

Be Well Communities™

Building a healthier community together



THE UNIVERSITY OF TEXAS

MD Anderson
~~Cancer~~ Center

Making Cancer History®

Ruth Rechis, PhD | Director, Be Well Communities™ Cancer Prevention and Control Platform

Advancing Progress in Cancer Prevention and Risk Reduction

Session 2B: Innovative Strategies for Population-Based Cancer Prevention

Presenter Disclosures: Ruth Rechis

No personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months.

Be Well Communities™

Built on nearly 100 years of healthy community initiatives best practices, scientific literature, and direct experience in dissemination and public health practice

- Be Well Communities is MD Anderson's place-based strategy for cancer prevention and control, working with communities to promote wellness and address modifiable risk factors for cancer.
- We unite individuals, schools, workplaces, government agencies, health care providers and policymakers to plan and carry out sustainable, community-led solutions that will make positive, long-lasting changes in people's lives.
- We work collaboratively with residents and community-based organizations to implement evidence-based strategies that can reduce the risk of cancer with a focus on five key areas:



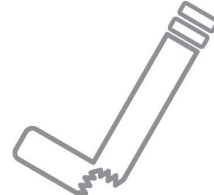
Healthy
eating



Active
living



Sun
safety



Tobacco-free
living



Preventive
care

Up to half of cancer cases in the United States could be prevented through healthy lifestyle behaviors

Our Communities

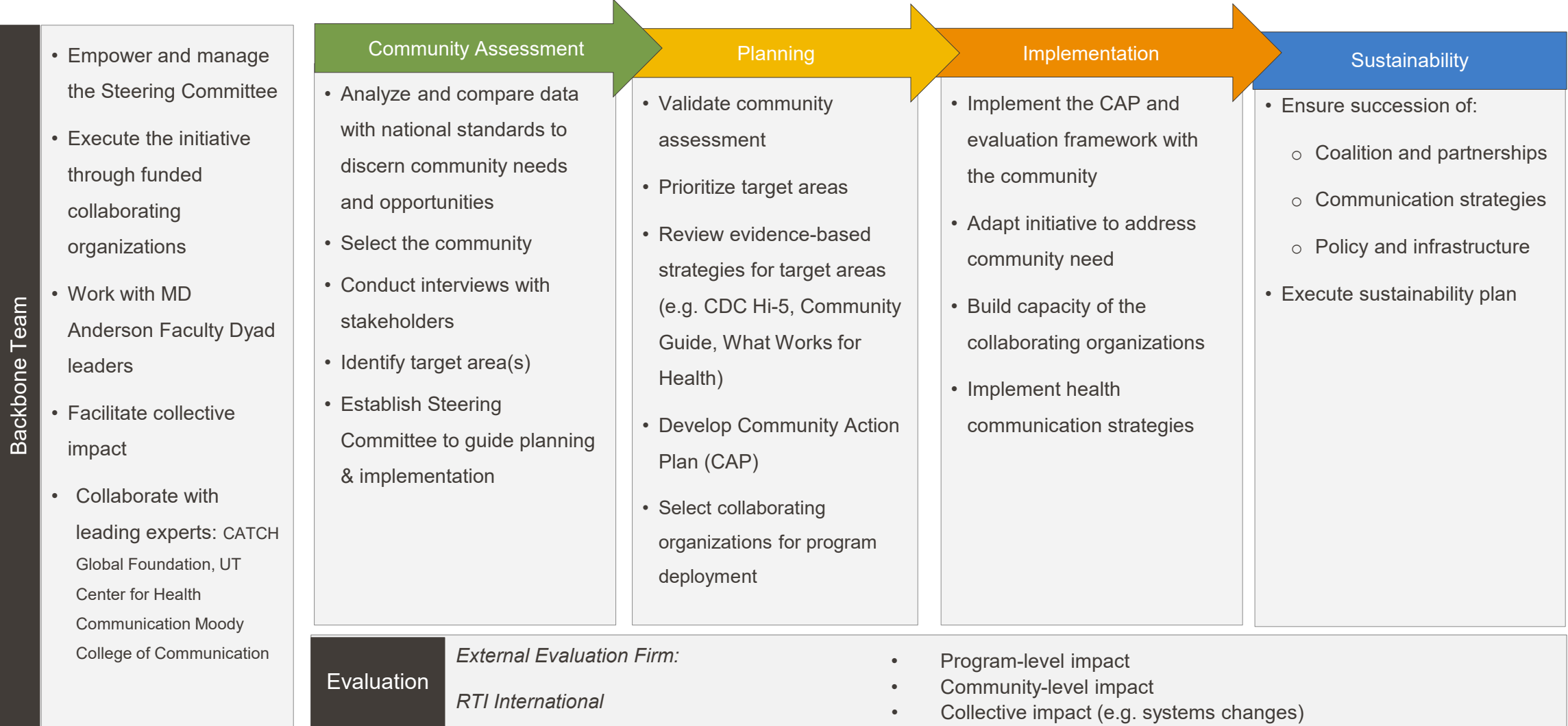
	<u>Pasadena</u>	<u>Baytown</u>	<u>Acres Homes*</u>
Program Timeline	2016 – 2021	2016 – Present	2019 – Present
Phase	Sustainability	Implementation	Implementation
Population	151,950	83,701	54,676
Race/Ethnicity	Hispanic – 70.5% Black – 2.5%	Hispanic – 47% Black – 17.5%	Black – 56% Hispanic – 17%
% Uninsured (Adults)	36.9%	31.3%	33.5%
% Living in Poverty	17%	15%	23.6%
Median Household Income	\$55,039	\$57,270	\$41,358
Evidence-based interventions	19	30	20
Target Areas	 	    	 

