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UTHealth[®]
The University of Texas
Health Science Center at Houston
School of Public Health
Brownsville

Creating a Culture of Health

BUILDING A PROSPEROUS, HEALTHY & ACTIVE COMMUNITY



Brownsville, Texas
2013-2016



HEALTH DISPARITIES IN CAMERON COUNTY

410,344

total residents in the 6th poorest county of Texas

2 in 5

households are below the federal poverty line, twice the rate for Texas.

47%

of residents are uninsured

1 in 3

adults are obese

31%

diabetes prevalence in adults over 18 years old, half of those are untreated

Over 50%

of residents with little or no access to healthcare and suffer from costly chronic disease at rates higher than the nation

While alarming statistics impede progress and prosperity, this is not the complete picture of Cameron County. Our community's assets are numerous, including a unique and vibrant culture that incorporates the richness of both Mexican and U.S. traditions including language, food, art and family ties. Our mild semi-tropical climate, abundant wildlife and natural beauty, and proximity to the ocean attracts tourism and visitors, both from the U.S. and Mexico.

Mission

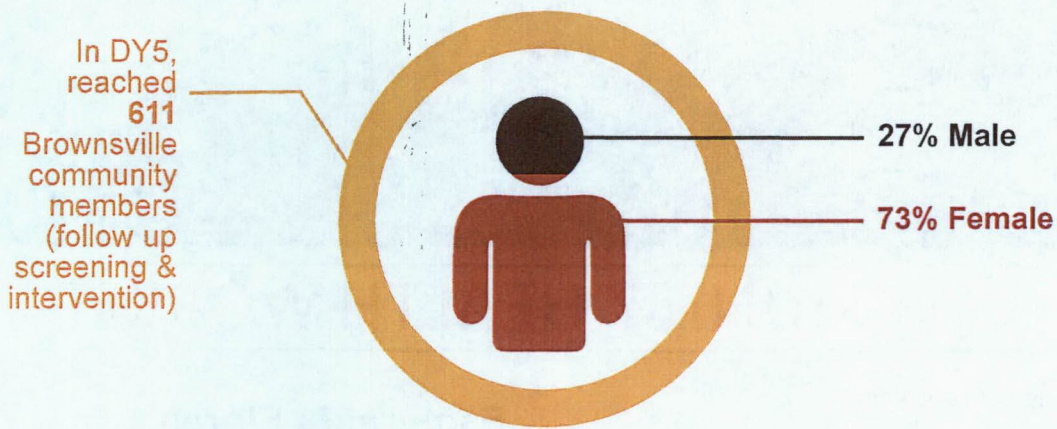
To create a culture of health by building healthy and active communities, providing health education and screenings to promote positive health behaviors, improving access to healthcare, and enhancing our community's infrastructure to promote active lifestyles.

Goals

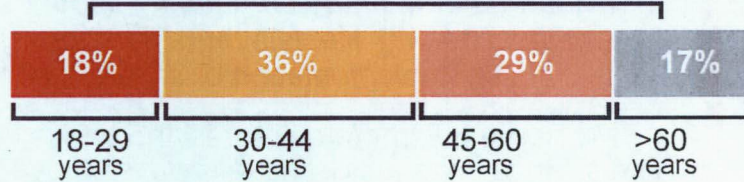
- Create and increase access to environments that promote active, healthy communities
- Help community members:
 - Increase physical activity
 - Increase consumption of fruits and vegetables
 - Reduce portion sizes
- Reduce the rate of chronic diseases and improve quality of life



PROGRAM HIGHLIGHTS



Age Range of Brownsville Participants



TU SALUD ¡SI CUENTA! PARTICIPANTS

Cameron County

Fruits & Vegetables



46% of participants who received a follow up **INCREASED** their fruit & vegetable consumption

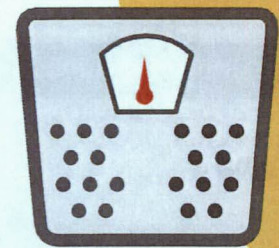
After receiving a follow up **1 in 4 participants** met fruit & vegetable guidelines

Physical Activity



1 in 5 participants who received a follow up **INCREASED** their physical activity

31% INCREASE in the number of participants who met physical activity recommendations



68% of participants LOST WEIGHT after receiving follow up visits by a Community Health Worker

46% of participants who received a follow up **DECREASED** their **OVERALL** blood pressure



BMI

Blood Pressure



CITY LEADERSHIP



Tony Martinez
Mayor

Mayor Martinez is an active supporter and community partner in the Tu Salud Si Cuenta! campaign. Mayor Martinez has shown outstanding dedication to fostering a healthy community by supporting the Lower Rio Grande Valley Active Transportation and Tourism Plan.

Dr. Rose Gowen
Community Partner & COB Commissioner/OBGYN at Su Clinica

Dr. Rose Gowen has served as a City of Brownsville Commissioner since 2009 and has been an active partner with UTHealth through the City and her work at Su Clinica. She has championed efforts such as the BWC Farmer's Market, CycloBia, The Challenge, and the LRGV Active Transportation and Tourism Plan. She was also integral in Brownsville's Robert Wood Johnson Foundation Culture of Health Award in 2014.



Lesly Flores
CHW Supervisor & Wellness Manager

Lesly is the City of Brownsville Wellness Manager. Her role in the Tu Salud ¡Si Cuenta project includes collaborating with city partners and providing support to the community health worker and has been working with the project since its inception.

Art Rodriguez
Community Partner & COB Public Health Director

Arturo Rodriguez has been a longtime community partner in the Tu Salud ¡Si Cuenta! campaign. He serves as a liaison between the University of Texas School of Public Health and the City of Brownsville on multiple grant efforts and projects. Mr. Rodriguez is a Robert Wood Johnson Culture of Health Leader, and has been integral to the success of this program and to many other health initiatives at COB.





