

Grant Cycle

Spring 2026

Type of Submission

LOI

Contact Information

Organization Information

City of Laredo Public Health Department
2600 Cedar Ave
Laredo, TX, 78040-4040
Phone:

Primary Contact

Luis Cerda
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Invited Collaborators

Prefix	Contact First Name	Contact Last Name	Contact Email Address	Role	Status
No Results Found					

Organization Additional Information

Organization Mission Statement

Through excellence and leadership, the City of Laredo Public Health Department provides culturally competent quality services that promote optimal health, prevent disease, and protects the safety of all to achieve health equity.

Organization Vision Statement

Provide the Laredo community access to resources to achieve optimal quality of life, health and well-being.

Current Operating Budget

\$31,521,148.00

Current Operating Expense

\$27,408,609.39

Three Largest Grants Received

Please include funder names and amounts received.

Vaccination Capacity: \$7,402,428

IDCU/COVID Response & Laboratory Activities: \$5,752,479

Public Health Infrastructure: \$2,601,178

Grant Request Snapshot

Project Title

Laredo Lifestyle Medicine Consortium

Requested Funds

\$200,000.00

Amount for Consideration

\$100,000.00

Letters of Support

Is your organization applying for funding through a fiscal agent?

☐ Yes ☐ No

Is your organization a university?

☐ Yes ☐ No

Does this project involve partner organizations?

☐ Yes ☐ No

Project Details

High-level Project Summary

The answer below is from your LOI Invitation Request. Please refine as needed.

The ultimate goal of healthcare and public health is to help individuals live longer, healthier, and more fulfilling lives. Yet at national, state, and local levels, we are falling short and moving backward. Despite progress in identifying social determinants of health, we continue to struggle with translating knowledge into sustained outcomes. One of today's most urgent public health questions is why some individuals thrive into their 90s with vitality, while others face chronic illness, disability, and premature death.

Although income, culture, and geography play important roles, evidence shows lifestyle is the most powerful determinant of long term outcomes. Research suggests genetics may account for only 10–20% of risk for conditions such as obesity, indicating that root causes lie overwhelmingly in modifiable lifestyle behaviors. This underscores the opportunity to focus on the pillars of health: nutrition, physical activity, stress management, restorative sleep, social connection, and avoidance of harmful substances.

Locally, the need is urgent. In Laredo, nearly 30% of residents lack health insurance among the highest in Texas and the nation. This lack of access fuels high rates of chronic disease. Webb County reports obesity above 40%, compared to 34% statewide, and rates of diabetes and hypertension far outpace national averages. These disparities reduce quality of life and place unsustainable burdens on local healthcare systems.

Our proposal seeks to establish a model lifestyle medicine program through a strategic partnership between public health and academia. The aim is to create a standardized, evidence-based framework for

integrating lifestyle medicine into community health practice. This program will provide direct services to individuals at risk for or already living with chronic diseases such as diabetes, hypertension, and obesity, while also serving as a learning laboratory for sustainable strategies.

By aligning public health infrastructure with academic expertise, we will leverage best practices, train providers, and ensure continuous evaluation. The program will prioritize accessibility for underserved populations, where chronic disease burdens and gaps in preventive care are most severe. We anticipate measurable improvements in clinical outcomes, reductions in healthcare utilization, and enhanced quality of life for participants.

Ultimately, this initiative will be cost-efficient, scalable, and transformative. It will demonstrate how addressing the fundamental drivers of health through lifestyle medicine can yield long-term benefits not only for individuals, but also for the healthcare system and community. By laying this foundation, we can begin to reverse negative trends and build a healthier future for our region

What are the primary goals and specific objectives of this project?

Describe the core activities and components of this project.

Describe the project's potential for broad impact, including its scalability and capacity to become a national benchmark or replicable program.

How will the project's effectiveness and impact be measured?

If your project involves research or data collection, please summarize your methodology.

Project Timeline

Provide a concise overview of the project's key milestones and anticipated timeline for completion. You will be able to refine and expand on this timeline if invited to submit a Full Application.

What is the geographic scope of the project?

☐ Local ☐ National ☐ International

Will the project benefit underserved communities?

☐ Yes ☐ No

Is your organization a Federally Qualified Health Center (FQHC) or will this project take place in an FQHC?

☐ Yes ☐ No

Total Project Budget

You will be asked to provide a detailed budget if invited to submit a Full Application.

Project Lead Name

Project Lead Position/Title

Project Lead Email Address

Value Proposition to AIH

Describe how the project builds on the existing evidence base and demonstrates innovation. Clearly articulate the gap(s) your project aims to address, and as appropriate, include a list of supporting literature.

AIH prioritizes funding innovative projects over projects that duplicate established approaches and methodologies.

Does this project utilize Full Plate Living?

☐ Yes ☐ No

Select which AIH strategic objectives your proposal will help us achieve.

- ☐ Establish Whole Person Care and Lifestyle Medicine as foundational components of the delivery of care in the US healthcare system.
- ☐ Support research and pilot projects that add to the evidence base of plant-predominant nutrition that prevents, treats, and/or reverses diet-related diseases (including the growth and promotion of Full Plate Living).
- ☐ Establish AIH as a respected resource for information related to Lifestyle Medicine and health improvement practices through sharing of health information related to the AIH mission and strategic goals, including information garnered from grant project outcomes.

Describe your selection above.

Select the focus areas that are most relevant to your proposal.

- | | | | | |
|--|--|---|---|--|
| <input type="checkbox"/> Clinical practice | <input type="checkbox"/> Community medicine/health | <input type="checkbox"/> Comprehensive obesity care | <input type="checkbox"/> Convening | <input type="checkbox"/> Full Plate Living |
| <input type="checkbox"/> Functional Medicine | <input type="checkbox"/> Integrative Medicine | <input type="checkbox"/> Lifestyle Medicine | <input type="checkbox"/> Meaning, purpose, and spirituality | <input type="checkbox"/> Medical education |
| <input type="checkbox"/> Nutrition | <input type="checkbox"/> Policy and/or reimbursement | <input type="checkbox"/> Primary care | <input type="checkbox"/> Public health | <input type="checkbox"/> Teaching kitchen |
| <input type="checkbox"/> Underserved communities | <input type="checkbox"/> Whole Person Care | <input type="checkbox"/> Behavioral health | | |

Will project findings be published in a peer-reviewed article?

- ☐ Yes ☐ No

Will project findings be presented at a conference, event, or webinar?

- ☐ Yes ☐ No