

# Be Well™ Baytown

Building a healthier community together

## 5-Year Report



THE UNIVERSITY OF TEXAS  
MD Anderson  
~~Cancer~~ Center  
Making Cancer History®

**ExxonMobil**

## LETTER FROM THE DIRECTOR

### Celebrating five years of Be Well™ Baytown

Over the past five years, it has been my distinct honor to lead Be Well™ Baytown, one of the most impactful health coalitions in the country focused on cancer prevention and control. Our collective work has had a direct impact on 83% of the community, thanks to the more than 20 organizations and residents who worked with The University of Texas MD Anderson Cancer Center's Be Well Communities™ team on this inaugural initiative. Be Well Communities is MD Anderson's place-based strategy for comprehensive cancer prevention and control, working with communities to promote wellness and stop cancer before it starts.

Our team has provided more than 1,000 hours of capacity building to community organizations in Baytown who have implemented 22 evidence-based interventions focused on reducing cancer and other chronic diseases. Our Be Well Baytown Steering Committee has been integral in guiding implementation through a Community Action Plan. With their help, these interventions have been tailored to Baytown's needs and carried out effectively through their strong relationships in the community. This work would not have been possible without the generous support ExxonMobil provided to MD Anderson's Moonshots Program®.

This report outlines our impact over the past five years, both in terms of our collective efforts and the significant accomplishments of each collaborating organization for their unique contributions. The impact of Be Well Baytown is evident throughout the community. Together, we have:

- Increased healthy food distribution by 888%
- Reached every student in Goose Creek CISD with coordinated school health programming
- Created a model sun-safe city through education and infrastructure improvements
- Developed effective partnerships with health care agencies to implement programs for tobacco cessation, HPV vaccination and cancer screening

It has been remarkable to see how the community has joined forces to create a long-lasting culture of health, overcoming any obstacles that come their way. I am grateful to have the opportunity to work alongside amazing leaders focused on the shared goal of building a healthier community together.

Be Well Baytown continues to serve as a model for establishing sustainable initiatives in other communities in the Houston area, across Texas and beyond. I look forward to our continued partnership with the community and for the impact we will have long into the future. I cannot wait to see what the next five years will bring.



**Ruth Rechis, Ph.D.**

Director, Be Well Communities

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# Be Well Communities overview



NOVEMBER 2018

**CANCER PREVENTION** is a cornerstone of The University of Texas MD Anderson Cancer Center's mission to eliminate cancer. Researchers estimate that up to half of all cancers can be prevented through healthy lifestyle behaviors. A critical step in reducing cancer incidence and chronic disease overall is to effectively execute evidence-based interventions for prevention at the population level. MD Anderson launched Be Well Communities, an initiative of the [Cancer Prevention and Control Platform](#), within the [Moon Shots Program](#)<sup>®</sup>, to work with communities to deploy effective interventions.

[Be Well Communities](#) is MD Anderson's place-based strategy for comprehensive cancer prevention and control, working with communities to promote wellness and stop cancer before it starts.

## FOCUS AREAS

We collaborate with residents and community-based organizations to implement evidence-based strategies that can reduce the risk of cancer. We focus on five key areas:

