

Memorandum



CITY OF DALLAS

DATE December 4, 2017

Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson
TO (Chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scott
Griggs, B. Adam McGough, Omar Narvaez

SUBJECT **Baylor Scott & White Health & Wellness Center at Juanita J. Craft Recreation
Center**

On Monday, December 11, you will be briefed on the Baylor Scott & White Health & Wellness Center at Juanita J. Craft Recreation Center. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

A handwritten signature in black ink that reads "Willis C. Winters".

Willis C. Winters, FAIA, Director
Park and Recreation Department

Attachments

c: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Billerae Johnson, City Secretary (Interim)
Daniel F. Solis, Administrative Judge
Kimberly Bizar Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager
Jo M. (Jody) Puckett, Assistant City Manager (Interim)

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

Baylor Scott & White Health Wellness Center at Juanita J. Craft Recreation Center

Crystal R. Ross

Assistant Director, Recreation Services
Dallas Park and Recreation Department

Donald E. Wesson, MD, MBA

President
Baylor Scott & White Health and Wellness Center
Juanita J. Craft Recreation Center

Quality of Life, Arts & Culture Committee

December 11, 2017



BaylorScott&White
HEALTH AND WELLNESS CENTER
AT JUANITA J. CRAFT RECREATION CENTER
DALLAS



Dallas Park & Recreation

Overview

- Provide background on partnership at Juanita J. Craft Recreation Center between the Park and Recreation Department and Baylor Scott & White
- Overview of Wellness Center program offerings and initiatives

Partnership Background

- Agreement between the City of Dallas and Baylor Scott & White
 - January 2009
 - 20-year agreement
 - Baylor Scott & White contributed \$15M
 - \$8M for cost of construction of renovations (City of Dallas contributed \$2M in 2006 Bond Funds)
 - Remainder of Baylor Scott & White funds for operation and maintenance of Wellness Center
 - Partnership seeks to address chronic diseases
 - Diabetes
 - Hypertension
 - Obesity
 - Asthma
 - Cardiovascular diseases

Facility and Campus Improvements



Facility and Campus Improvements



Area of Oversight

- The Park and Recreation Department is responsible for:
 - Senior Programming
 - Fitness Activities
 - Youth and Adult Sports
 - Technology Classes
 - Special Events
- Baylor Scott & White provides health care services focused on
 - Chronic disease education
 - Prevention and treatment
 - Community outreach
 - Nutrition counseling
- All programming is designed to improve the quality of life for those residing in the South Dallas Frazier neighborhood and beyond
- Collaboratively, both entities provide consistent health and wellness programs to the patrons/patients of the center while utilizing shared space and a shared program approach.



BaylorScott&White

HEALTH AND WELLNESS CENTER

AT JUANITA J. CRAFT RECREATION CENTER

DALLAS

What Are We?

Established in 2010, Baylor Scott & White Health and Wellness Center (BSW HWC) is a collaboration between Baylor Scott & White Health (BSWH) and the Dallas Park and Recreation Department

Who Were We?



DHWI[®]

**DIABETES HEALTH AND WELLNESS INSTITUTE
AT JUANITA J. CRAFT RECREATION CENTER**

4500 SPRING AVENUE, DALLAS, TEXAS 75210

214-349-4325

DHWIDALLAS.COM



*An Affiliate of Baylor Scott & White Health and
Baylor University Medical Center at Dallas*



*A joint effort with
the City of Dallas*

Who Are We *Now*?



