

Be Well Communities™

Building a healthier community together

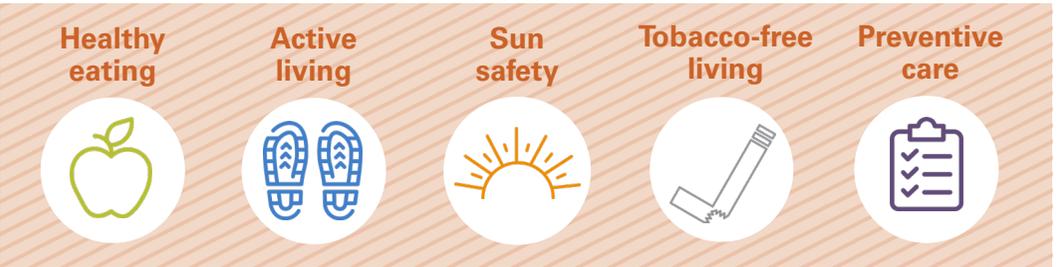


Overview

Be Well Communities™ is The University of Texas MD Anderson Cancer Center's place-based strategy for cancer prevention and control, working with communities to promote wellness and stop cancer before it starts.

Our activities

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:



Our impact

4.5M+

pounds of healthy food distributed to families

27+

sunshades installed at city parks, schools and college campuses

70K+

students participated in health and physical activity programs

8,500+

college students and staff received tobacco-free resources

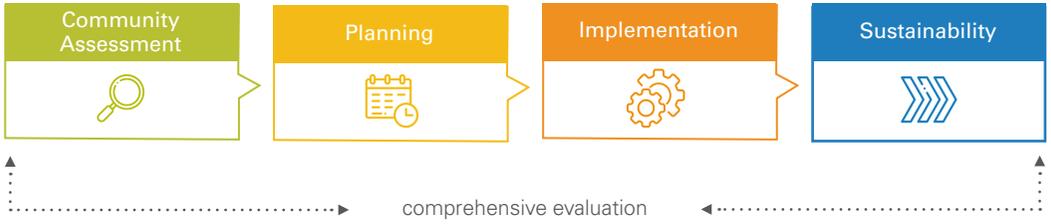
50+

local, regional and state organizations actively engaged in community steering committees

Our 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 ultimately empower them to lead and sustain the work.

Components of this model include community assessment, planning and implementation. Sustainability is considered from the outset and evaluation is included throughout.



We create strong community linkages, advance professional and policy changes, establish an active health coalition and create a sustainability plan to transition the initiative to the community.

Our communities

Our team selects potential communities through an assessment based on community need and capacity. More than 50 local, regional and state organizations are actively engaged on Be Well Communities steering committees, guiding the implementation of each action plan in partnership with residents in each community.



“Be Well Communities is helping to build stronger, more connected communities and we’re so happy to be part of this excellent, long-term initiative. By working as a collaborative group, each organization can bring its resources and expertise to accomplish much more than any one organization can do on its own.”

– Stephanie Berno, Houston Food Bank

For more information:
www.mdanderson.org/BeWellCommunities

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MDAnderson
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Making Cancer History®