### HEALTHY EATING



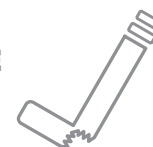
### ACTIVE LIVING



### SUN SAFETY

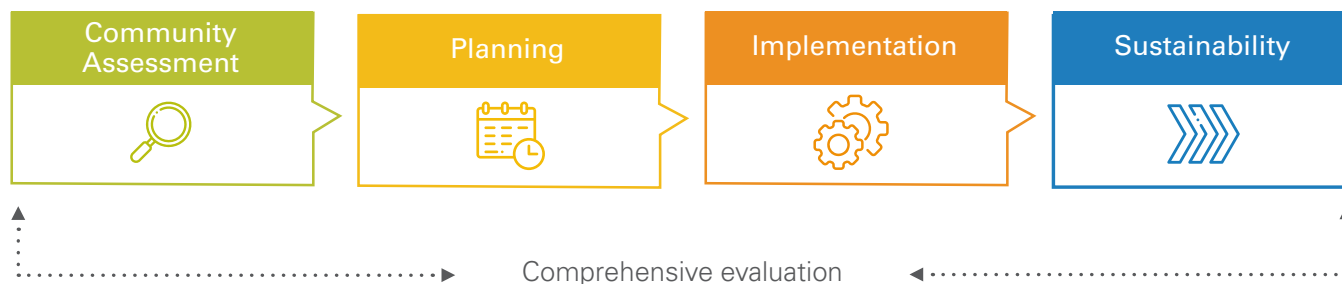


### TOBACCO-FREE LIVING



### PREVENTIVE CARE





## MODEL

Be Well Communities is built on 100 years of healthy community initiative best practices, literature and experience. The model centers on working with community-based organizations to build their capacity to deliver and evaluate evidence-based interventions and empower them to lead and sustain the work.

The model includes community assessment, planning and implementation. Sustainability is considered from the outset and evaluation is included throughout. We create strong community links, advance professional and policy changes, establish an active health coalition and create a sustainability plan to transition the initiative to the community.

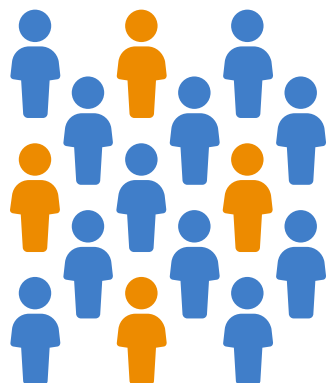
## COMMUNITIES

Our team selects potential communities through an assessment based on community need and capacity. Local, regional and state organizations are actively engaged on steering committees, guiding the implementation of each action plan in part-

nership with residents in each community. Together with strong community partners, this work is already making a tangible difference in communities across the Greater Houston Area. Read the initial publication of this work in [Cancer Causes and Control](#) for more information.

[Be Well Baytown](#) is the inaugural community of Be Well Communities and unites individuals, schools, workplaces, government agencies, health care providers and policymakers to carry out sustainable, community-led solutions that will make positive, long-lasting changes in peoples' lives. This report outlines the first five years of this initiative.

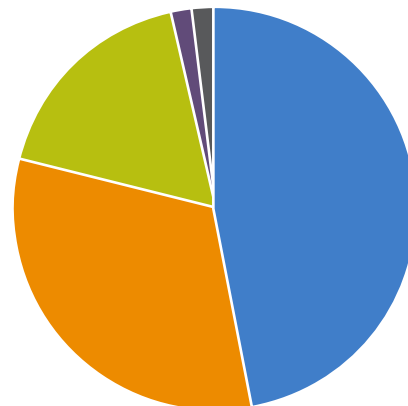
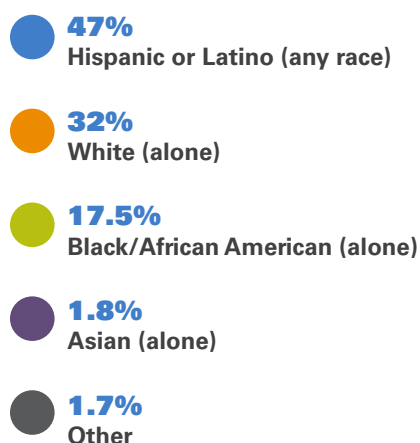
# Baytown demographics



Total population:

**83,701**

## RACE/ETHNICITY:



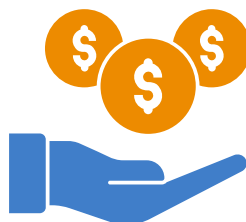
High school graduate  
(adults 25 and older):

**65,203 | 77.9%**



Median household income:

**\$57,270**



Poverty rate:

**15.1%**



No health insurance:

**26,198 | 31.3%**

## SOURCES

- Houston State of Health, 2018 data
- US Census Quick Facts, 2019



# Be Well Baytown overview



**IN NOVEMBER 2016**, MD Anderson united with the community of Baytown to launch the first, comprehensive, community-driven health initiative of its kind in the state of Texas: Be Well Baytown. This initiative was made possible through a philanthropic investment from ExxonMobil to MD Anderson's Moon Shots Program® to benefit a Houston-area community.

