

BUENA VIDA FEST

"THE CONCERT TO STOP DIABETES"



Mission

Buena Vida Fest (BVF), "The Concert to Stop Diabetes", is a public health initiative created by the **Social and Health Research Center** (SAHRC) to confront the growing impact of diabetes. SAHRC's decades of research¹ is foundational to new approaches for diabetes awareness and prevention. BVF is a free public festival bringing together live music, health education, and trusted community resources.

**Research can create the foundation for change.
People are what give that change a future.**

¹ Treviño RP, Yin Z, Hernandez A, Hale DE, Garcia OA, Mobley C. Impact of the Bienestar school-based diabetes mellitus prevention program on fasting capillary glucose levels: A randomized controlled trial. Arch Pediatr Adolesc Med. 2004;158:911-917.

Vision

To become the premier destination event for diabetes change.

Bringing together professionals, innovators, researchers, industry leaders, and communities to exchange ideas, advance solutions, and build lasting partnerships.

Buena Vida Fest will unite professional conferences, public education, community engagement, and live music to create a national platform where research, innovation, and evidence-based programs converge.

Building the Premier Destination Event for Diabetes Change



5-Year Roadmap

2026

- Inaugural Buena Vida Fest
 - "The Concert to Stop Diabetes"
 - 60+ vendors
 - Onsite Health screenings
- "Nuestra Salud, It's Our Choice!" PSA Launch

2027

- Festival Expands to two days
- Adds physician + researcher roundtable
- Adds healthy cuisine + beverage mixer
- Adds 5k family event

2028

- Expands roundtable into full-day multi-topic symposium
- Draws experts from greater Texas areas
- Healthy Cuisine Mixer becomes a signature culinary event
- PSA expands from local to state audiences

2029

- Festival Expands to a three day event
- 10K Competitive & 5K Family Walk/Run
- PSA expands from state to national audiences

2030

- Refines the three-day festival model
- Expands national reach + participation
- Strengthens research, wellness + community integration
- Establishes Buena Vida Fest as a destination event

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The Challenge

Diabetes continues to impact millions of individuals and families across the U.S. The SAHRC was the first to report that children were developing type 2 diabetes.

In Bexar County, diabetes disproportionately impacts several underserved communities, significantly exceeding national averages. Military veterans are notably affected with a prevalence rate of 25%².

Limited healthcare access and low awareness of evidence-based programs are barriers to best practices.

² news.VA.gov, VA improving diabetes care with patient-generated health data, 2025.

Call to Action

Buena Vida Fest is designed to be a long-term platform to address diabetes awareness, prevention, and community action.

The inaugural one-day festival centers on music, health screenings, vendors, and the **Nuestra Salud, It's Our Choice!** campaign. BVF will expand each year integrating research, physician engagement, healthy cuisine, physical activity, and national public outreach.

BVF gives SAHRC the platform to translate decades of research³ into action and lead a united movement for a healthier future.

³ Treviño RP, Pugh JA, Hernandez AE, Menchaca VD, Ramirez RR, Mendoza M. Bienestar: A diabetes risk-factor prevention program. Journal of School Health. 1998;68(2):62-67.

The Impact

Advance Diabetes Management

Expand diabetes awareness, prevention, education, and access to trusted resources.

Connect Research to People

Translate SAHRC research into meaningful public engagement and emerging health innovation.

Unite Industry & Community

Bring professionals, organizations, schools and individuals affected by diabetes together for meaningful conversations that drive action.

Create Lasting Partnerships

Foster cross-sector collaboration among healthcare, insurance, pharmaceuticals, technology, education, and beyond

The Premier Destination Event for Diabetes Change

Establish Buena Vida Fest as a nationally recognized destination event in San Antonio, Texas.