



2024

# ANNUAL REPORT



**Building Healthy  
Communities**

[mhpsalud.org](http://mhpsalud.org)





Compassion



Commitment

Collaboration



Community



BUILDING HEALTHY  
COMMUNITIES



## Our Mission

We serve communities by embracing the strengths and experiences of individuals and families, engaging them to achieve health and well-being.



## Our Vision

We believe everyone deserves to live healthy and resilient lives within their communities.

## Our Values

**Collaboration:** We foster open and honest communication with our team and partners to advance the mission and strengthen our relationships.

**Respect:** Our organization is strengthened by our shared commitment to each other, the communities we serve, and our thoughtful consideration of differing experiences and perspectives.

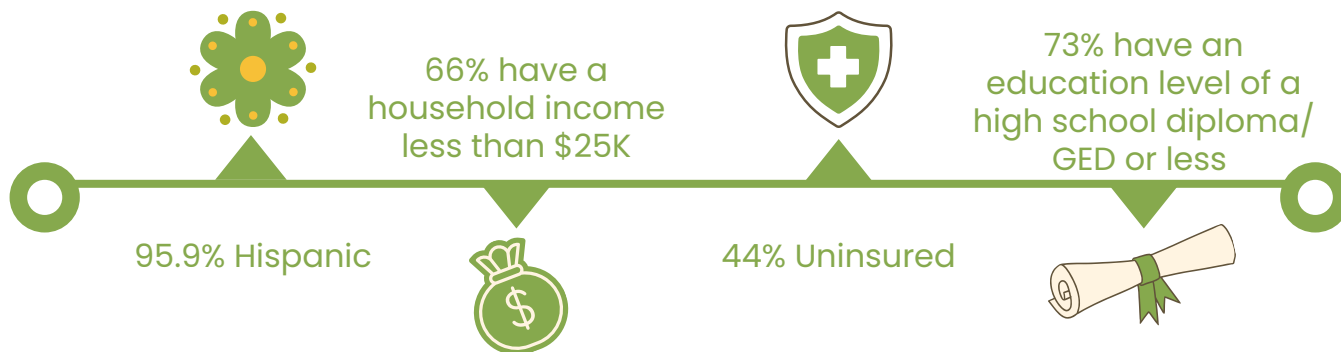
**Growth:** We embrace our people's unique talents and strengths, creating opportunities for them to explore their passions to be their best and grow authentically.





## WHO WE SERVE

### DEMOGRAPHICS

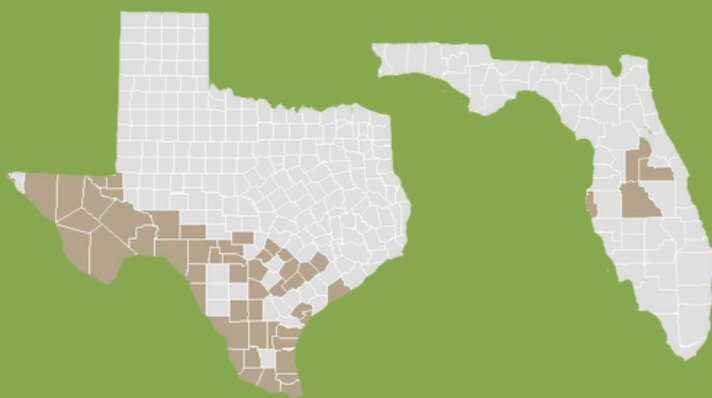


**6,692**  
clients served

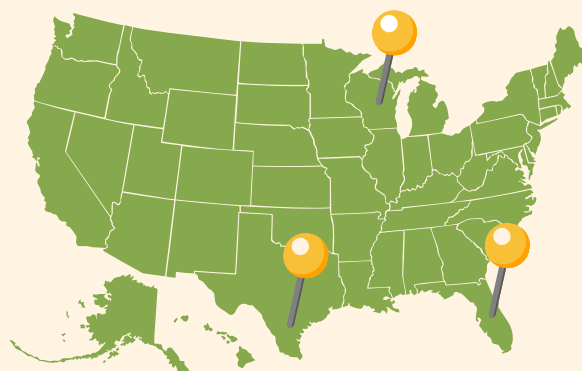
With services that cater to all ages and stages of life



With community programs in  
70+ counties



Expanding a national  
audience with bases in  
Michigan, Texas and Florida





# HEADLINES & HAPPENINGS

## MHP SALUD IN LIGHTS

### Weslaco Grand Opening



Partners, consumers and local leaders celebrated MHP Salud's new office opening

### Inaugural RGV Health Symposium



MHP Salud hosted our first Health Symposium focused on addressing the needs of the Rio Grande Valley community