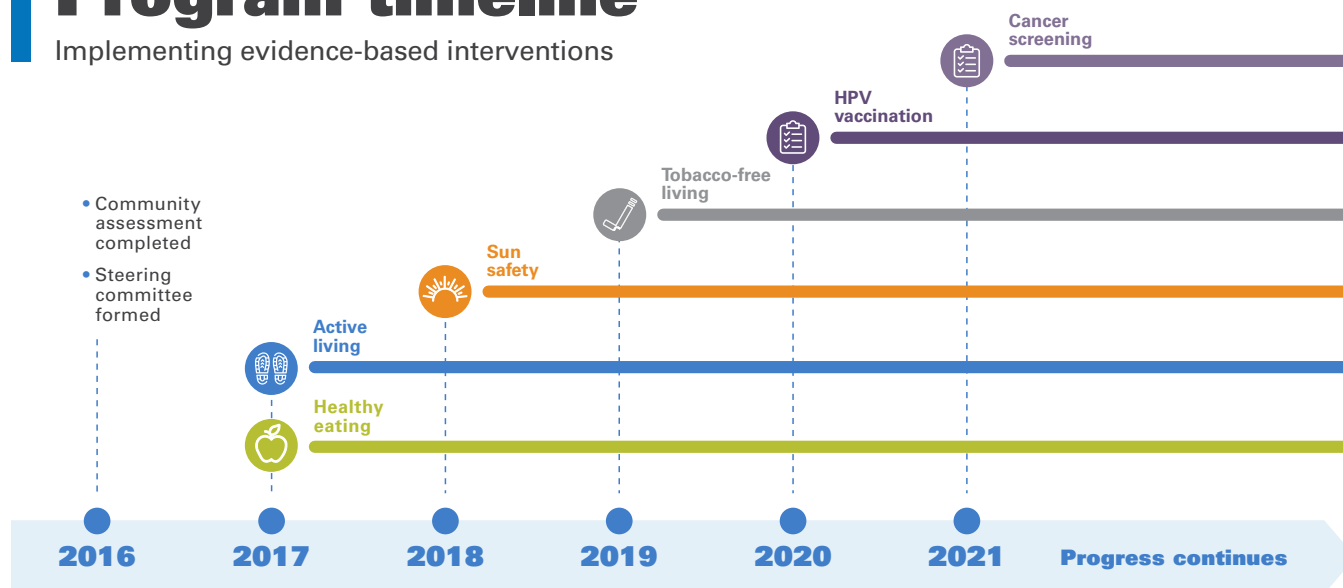
The Be Well Baytown Steering Committee collectively developed a Community Action Plan aimed at creating a long-lasting culture of health within, and led by, the community. MD Anderson is the backbone organization. In this role, MD Anderson leads the Steering Committee, aligns partner activities to achieve shared goals and evaluates the initiative. MD Anderson also guides the sustainability process to ensure a long-term commitment to health and wellness.

## BE WELL BAYTOWN STEERING COMMITTEE

- American Cancer Society
- City of Baytown
- Communities In Schools of Baytown
- ExxonMobil
- First3Years: Babies in Baytown
- Fred Aguilar Promise Center
- Goose Creek CISD
- Harris County Precinct 2
- Harris County Public Health
- Harris Health System
- Hearts and Hands of Baytown – a ministry of Iglesia Cristo Viene
- Houston Food Bank
- Lee College
- Legacy Community Health
- Love Network of Baytown
- MD Anderson Cancer Center
- OmniPoint Health
- Southeast Harris Community Coalition – a program of the Bay Area Council on Drugs and Alcohol
- United Way of Greater Baytown Area & Chambers County
- UTHealth School of Public Health
- YMCA of Greater Houston

# Program timeline

Implementing evidence-based interventions



SUSTAINABILITY, PLANNING AND EVALUATION

The Community Action Plan the Steering Committee delivered was comprehensive. It includes 22 evidence-based interventions for supporting staff, improving infrastructure and delivering individual and group programming.

The work of the Community Action Plan is carried out by eight collaborating organizations who are funded to deliver programs and resources focused on five areas: healthy eating, active living, sun safety, tobacco-free living and preventive care. The collaborating organizations are supported

by MD Anderson to execute the Community Action Plan through provision of tailored capacity building, technical assistance and through fostering a collaborative working environment.