Baylor Scott & White

HEALTH AND WELLNESS CENTER

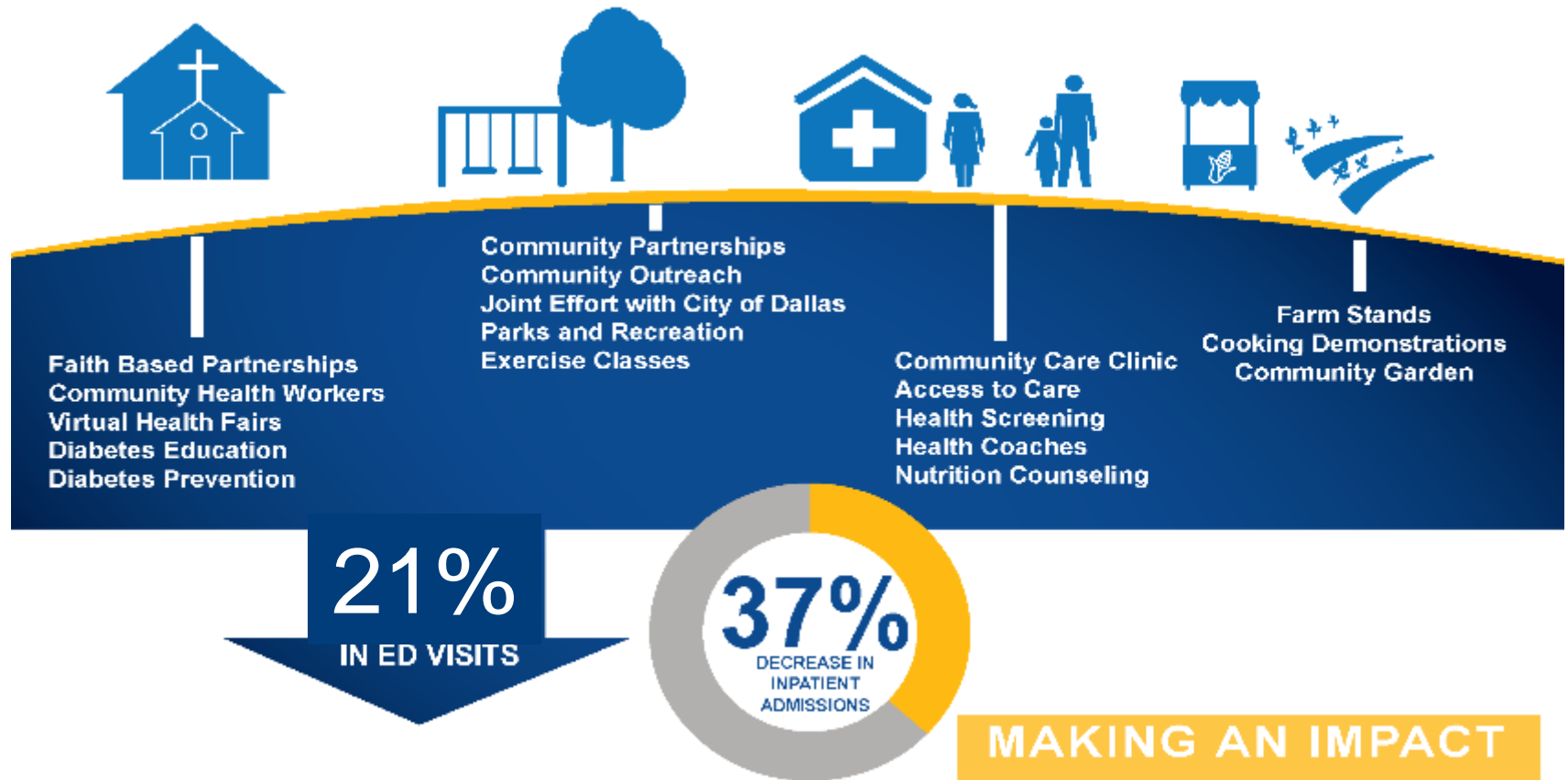
AT JUANITA J. CRAFT RECREATION CENTER

DALLAS

What Was Our Original Mission?