### MHP Salud in the news



### EL PASO MATTERS

Opinion: 4 tips for maintaining health as you age



100+ media hits in 2024 including broadcast, print and digital

### Advancing in advertising



New advertising tactics helped us reach a wider audience for open enrollment



# COMMUNITY INITIATIVES



Parents as Teachers



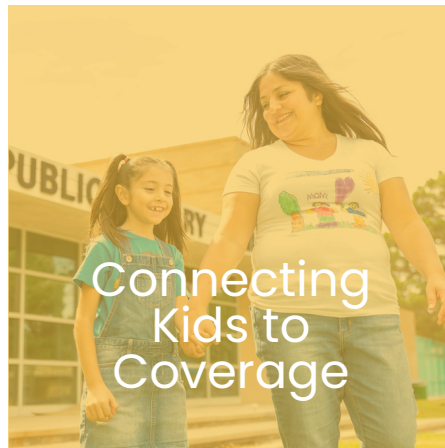
Familias Saludables



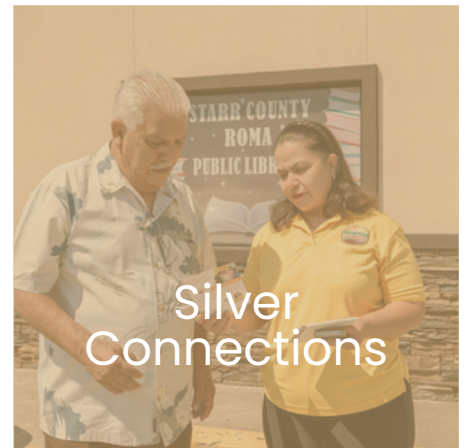
Amate!



Navigator



Connecting Kids to Coverage



Silver Connections



Digital Equity



Esperanza y Bienstar Mental



**Building Healthy Communities**

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# BUILDING HEALTHY FAMILIES



## Parents as Teachers

122

parents found support, community and guidance with MHP Salud's Parents as Teachers Program

### 2 OUT OF 3

new parents in the U.S. experience isolation, burnout and loneliness from the demands of parenthood<sup>1</sup>



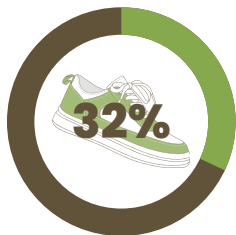
*Within days of joining the program, I saw the light. My promotora helped me get through the hard times, and she helped me with my son. We are so thankful.*  
— Rosa



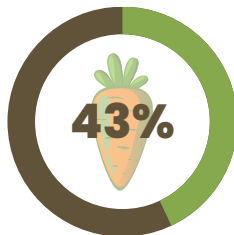
## Familias Saludables

950

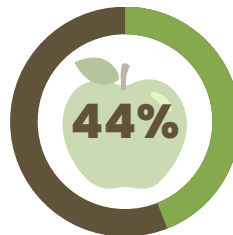
Families and individuals participated in classes to improve nutrition, health and well-being



Increase in physical activity



Increase in Vegetable intake



Increase in fruit intake



52.05%

decrease in sugary beverages

## Amaté

96

youth participated in HIV prevention education

Improved attitude toward HIV prevention

91.6%

Increased HIV knowledge

89.5%

Increased confidence to prevent HIV

52.1%



# BUILDING HEALTHY COMMUNITIES

## Navigator

**2,890** Consumers received assistance enrolling in Qualified Health Plans

**3,027** Qualified Health Plans



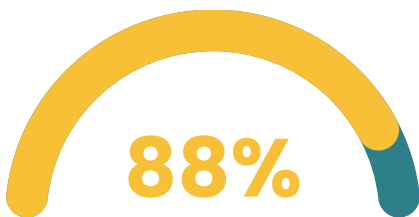
*"I have three children and during the pandemic, I didn't have health insurance. I didn't know what I would do if one of my children became sick. I was standing in line at the food pantry when a Navigator approached me. My Navigator helped me enroll in Medicaid and that has given me peace of mind."*

– Gladys



## Connecting Kids to Coverage

**999** Children, parents and pregnant individuals received assistance enrolling in Medicaid and CHIP



The majority of American adults have difficulty understanding and using health information <sup>2</sup>

**1 IN 3**

Hidalgo County residents don't have health insurance That's double the state average! <sup>3</sup>



Medical debt is the #1 cause of bankruptcy in the U.S. <sup>4</sup>



# BUILDING HEALTHY COMMUNITIES

## Silver Connections

282

Older adults (age 50+) received assistance applying for services to support their health and/or social needs



Utilities



Housing



Food



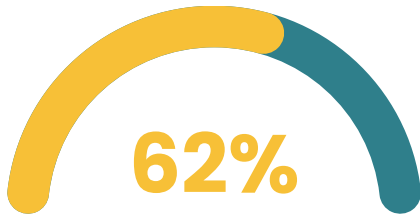
Health Insurance



## Digital Equity

145

Older adults (age 50+) learned and received support to feel more confident using technology to connect with family members and medical providers



The majority of older adults have difficulty understanding and using technology to access health information<sup>5</sup>

## Esperanza y Bienstar Mental

135

Older adults found support to address mental health struggles, loneliness and other challenges affecting quality of life.