**Supported by NCI P30 Administrative Supplement*

Steering Committee Organizations

- Acres Home Chamber for Business & Economic Development
- Acres Homes Health Action Team
- Aldine ISD
- American Cancer Society
- American Heart Association
- BakerRipley
- Beauty's Community Garden
- Brighter Bites
- Center for Civic & Public Policy Improvement
- Change Happens
- City of Baytown Parks and Recreation Department
- City of Houston Health Department
- City of Houston Mayor's Office
- City of Houston Mayor's Office of Complete Communities
- City of Houston Parks and Recreation Department
- City of Pasadena
- Collaborating Voices Foundation
- Communities for Better Health
- ExxonMobil
- First3Years: Babies in Baytown
- Fred Aguilar Promise Center
- Goose Creek CISD
- Harris County Precinct 1
- Harris County Precinct 2
- Harris County Public Health
- Harris Health System
- Healthy Outdoor Communities
- Hearts and Hands of Baytown, a ministry of Iglesia Cristo Viene
- Honor Humanity
- Houston Area Urban League
- Houston Food Bank
- Houston Parks Board
- Houston Symphony
- Kings Bike and Hike Community
- Lee College
- Lone Star College - Houston North
- Love Network of Baytown
- Memorial Hermann Community Benefit Corporation
- METRO
- Nature and Eclectic Outdoors
- Near Northwest Management District
- OmniPoint Health
- Pasadena Chamber of Commerce
- Pasadena Health Center
- Pasadena ISD
- Prairie View A&M University
- Settegast Heights Redevelopment Corporation Northeast Community
- Shell USA, Inc
- Southeast Harris Community Coalition, a program of the Bay Area Council on Drugs and Alcohol
- The University of Texas MD Anderson Cancer Center
- United Way of Greater Baytown Area and Chambers County
- UTHealth School of Public Health
- UT Physicians Victory Clinic
- YMCA of Greater Houston

Be Well Communities Model



CDC HI – 5 Programs

- [School-Based Programs to Increase Physical Activity](#)
- [Early Childhood Education](#)
- [Safe Routes to School](#)
- [Multi-Component Worksite Obesity Prevention](#)
- [Tobacco Control Interventions](#)



Centers for Disease Control and Prevention: HI-5 Interventions. Office of the Associate Director for Policy and Strategy. August 2016.

Be Well™ Acres Homes

Impact of Community Action Plan



18 Collaborating Organizations
32 Steering Committee Organizations



80% of the Community
Expected Impact
16,140 youth
29,696 adults



Active living

- Increased physical activity
- Increased physical fitness
- Improved weight status



Healthy eating

- Increased healthy food consumption
- Increased access to healthy food
- Increased willingness to try fruits & vegetables
- Improved dietary habits
- Improved nutrition
- Increased food security



Preventive care

- Increased patient knowledge
- Increased access to care
- Increased preventive care

Overall

- Increased healthy behaviors
- Improved health outcomes



Be Well™ Baytown

Impact of the Community Action Plan



83% of the Community

Expected Impact

24,000 youth

35,583 adults

7 Collaborating Organizations
21 Steering Committee Organizations



Active living

- Increased physical activity
- Improved physical fitness
- Improved weight status
- Improved weight outcomes
- Reduced sedentary screen time
- Increased mobility
- Increased pedestrian and cyclist safety
- Increased active transportation



Tobacco-free living

- Reduced tobacco consumption
- Reduced youth smoking
- Reduced smoking in outdoor areas
- Reduced exposure to secondhand smoke
- Reduced number of tobacco users
- Increased quit rates
- Decreased tobacco-related diseases and deaths
- Reduced mortality
- Decreased tobacco use
- Increased tobacco cessation
- Increased access to cessation treatment
- Increased use of cessation treatment



Healthy eating

- Increased healthy food consumption
- Increased access to healthy food
- Improved dietary habits
- Increased food security
- Increased fruit and vegetables consumption
- Increased willingness to try fruits and vegetables
- Improved nutrition
- Improved school food environment
- Increased healthy food purchases



Preventive Care

- Increased HPV vaccination rates
- Decreased rates of vaccine-preventable disease
- Increased vaccination in children, adolescents and adults
- Increased vaccination in targeted population
- Increased vaccination rates among people of all ages
- Increased preventive care
- Increased adherence to treatment
- Improved patient decision making
- Improved patient-provider communication
- Increased referrals to genetic testing
- Improved patient knowledge
- Increased screening for breast, cervical and colorectal cancers