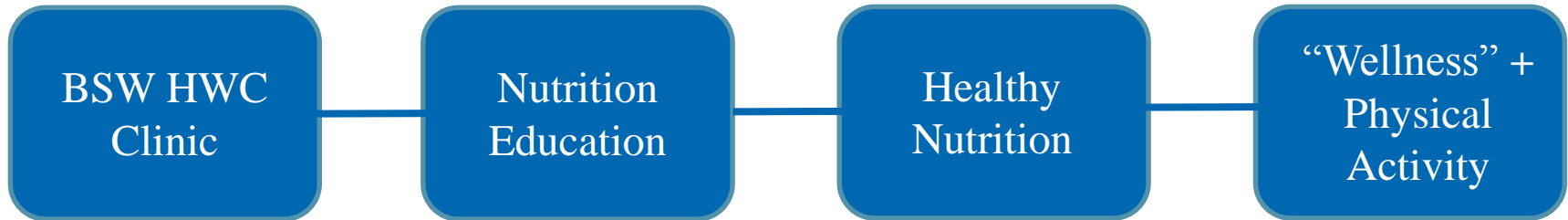
- To reduce the incidence of and complications from diabetes in the 5-zip code area served
- Anticipating eventual change in reimbursement, to reduce chronic disease incidence in the zips
 - In the current fee-for-service reimbursement system, hospitals/clinics are *revenue* centers
 - In eventual reimbursement system, hospitals/clinics will be *cost* centers

2010-2015: Initial Mission Accomplished

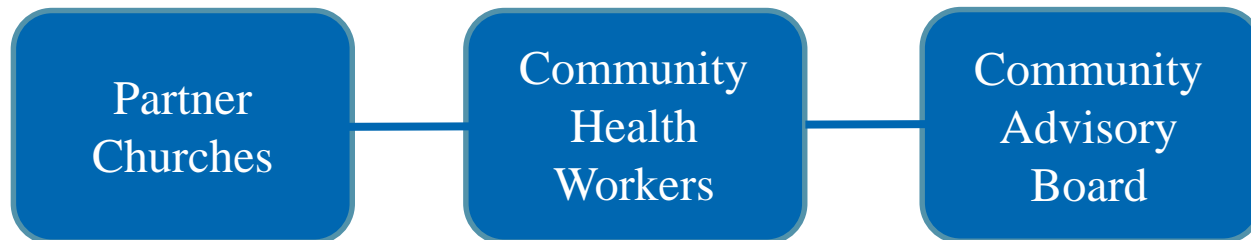


Wesson and Kitzman-Ulrich. *Health Affairs*, under review

Health “Value Chain”



Enabled by:



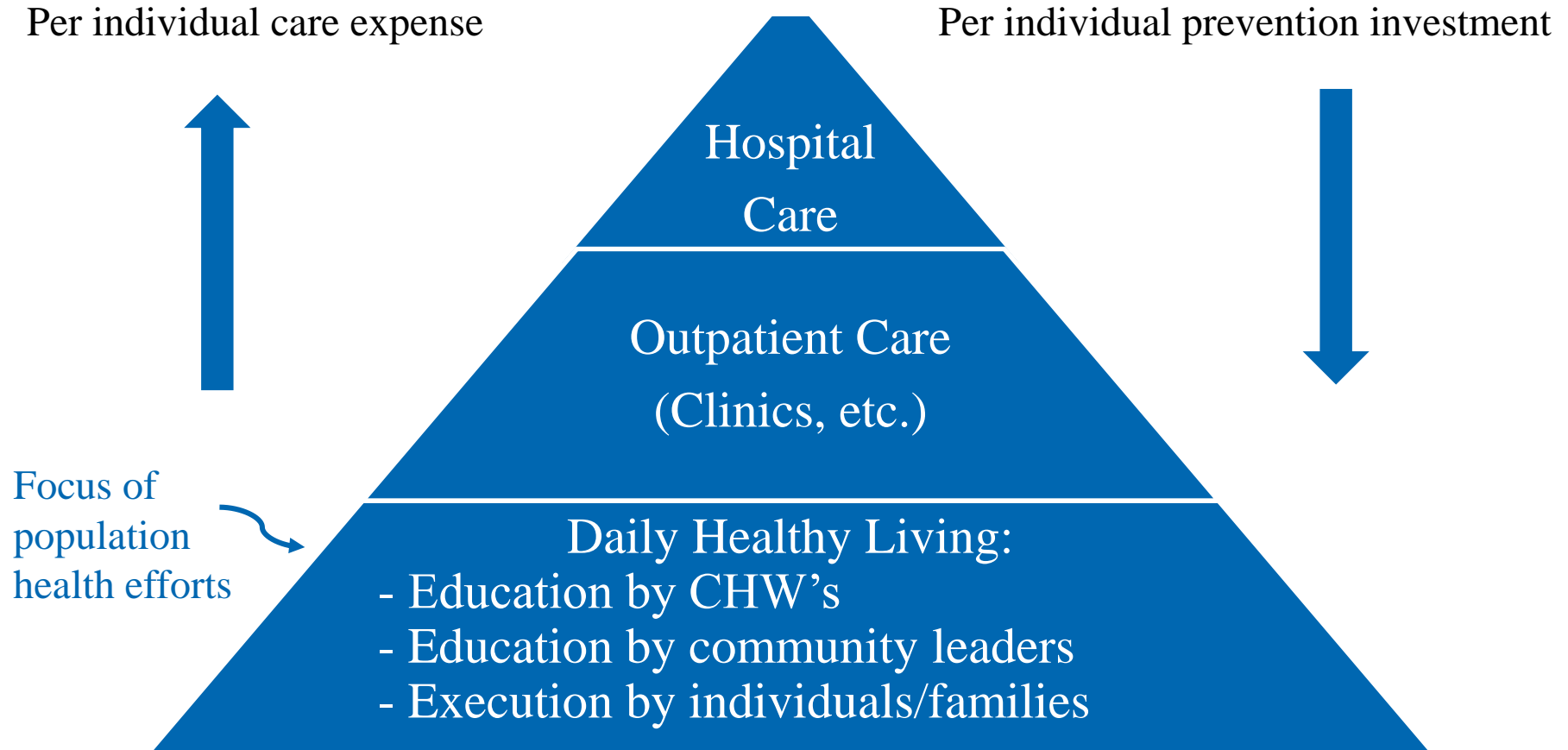
Wesson and Kitzman-Ulrich. *Health Affairs*, under review

What is Our Current Mission?

- To improve Dallas population health
- **Strategy:** improving health of the city one individual, one family, and one community at a time
- **Tactic:** Overlay BSWH health and nutrition resources onto City physical activity resources at Dallas Park and Recreation Centers

What is population health?

- “Health outcomes for a *group* or *population* of individuals”
- Health Systems currently focus on outcomes for individuals



BSW HWC and Dallas Park & Recreation PARTNERSHIP for HEALTH and WELLNESS

- **Mission:** “ to champion lifelong recreation and serve as stewards of the city’s parks, trails and open spaces”
 - Let’s enhance this mission by engagement of the community with these resources to facilitate increased physical activity as a component of population health
- Increased physical activity is a critical component of Population Health

BSW HWC and Dallas Park & Recreation PARTNERSHIP for HEALTH and WELLNESS

National Recreation and Park Association 3 Pillars of Recreation



HEALTH & WELLNESS:

Recreation Services provide a variety of programs and services to assist in living a healthier lifestyle and combat our country's challenges of poor nutrition, hunger, obesity and physical activity.

Role of Parks and Recreation in Promotion of Population Health Improvement

Park and Recreation Asset:	Correlation to Health/Improved Outcomes:
Safe Walking Trails	Walking 30 minutes per day lowers: <ul style="list-style-type: none"> • risk of cardiovascular disease • blood pressure • blood sugar levels • risk for diabetes • risk of stroke by 20-40%
Swimming Pools	Proven benefits of swimming/water aerobics: <ul style="list-style-type: none"> • improves cardiovascular health • weight loss • relieves arthritis • improves circulation, etc.
Senior Programs (ASAP) <i>(Active Senior Adult Program)</i>	Moderate physical activity can help seniors: <ul style="list-style-type: none"> • prevent disease • improve quality of life • increase mental capacity • increase balance • improve healing • increase life expectancy