Reported increased quality of life

95%

Reported increased physical activity

78%

41%

Reported decreased depressive symptoms

16%

Reported decreased feelings of isolation



# BUILDING A HEALTHY WORKFORCE

## Community Health Worker Training and Apprenticeship

**91** Community Health Workers successfully completed MHP Salud's training and apprenticeship program



**52** MHP Salud trainees secured full CHW certification

**2023-2024:**

59.6% of all Community Health Workers certified in Florida were trained by MHP Salud



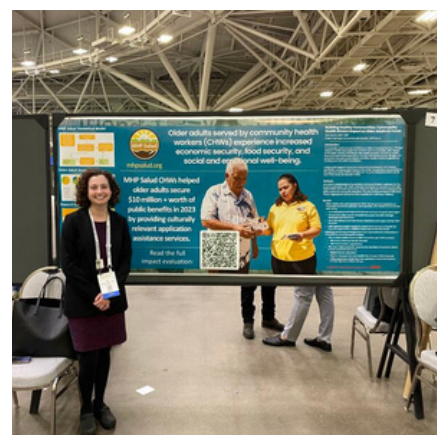
## National Workforce Development & Training

**500+**

Federally Qualified Health Centers participated in MHP Salud training services

**7**

MHP Salud national training appearances



# BUILDING A HEALTHY WORKFORCE

## MHP SALUD LEADS BY EXAMPLE

MHP Salud is dedicated to supporting our Community Health Workers so they can be happy, healthy and fully focused on serving communities. By doing so, we create a positive environment that leads to greater impact and a stronger return on investment.

### WHAT MAKES US DIFFERENT?

#### CHW Steering Committee

MHP Salud's Steering Committee is comprised of CHWs with decades of collective lived experience. Together, they explore industry opportunities and challenges that impact the organization and provide insight from a frontline perspective.



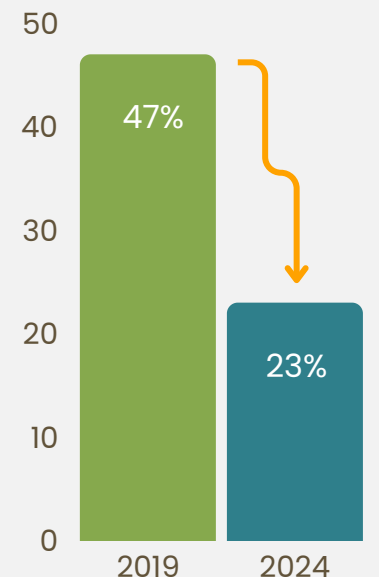
81%

81% of MHP Salud staff  
report feeling valued and  
appreciated at work



Individual Development Plans nourish  
professional growth and advance  
personal goals for holistic support

#### Proven Results



Employee Turnover Rates







Led by compassion, collaboration, and a deep commitment to community, MHP Salud serves communities by embracing the strengths and experiences of individuals and families, engaging them to achieve health and well-being.

Thank you to all who have supported our mission to build healthy communities.

# THANK YOU



**Building Healthy  
Communities**

Sources:

- 1 <https://osuwmc.multimedia-newsroom.com/index.php/2024/04/24/survey-finds-loneliness-epidemic-runs-deep-among-parents/>
- 2 [https://milkeninstitute.org/sites/default/files/2022-05/Health\\_Literacy\\_United\\_States\\_Final\\_Report.pdf](https://milkeninstitute.org/sites/default/files/2022-05/Health_Literacy_United_States_Final_Report.pdf)
- 3 [https://hidalgocsa.org/wp-content/uploads/2024/09/2024-CSA-Community-Needs-Assessment-Report-FINAL.pdf#:~:text=The%20lack%20of%20health%20insurance%20is%20considered.and%2012.11%20in%20the%20U.S.%20\(Commons%2C%202024\),](https://hidalgocsa.org/wp-content/uploads/2024/09/2024-CSA-Community-Needs-Assessment-Report-FINAL.pdf#:~:text=The%20lack%20of%20health%20insurance%20is%20considered.and%2012.11%20in%20the%20U.S.%20(Commons%2C%202024),)
- 4 <https://pmc.ncbi.nlm.nih.gov/articles/PMC6366487/>
- 5 <https://pmc.ncbi.nlm.nih.gov/articles/PMC2668931/#:~:text=Conclusion,literacy%20abilities%20of%20the%20population.>