Over the last five years, Be Well Baytown has transformed health and wellness in Baytown. The Steering Committee has created a strong network of community partners who are still working to achieve more. Their outstanding progress towards completing the Community Action Plan is described in this report.



## EVIDENCE-BASED INTERVENTIONS

### Active Living and Healthy Eating

- Community fitness programs<sup>1</sup>
- Community-based social support for physical activity<sup>1</sup>
- Complete streets and streetscape design initiatives<sup>1</sup>
- Healthy food initiatives in food pantries<sup>1</sup>
- Multi-component obesity prevention interventions<sup>1</sup>
- Multi-component school-based obesity prevention<sup>1</sup>
- Nutrition and physical activity interventions in preschool and childcare<sup>2</sup>
- Physically active classrooms<sup>1</sup>
- Places for physical activity<sup>1</sup>
- Point of decision prompts for physical activity<sup>1</sup>
- Safe routes to schools<sup>1,2</sup>
- School-based physical education<sup>1,2</sup>
- Screen time interventions for children<sup>1</sup>
- Walking school buses<sup>1,2</sup>

### Tobacco-Free Living

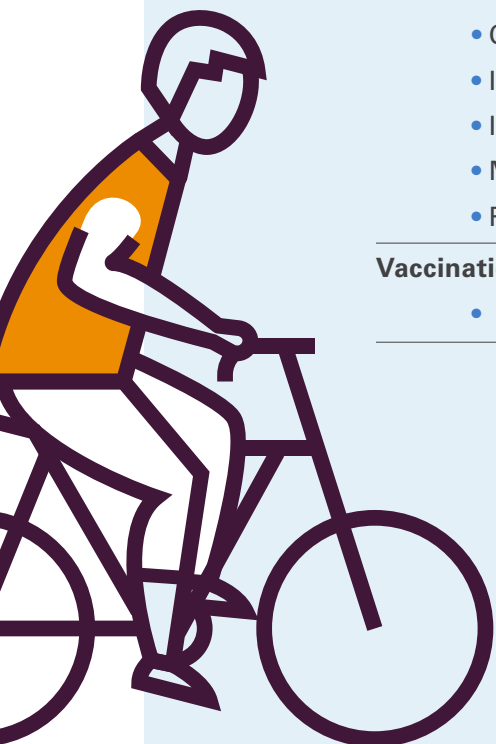
- Mass media campaigns against tobacco<sup>1</sup>
- Smoke-free policies for indoor areas<sup>1</sup>

### Sun Safety

- Childcare center-based interventions<sup>2</sup>
- Interventions in outdoor occupational settings<sup>2</sup>
- Interventions in outdoor recreational and tourism settings<sup>2</sup>
- Multicomponent community-wide interventions<sup>2</sup>
- Primary and middle school-based Interventions<sup>2</sup>

### Vaccination

- Schools and Organized Child Care Centers<sup>2</sup>



### SOURCES

1. Robert Wood Johnson Foundation What Works for Health strategies
2. US Department of Health and Human Services, The Guide to Community Preventive Services

# 2016 – 2021 Total impact

## 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

**“The overall design of the initiative is incredible, and I have no doubt others will use this model to change the face of their community in years to come.”**

— **Lori Rumfield**

Former Director of Community Impact, United Way of Greater Baytown Area and Chambers County

## 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

**30%**

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

Four childcare centers improved their  
outdoor learning environment for

**220+ children**
**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 high  
school 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

# Collaborating organizations



## City of Baytown Parks and Recreation Department

**THE CITY OF** Baytown Parks and Recreation Department is dedicated to improving the lives of their citizens and park visitors. They strive to increase Baytown residents' well-being through programs and services that highlight the recreational, educational and cultural benefits of active living and the environment.

As a Be Well Baytown collaborating organization, the City of Baytown Parks and Recreation Department directly improved

the health of Baytown residents by increasing access to physical activity and supporting sun safety.

### PROGRAM IMPLEMENTATION

#### Active living

The city promoted active living in the community by hosting free public events and implementing a physical activity campaign. Pop Up Park events engaged families in fun activities and encouraged residents to participate in free fitness programs. Signature offerings included POUND fitness, dance fitness and yoga.

Baytown Moves, a comprehensive campaign designed in partnership with UT Austin's Center for Health Communication, promoted trails, fitness classes and other amenities in the community. The strategy targeted local media and social media channels to encourage residents to utilize the 50+ parks, 15+ miles of trails and countless ways to move in Baytown.