EVIDENCE-BASED COMMUNITY-WIDE CAMPAIGNS

The Guide to Community Preventive Services recommends community-wide campaigns to increase physical activity and reduce risk factors for diabetes and obesity. The Tu Salud ¡Si Cuenta! Community-Wide Campaign promotes healthy lifestyle changes through mass media, social support, risk factor screening, education, and environmental/policy improvements. Specifically, the program strives to increase levels of physical activity and healthy food choices.

{ PROGRAM ELEMENTS }



Mass Media

Education

Social Support

Risk Factor Screening

Environmental/Policy
Improvements

{ ENVIRONMENTAL CHANGES }



	2013	2014	2015
Brownsville	Bicycle Racks	Eco-counters	Bike Share, Bike Gondolier, Fleet of Bikes
Harlingen	Outdoor Exercise Equipment	Outdoor Exercise Equipment	Bike Share
Los Indios	Sidewalk Phase I	Sidewalk Phase II	Sidewalk Phase III
Combes	Lighting Along Trail	Trail Enhancements	Restroom to increase access to community center
Laguna Vista	Hydration Stations	Hydration Stations	Pending
Los Fresnos	Basketball Courts	Basketball Courts	Outdoor Exercise Equipment
Port Isabel	Sidewalk	Sidewalk	Trail and sidewalk improvements
Rio Hondo	Trail Phase I	Trail Phase II	Trail Phase III
San Benito	Hydration Stations	Outdoor Exercise Equipment	Outdoor Exercise Equipment



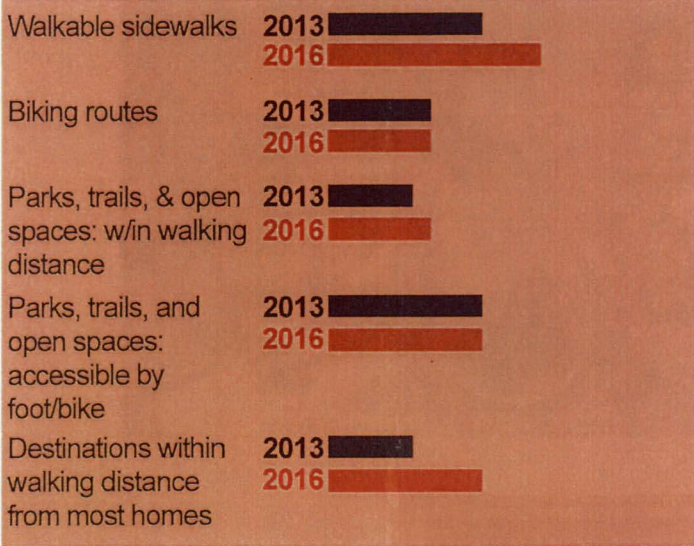
BROWNSVILLE ENVIRONMENTAL CHANGE & POLICY

Active Living/Healthy Eating Assessment*

2013 vs. 2016

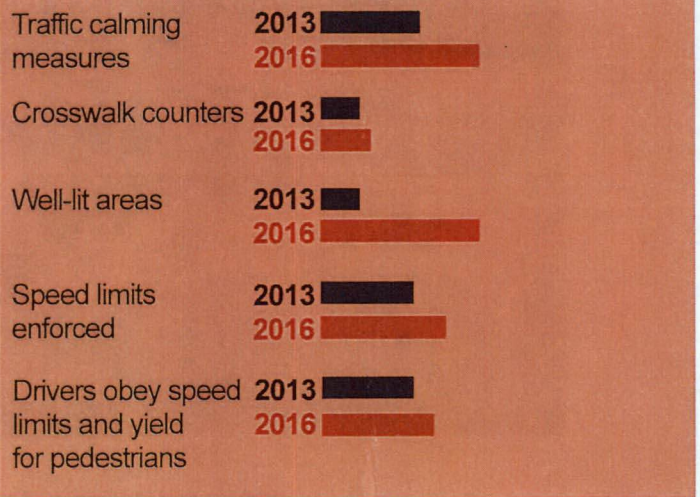
WALK/BIKE-ABILITY

Availability of...
 Rarely About Half Everywhere



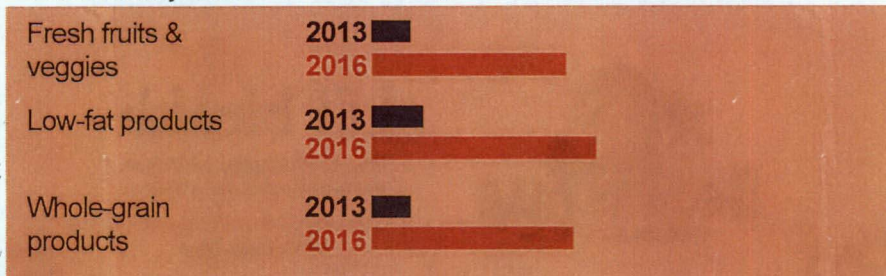
SAFETY MEASURES FOR WALKING/BIKING

Availability of...
 Rarely About Half Everywhere



ACCESS TO HEALTHY FOOD

Availability of...
 Rarely About Half Everywhere



*For areas assessed see addendum.

{ ENVIRONMENTAL CHANGE & POLICY }

Areas Assessed in Brownsville

A team from the University of Texas School of Public Health conducted an assessment of areas in Brownsville to determine what resources and opportunities for physical activity and healthy eating existed within the community and help identify areas for change. These assessments were completed in January 2013.

In February 2016 the assessments were completed again in the same areas for comparison.

