuses on wellness and prevention strategies.