Sun safety

- Increased use of sun safety behaviors (e.g., sunscreen, sun protective clothing, avoidance of sun exposure)
- Increased access to environmental or policy approaches to encourage sun protection
- Decreased sunburn incidence
- Increased sun protective behaviors
- Increased sunscreen use
- Decreased ultraviolet exposure
- Increased avoidance of sun exposure
- Decreased formation of new moles
- Increased children's protection from excessive UV exposure
- Increased sun protective behaviors in children and caregivers
- Change in child or caregiver knowledge and attitudes related to sun exposure and sun protection
- Increased sun protective behaviors among populations in a defined geographical area

Overall

- Increased healthy behaviors
- Improved health outcomes
- Improved health related knowledge
- Improved chronic disease management
- Positive change in attitudes related to diet and physical activity

2016 – 2021

Total impact



FOCUS AREAS FOR EVIDENCE-BASED INTERVENTIONS



**HEALTHY
EATING**



**ACTIVE
LIVING**



**SUN
SAFETY**



**TOBACCO-FREE
LIVING**



**PREVENTIVE
CARE**

OVERALL IMPACT

21

organizations represented on the Be Well Baytown Steering Committee

83%

of the Baytown community reached

94%

of Steering Committee members agreed that community collaborations and activities can be sustained over the long term

1,000+

hours provided by the Be Well Communities™ team to the Steering Committee for support on capacity building, technical assistance, project management and program evaluation

22

evidence-based interventions implemented in five target areas

HEALTHY EATING

888%

increase in food distributed through the Baytown Food System Network

3.5M+

pounds of healthy food distributed

95%

increase in mobile food fair events hosted

ACTIVE LIVING

1,400

people attended eight Pop Up Park events

Four childcare centers improved their outdoor learning environment for

220+ children

30%

increase in number of days per week students played outside for at least 30 minutes

24,000

students benefited from a coordinated school health approach

SUN SAFETY

16,000+

people received sun safety information and resources

20

sunshades installed at city parks, schools and college campuses

12

sunscreen dispensers installed in the community

TOBACCO-FREE LIVING

4

certified Tobacco Treatment Specialists trained

10,000+

students and staff given access to tobacco-free resources through highschool and college campuses

PREVENTIVE CARE

3

clinics selected to implement cancer screening strategies

10

free clinics provided all recommended immunizations to 241 adolescents, including the HPV vaccine

Enabling a Healthy Food Ecosystem for the Community



126K+

FY 17

1 Pantry: Hearts and Hands of Baytown (HHB)
10 Mobile Food Fairs
126,000 lbs. of food

Be Well Baytown Steering Committee formed & healthy eating programming begins

9/14 35K+ lbs. of food distributed for Hurricane recovery



354K+

FY 18

4 Pantries
23 Mobile Food Fairs
354,180 lbs. of food

New Programs Added

- Spartan Market
- Food RX
- Houston Astros Summer Meals



501K+

FY 19

4 Pantries
22 Mobile Food Fairs
501,954 lbs. of food

HHB recognized as Houston Food Bank (HFB) Pantry of the Year



1.2M+

FY 20

4 Pantries
58 Mobile Food Fairs
1,221,273 lbs. of food

HHB serves as disaster recovery site supporting people impacted by COVID-19

Co-Investments awarded to HHB from United Way, City of Baytown, Rotary Club, ExxonMobil, Covestro & HFB **totaling \$97,500**



1.7M+

FY 21

4 Pantries
83 Mobile Food Fairs
1,713,972 lbs. of food

HHB becomes a United Way agency
Conducted a food system analysis

Formed the Baytown Food System Network (BFSN)



FY 22 & Beyond

Manage, sustain and support the model

Identified 7 priority projects for the BFSN

Conduct a Healthy Eating campaign with UT Austin Moody College of Communication

Our Team & Supporters

- **Be Well Communities team**

- Ruth Rechis, Ph.D.
- Katy Oestman, M.P.H., MCHES®
- Mayra Aquino, M.S., R.D., L.D.
- Kaitlyn Block, M.P.H.
- Martha Vieco-Garcia, M.S.

- **Key internal collaborators**

- Cancer Prevention and Control Platform
- Cancer Prevention and Population Sciences
- Development & Institutional Affairs
- Government Relations
- Legal Services
- Office of Health Policy
- Office of the Chief Scientific Officer

- **Institutional leadership**

- Michael T. Walsh, Jr., M.H.A.
- Ernest Hawk, M.D., M.P.H.
- Mark Moreno
- Giulio Draetta, M.D., Ph.D.

- **Faculty experts**

Karen Basen-Engquist, Ph.D., M.P.H.

Paul Cinciripini, Ph.D.

Jeffrey Gershenwald, M.D.

Lorna McNeill, Ph.D., M.P.H.

- **Key external collaborators**

- CATCH Global Foundation
- RTI International
- The University of Texas at Austin – Center for Health Communication

Learn More



Learn more at

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