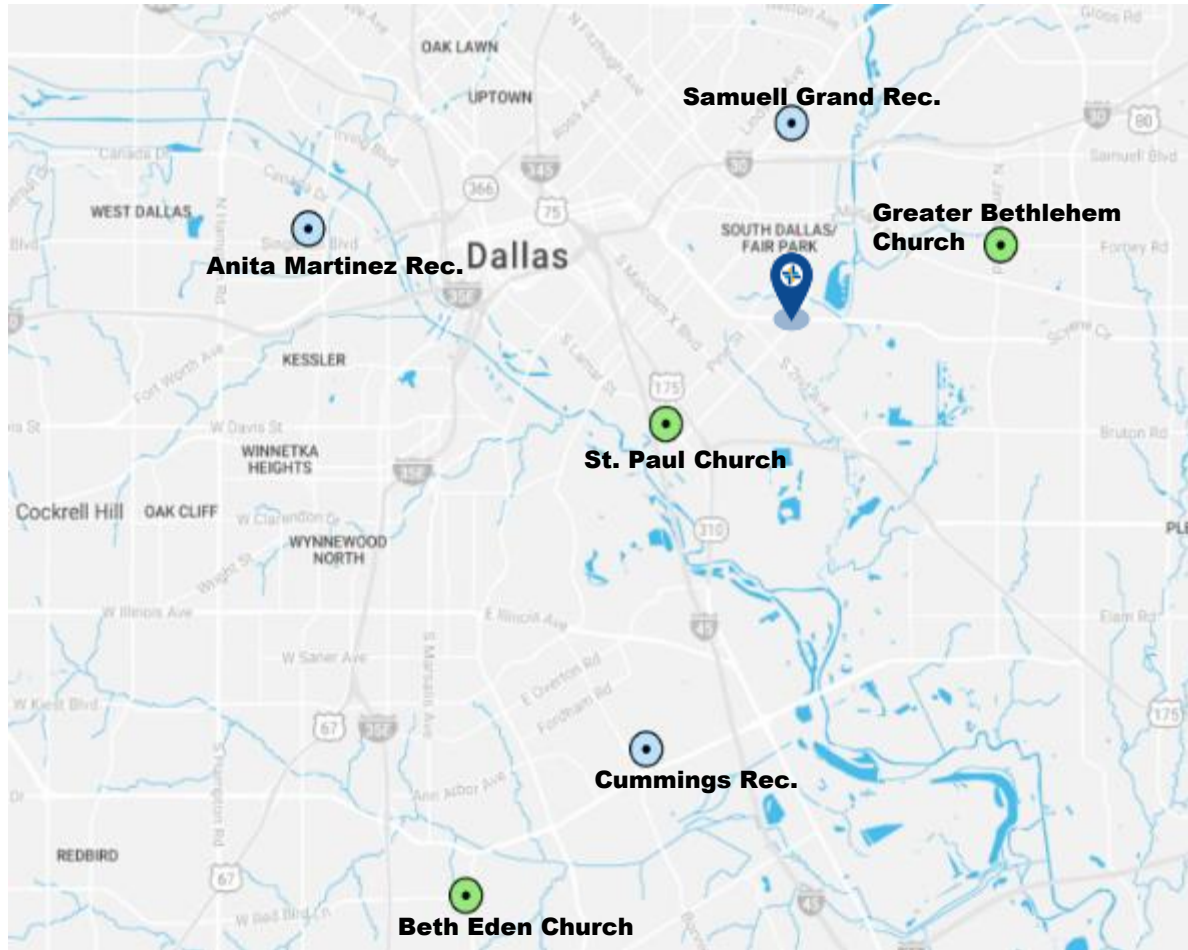
Replicating the BSW HWC Model: Healthy Cities Initiative




A Partnership of Baylor Scott and White Health, City of Dallas and United Way

- Anita N. Martinez Recreation Center
- Samuell Grand Recreation Center
- Cummings Recreation Center