#### Sun safety

The city hosted education sessions for employees on how to reduce skin cancer risk and provided sun-protective clothing for employees who work outdoors. City staff also enhanced the city parks by installing shades and increasing natural shade.

Baytown **MOVES**

**50+ parks,  
15+ miles of  
trails and  
countless  
ways to move.**

**Be Well Baytown**

Baytown Moves is supported by Be Well™ Baytown, an initiative of The University of Texas MD Anderson Cancer Center sponsored by ExxonMobil.



**f** @baytownparksandrec

**@** @baytownparksandrec

Focusing on facilities with splash pads, they installed five shade structures and sunscreen dispensers at Roseland, Unidad and McElroy parks. The city also installed a sunshade over the entrance to Pirates Bay water park to provide a sun-safe environment for thousands of visitors. Pop-up tents also provided temporary shade at city events. Trees were planted in parks, some with new picnic tables underneath to provide more shaded seating.

**IMPACT****177**

city employees  
trained to stay safe  
in the sun

**100%**

of city parks and  
recreation staff received  
sun protective clothing

**6**

sunshades  
installed at  
city parks

**8**

Pop Up Park  
events hosted with  
1,400 visitors

**155,740**

visitors impacted by the  
sunshade structure installed  
at Pirates Bay water park

The City of Baytown Parks and Recreation Department will continue hosting training sessions on sun protective behaviors, enhancing shade areas in parks, hosting Pop Up Park events and promoting the Baytown Moves campaign.







## Goose Creek Consolidated Independent School District

**GOOSE CREEK CISD (GCCISD)**, which serves the communities of Baytown and Highlands, includes 24,000 students and more than 3,400 staff. The vision of GCCISD is to empower every student with the knowledge and skills they need to succeed in a global community. GCCISD is the largest employer in Baytown and serves a third of the population. It is a key partner in Be Well Baytown.

As a Be Well Baytown collaborating organization, GCCISD offers a holistic approach

to coordinated school health programs. This approach follows the Centers for Disease Control and Prevention (CDC) Whole School, Whole Child, Whole Community model. As part of its Whole Child efforts, GCCISD implements CATCH®, which provides campuses and school districts with training and materials to guide effective change that supports student, staff and family wellness.

In a multi-component approach, GCCISD executes evidence-based interventions across all five Be Well Baytown focus areas: healthy eating, active living, sun safety, tobacco-free living and preventive care.

### PROGRAM IMPLEMENTATION

#### Healthy eating and active living

GCCISD is a CATCH® district that promotes healthy lifestyle behaviors for the whole family. They also installed safe walking trails for the community and partnered with the YMCA to provide after-school programming.

#### Sun safety

GCCISD increased shade areas on school grounds and implemented district-wide policies and programs to promote sun-safe behaviors year-round for students and employees.

#### Tobacco-free living

Tobacco control programs educate students about all forms of tobacco, including vaping. GCCISD uses tools such as ASPIRE, a program to help high school teens stay tobacco-free, and This is Quitting, a text-messaging program designed to help young people quit vaping.



## Preventive care

GCCISD offers free, comprehensive vaccination clinics, open to all junior high and high school students with parental consent. These clinics operate in partnership with UHealth School of Public Health's All for Them vaccination program. The program offers all recommended childhood and adolescent immunizations including Tdap, HPV, Meningococcal and Flu. All for Them also implemented a marketing and educational campaign for parents and continuing education opportunities on HPV vaccination for school nurses.

### IMPACT

**24,000**

students benefited from this coordinated school health approach

**300+**

children enrolled in YMCA afterschool programs

**23**

schools implemented CATCH®

**1**

School Health Advisory Council (SHAC) guides the Whole Child efforts for the entire district

**30%**

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

**1,832**

junior and high school students participated in ASPIRE

**12**

sunshades installed at school campuses, impacting 3,699 students

**16**

schools implemented sun safety curricula across grade levels, including MD Anderson's Ray and the Sunbeatables® program

**10**

free vaccination clinics hosted to provide all recommended immunizations to 241 adolescents, including the HPV vaccine.

