

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:



**HEALTHY
EATING**



**ACTIVE
LIVING**



**SUN
SAFETY**



**TOBACCO-FREE
LIVING**



**PREVENTIVE
CARE**

OUR IMPACT

21M+

pounds of healthy
food distributed

82

sunshades installed at city parks,
schools and college campuses

12K+

community members
received tobacco-free
resources

760K+

community members
impacted across all
Be Well Communities

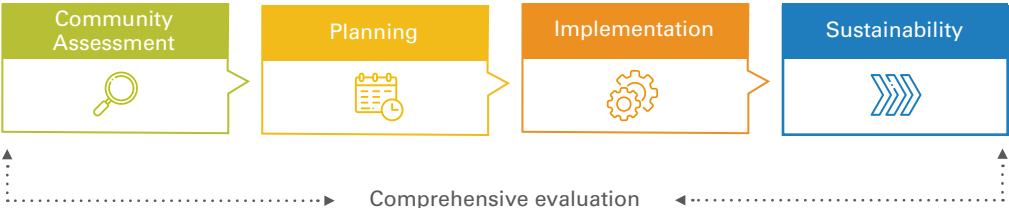
91K+

students
participated in
health and physical
activity programs

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 80 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 Acres Homes, Baytown, Beaumont and Pasadena.



“Be Well Communities has been instrumental in convening key organizations and leaders to identify and implement strategies that will build a healthier Beaumont.”

- Norma Sampson
Gift of Life

FOR MORE INFORMATION:
MDAnderson.org/BeWellCommunities

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