Service Map



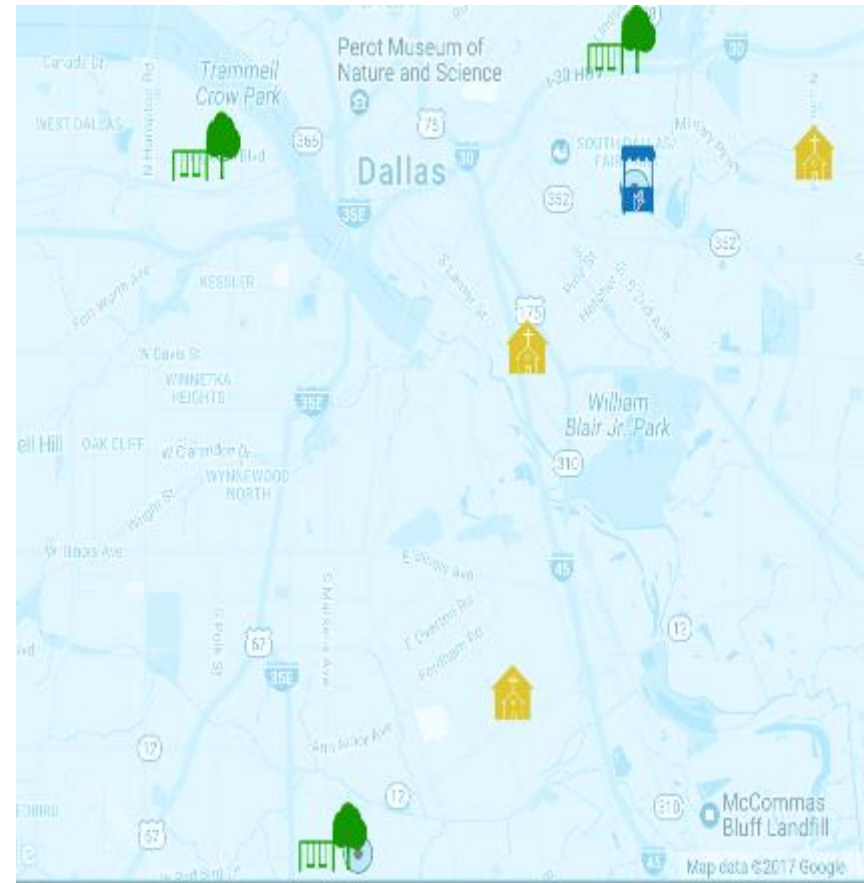
-  Healthy Cities
-  BSW HWC at JJ Craft
-  Community Farm Stand