**38,172**

people reached through social media posts promoting Be Well Baytown messaging

Nutrition and physical education efforts continue through the CATCH® program supported by the SHAC and a district-wide wellness policy. The district sun safety policy will remain in place and will be evaluated annually to ensure its success moving forward. The district also will continue to engage with food services to offer the healthiest options to students, and it will work with Health and Student Services to maintain HPV vaccination and tobacco control efforts.



## Harris County Public Health

**HARRIS COUNTY PUBLIC HEALTH** (HCPH) is the health department for the unincorporated areas of Harris County, Texas. Its 33 independent municipalities include 2.1 million people and the majority of the City of Baytown. HCPH was named Local Health Department of the Year in 2016 because of its principles of innovation, engagement and equity. HCPH is committed to deploying resources that support people to be healthy.

As a Be Well Baytown collaborating organization, HCPH worked with community partners to improve outdoor learning environments and promote physical activity in early childcare education centers. HCPH and partners also improved walking and bicycling conditions on routes to schools and parks, and worked to get people using parks more often.

## PROGRAM IMPLEMENTATION

### *Healthy eating and active living*

#### **Project OLE! Texas**

HCPH worked with four early childcare education facilities in Baytown to implement Outdoor Learning Environments (OLE!) Texas, a statewide initiative that aims to enhance outdoor learning environments in early childcare and education facilities.

OLE! Texas transforms early childhood outdoor spaces through research-inspired designs that increase physical activity and connection with nature. The initiative trains childcare center staff in the principles of nature play and adds design elements like looping pathways, vegetable gardens, and other play and learning settings to enable young children to be active, learn in nature and develop motor skills. It has received national attention as an innovative and evidence-based approach to increase childhood physical activity.

By instilling an appreciation for both nature play and physical activity, the early childcare centers encourage some of the youngest Texans in Baytown to develop healthy habits that will benefit them for a lifetime.

#### **Safe Routes to School and Parks**

Research shows that walking or biking to school has both mental and physical benefits for students. Walkers and bikers show better academic performance, reduced anxiety and depression, and improved concentration, memory and sleep. They arrive at school fully awake and ready to learn. The physical benefits include a reduced risk for obesity and

diabetes, increased chance of maintaining a healthy weight and blood pressure, as well as stronger bones, joints and muscles.

Students can be encouraged to walk or ride to school through the development of a Safe Routes to School plan. A Safe Routes to School plan not only results in students walking to school, it also fosters safer neighborhoods by decreasing the likelihood of pedestrian fatalities and injuries.

Additionally, priority GCCISD elementary schools hosted four Walk to School events to demonstrate walking as a method to get to school and to encourage students and families to be more physically active. HCPH supported participating schools by identifying routes, recruiting volunteers, creating flyers and coordinating other logistics. HCPH also provided Walk to School kits and Safe Routes to School training sessions so more schools can host events.

Safe Routes to Parks increases how many people use parks and improves health by making it safer and easier to walk and bike to parks.

HCPH facilitated collaboration between GCCISD, the City of Baytown and other partners to develop Safe Routes to School and Safe Routes to Parks action plans for improved infrastructure to walk and bike safely around the city.

### Sun safety

HCPH enhanced its fleet of mobile units by providing sunscreen and educational information during community outreach and

education events. Staff at the OLE! sites were also trained on sun safety and provided with the Ray and the Sunbeatables® program to implement with students.

## IMPACT

**4**

childcare centers improved outdoor play spaces

**220+**

students impacted by OLE! Texas

**36**

childcare staff trained on sun safety behaviors

**24,000**

students, plus parents, employees and other members of the community benefited from the Safe Routes to School plan

**362**

students participated in Walk to School events

Harris County Public Health will continue partnering with GCCISD to host “Walk to School” events encouraging students and family to be physically active. They will also start the implementation of the Baytown Safe Routes to Parks plan making it safer and easier to walk and bike to parks.







## Lee College

**LEE COLLEGE IS** a Hispanic-Serving Institution that has served East Harris, Chambers and Liberty counties for 85 years. It serves a mixed suburban and rural population of 220,000 people along a 2,500 square mile area of the Texas Gulf Coast. The comprehensive community college has a diverse student body of 7,439 students and seeks to meet them where they are through academic and technical credit pathways, adult education, workforce training or continuing education.

As a Be Well Baytown collaborating organization, Lee College created a sun safe environment for its staff and students and addresses tobacco-free living.

### PROGRAM IMPLEMENTATION

#### Sun safety

With feedback and support from a campus Sun Safety Committee, Lee College educates students, faculty and staff on the dangers of too much sun exposure. The college installed free sunscreen dispensers and sunshades on campus to provide tools to help reduce skin cancer risk. They also created a dedicated



sun safety website that provides a platform for messaging and includes a sun safe video.

Lee College posts sun safety messaging at college events and runs a sun safety campaign designed in partnership with UT Austin's Center for Health Communication. The strategy targeted media and social media channels to increase awareness of campus-wide sun safety efforts, deliver sun safety tips, and increase use of campus sunscreen stations and shades.

### **Tobacco-free living**

Lee College promoted their campus tobacco-free policy by updating their Alcohol and Other Drug Policy to include tobacco use and compliance procedures. They also put in place tobacco control education and cessation resources for students, faculty and staff including training two staff members as Certified Tobacco Treatment Specialists.

In addition, select committee members and students attended conferences and continuing education opportunities such as the Eliminate Tobacco Use Summit. Lee College also incorporated tobacco-free living information at college events, created a Peers Against Tobacco student organization and implemented a comprehensive tobacco control campaign designed in partnership with UT Austin's Center for Health Communication.

## **IMPACT**

**8,500+**

students, faculty and staff received resources and information on sun safety and tobacco-free living

**10**

sunscreen dispensers and two sunshade structures installed on campus

**99.3%**

of students, faculty and staff rated sun safety as important

**2**

employees became Certified Tobacco Treatment Specialists to assist with implementation of tobacco cessation programs

**5**

classes integrated tobacco control into their curriculum

They will continue to protect the health of their campus community by providing comprehensive programs and supporting students and staff to be sun safe and tobacco free.





## United Way of Greater Baytown Area and Chambers County

### UNITED WAY OF GREATER BAYTOWN

Area and Chambers County's mission is to develop, promote and support solutions designed to meet targeted community needs. They fund more than 25 programs, partner with more than 20 agencies throughout the Baytown area and engage more than 700 volunteers annually. It is estimated that

United Way touches one in four lives in the Baytown area.

As a Be Well Baytown collaborating organization, United Way partners with Hearts and Hands of Baytown, a ministry of Iglesia Cristo Viene, to enhance the local food system and increase access to healthy food. Established in 2014, Hearts and Hands of Baytown takes a comprehensive approach in providing support services with collaborating partnerships that work to eradicate hunger and address its underlying causes.





MAY 2019

## PROGRAM IMPLEMENTATION

### Healthy eating

United Way activated a sustainable community outreach strategy to ensure connections between social-sector agencies, increase use of appropriate services through the free 211 helpline and improve healthy food access.

As a Houston Food Bank hub, Hearts and Hands of Baytown is at the forefront of tackling food insecurity. They hosted mobile food fairs, mentored local food pantries to offer healthy options and helped people learn to eat healthy for life. Before Be Well Baytown, Hearts and Hands of Baytown primarily met people at one location. Through the support of the Be Well Baytown Steering Committee and the dedicated teams at United Way and Hearts and Hands, those efforts were expanded significantly. Mobile food locations were added in parks, at schools and throughout the community. One pantry hosting 10 events per year increased to four pantries hosting more than 80 events each year.

Beginning in March 2020, Hearts and Hands became the designated emergency food distribution site for Baytown, delivering more

than one million pounds of food between March and September, with support from the Steering Committee.

To ensure these efforts are sustained over the long term, Hearts and Hands also convened a collaborative group in 2021, with the support of Working Partner consulting firm. The goal of the group, which is called the Baytown Food System Network, is to develop a strategic plan to provide healthy food access for all. They work together to address food security issues, including emergency food access and distribution, nutrition education and local sustainable agriculture.

## IMPACT

### 3.5+

million pounds of healthy food distributed to families

### 206

mobile food pantry events hosted

### 95%

increase in mobile food fair events hosted

### 888%

increase in food distribution as a collaborative effort supported by partners throughout the community

United Way will continue to serve as a leading social service agency in Baytown. Hearts and Hands of Baytown will become a collaborating organization of Be Well Baytown, continuing to lead the Baytown Food Security Network and ensuring a steady stream of healthy food.