Nutrition

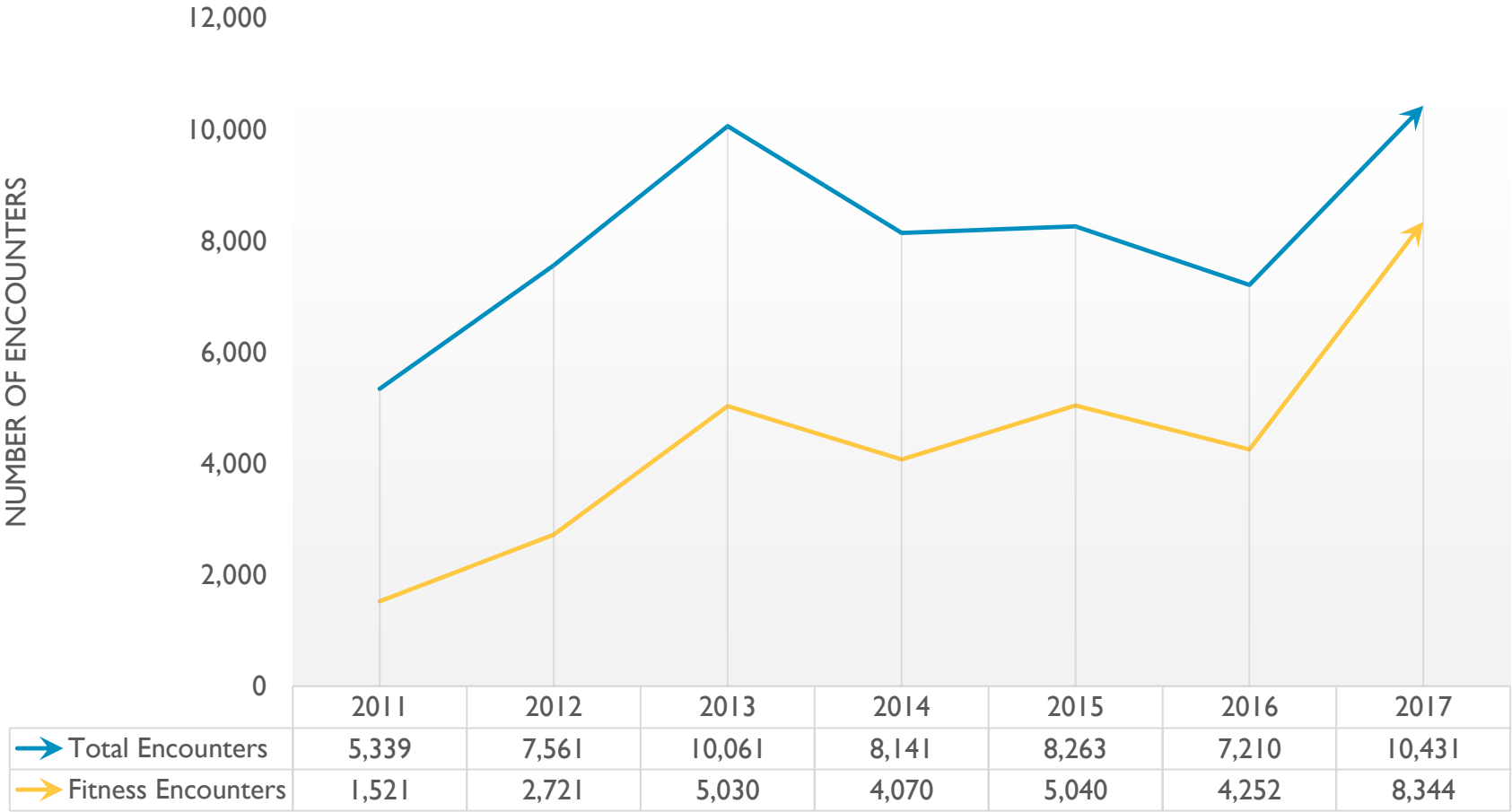
BSW HWC Farm Stands (Annual Outputs)*

- ❖ 7 BSW HWC Farm Stand Locations
- ❖ 5,593* Total Visits
- ❖ \$37,427* Total Produce Sales

* Year-to-date April, 2017



Fitness Program Growth FY 2011-2017



BSWH's Look to the Future of Health

- Increases access to clinical care, healthy nutrition, wellness, and health education for neighborhoods in greatest need
- Builds healthier communities
- Positions the City of Dallas ahead of impending changes from Fee-for-Service models of care (*i.e.*, “*Sick Care vs. Well Care*”) to managing the health of a population of people in a given area/community/city

BSWH's Look to the Future of Health

- Transition from population health to “value-based care”
- Current health systems value restoring health from illness of individuals
- Future health systems will value maintaining and enhancing health of populations

BSWH's Look to the Future of Health

- Transforming 43 Dallas recreation centers into centers for health

Imagine the possibilities....Imagine the Impact!

CASE STUDY: Seattle, WA

A 2011 study conducted on Seattle's park and recreation system revealed that Seattle's residents were able to save \$64 million in medical costs as a result of getting physical activity in the parks.

The Trust for Public Land for City Park Excellence. 2011. The Economic Benefits of Seattle's Park and Recreation System. Trust for Public Land. Retrieved February 16, 2012.

BSWH's Look to the Future of Health

Healthcare in the Neighborhood: Meeting People Where They Are

*We **must** be intentional about improving the health of our population...*

***One person, one family, one community
at a time!***

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