# Annual community events



NOVEMBER 2019

## Be Well Baytown Day

**BE WELL BAYTOWN DAY** serves as an annual event for partners to come together and celebrate their achievements with the community. Each year, the mayor of Baytown has commemorated the community celebration by proclaiming the day as Be Well Baytown Day in the City of Baytown.

The last two events were hosted by Goose Creek Consolidated Independent School District (GCCISD), and many GCCISD schools sent representatives to celebrate a year of school wellness. They staff their own booths and get people moving with their favorite physical activity challenges.

From start to finish, Be Well Baytown Day is a team effort. The City of Baytown's Parks and Recreation Department helps set up and tear down tables, tents and chairs. United Way of Greater Baytown Area and Chambers County recruits volunteers. Hearts and Hands of Baytown attracts visitors by hosting food fairs, which provide fresh vegetables and fruits at no cost, as part of the event. Harris County Public Health provides services with their medical, dental, WIC and mosquito and vector control mobile units, and many other partners and organizations contribute to wellness education with booths and assistance for hundreds of participants.

GCCISD will continue to host the event, with the help of all the partners who have come together each year to make this event a success.

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**"We continue a needed tradition in which all our citizens are encouraged to eat healthfully, be active, be safe in the sun, stay away from tobacco and access appropriate medical care to reduce their risk for cancer for a better quality of life for our residents and our whole community."**

— **Brandon Capetillo**

Mayor of Baytown (Excerpt from the 2019 Be Well Baytown Day proclamation)

## It's Time Texas Community Challenge

**COMMUNITY ORGANIZATIONS** work all year to make positive health changes in Baytown, but they are especially excited to participate in the It's Time Texas Community Challenge each January through March. The challenge is a fun way to mobilize residents to focus on their health, and an annual opportunity for Baytown to showcase its track record of collaboration on health in this friendly competition against other Texas cities.

After signing up for the challenge, individuals, employers and schools earn points for their community and qualify for individual prizes by logging healthy activities, such as water intake, healthy eating and physical activity. Baytown Mayor Brandon Capetillo

and former Mayor Stephen DonCarlos have supported the effort by hosting events and releasing video messages challenging Baytown residents to log points and take advantage of the city's extensive trails and parks.

Baytown has placed in the top five in the mid-sized city category each year since 2018 and made it to third place in 2021.

GCCISD has also consistently placed third in the school district rankings and contributes many points to Baytown's total each year.

Even amidst the COVID-19 pandemic, the number of participants and points earned remained high as the people of Baytown found safe ways to take part by wearing masks and/or social distancing. Partner organizations plan to promote the challenge for years to come.



FEBRUARY 2020



# Looking forward

**AFTER FIVE YEARS,** the Be Well Baytown team looks forward to continuing to strengthen relationships, expand its impact and improve the lives of people in the community.

In the coming years, the initiative will continue to implement programs across the focus areas of healthy eating, active living, sun safety, tobacco-free living and preventive care. Future interventions will expand efforts related to adolescent vaccination and tobacco-free living and include eight evidence-based interventions for cancer screenings at all OmniPoint Health clinics.

From the beginning, this framework has persevered and adapted to overcome environmental challenges. Shortly after Be Well Baytown was launched, the Greater Houston area faced catastrophic flooding caused by Hurricane Harvey. The COVID-19 pandemic isolated community members and strained assistance resources everywhere. Despite these issues, Be Well Baytown partners continue to work together to exceed objectives and refine their programming.

Early success of Be Well Baytown shows that leveraging the best practices of healthy community initiatives and applying them in a cancer prevention and control context can

have a positive impact. This collaborative approach, led by the wants and needs of the community, has established an infrastructure that promises to improve long-term, cancer-related outcomes in this community. As the inaugural community, Baytown will continue to serve as an effective model for others who want to deliver tailored, evidence-based actions to improve population health.

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**“The quick transition to serve during the pandemic was because of all the relationships built working together through Be Well Baytown. Relationships have only strengthened under the pressure of the pandemic as all the Be Well partners continue to serve together.”**

— Be Well Baytown Steering Committee member



# Acknowledgements

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 RTI International  
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