

City of Dallas
Park and Recreation Board
June 20, 2019

Donald E. Wesson, MD, MBA

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



Baylor Scott & White

HEALTH AND WELLNESS CENTER

AT JUANITA J. CRAFT RECREATION CENTER

DALLAS

What are we?

- **Baylor Scott and White Health and Wellness Center (BSW HWC) at Juanita J. Craft Recreation Center**
- **A collaboration between the Dallas Park and Recreation Department and Baylor Scott and White Health (BSWH)**



*A joint effort with
the City of Dallas*



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

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



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Who are we *now*?



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HEALTH AND WELLNESS CENTER

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DALLAS



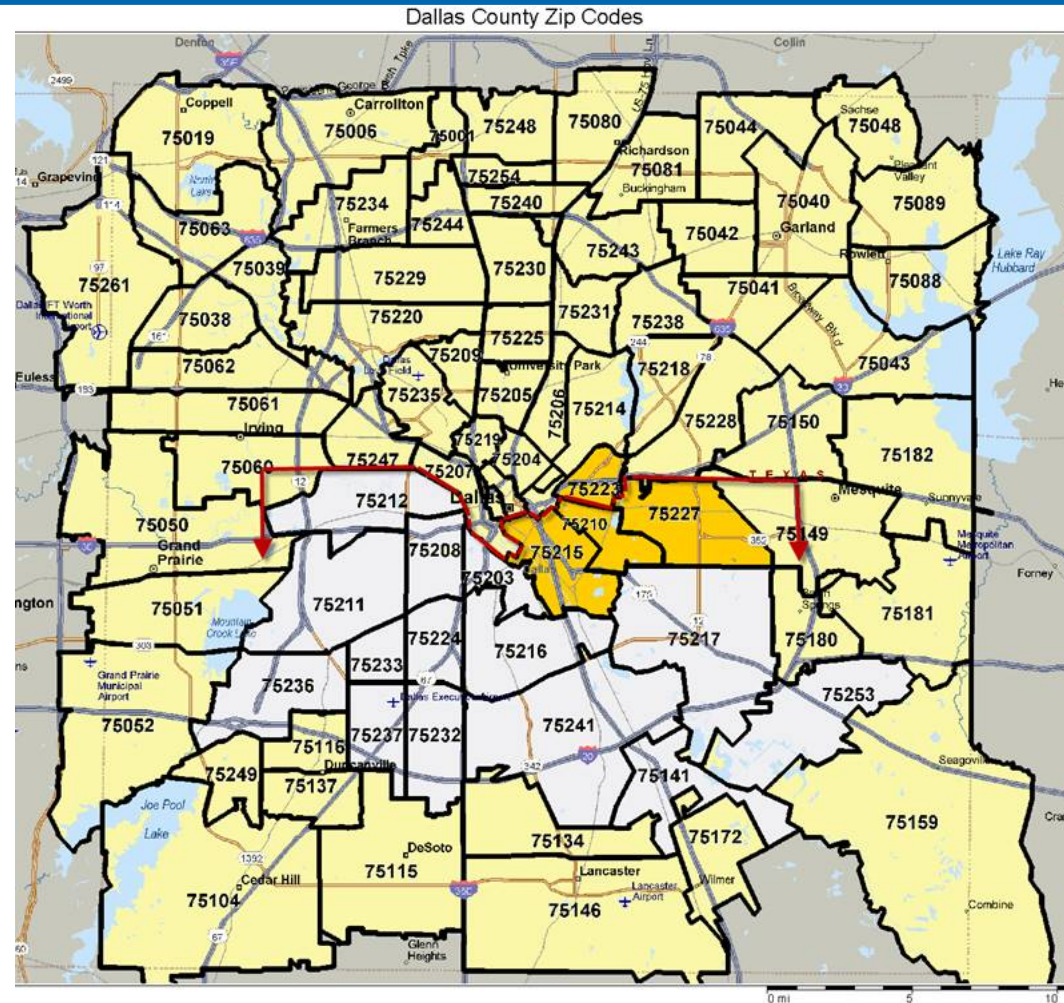
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Our original mission(s)

- To reduce the incidence of and complications from diabetes, and
- To provide primary care through our in-center clinic to the largely uninsured population of
- The gold 4 zip code area:
75210, 75215, 75223, and 75227



Our current mission(s)

- To reduce the need for utilization of health system emergency department and inpatient resources
- To reduce chronic disease incidence in all Southern Sector zip codes through our 3 part health model of medical care, nutrition education/provision, and increased physical activity
- To transition the 43 Dallas Park and Recreation Centers to “Centers of Health”

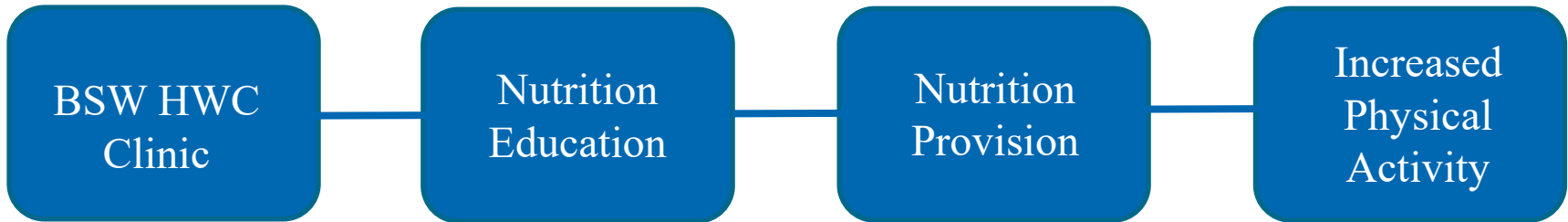


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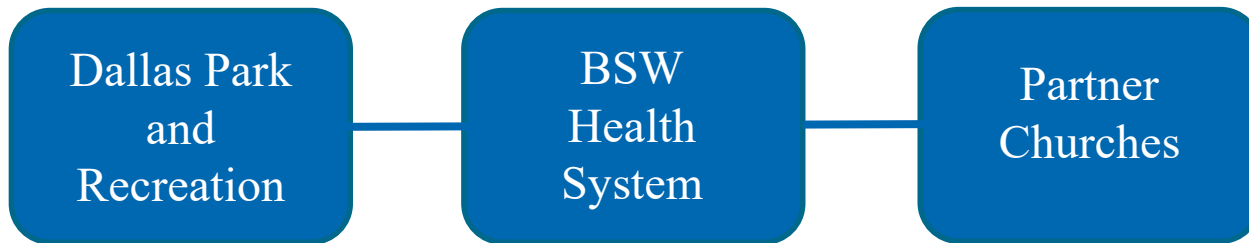


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Health and Wellness Center “Value Chain”

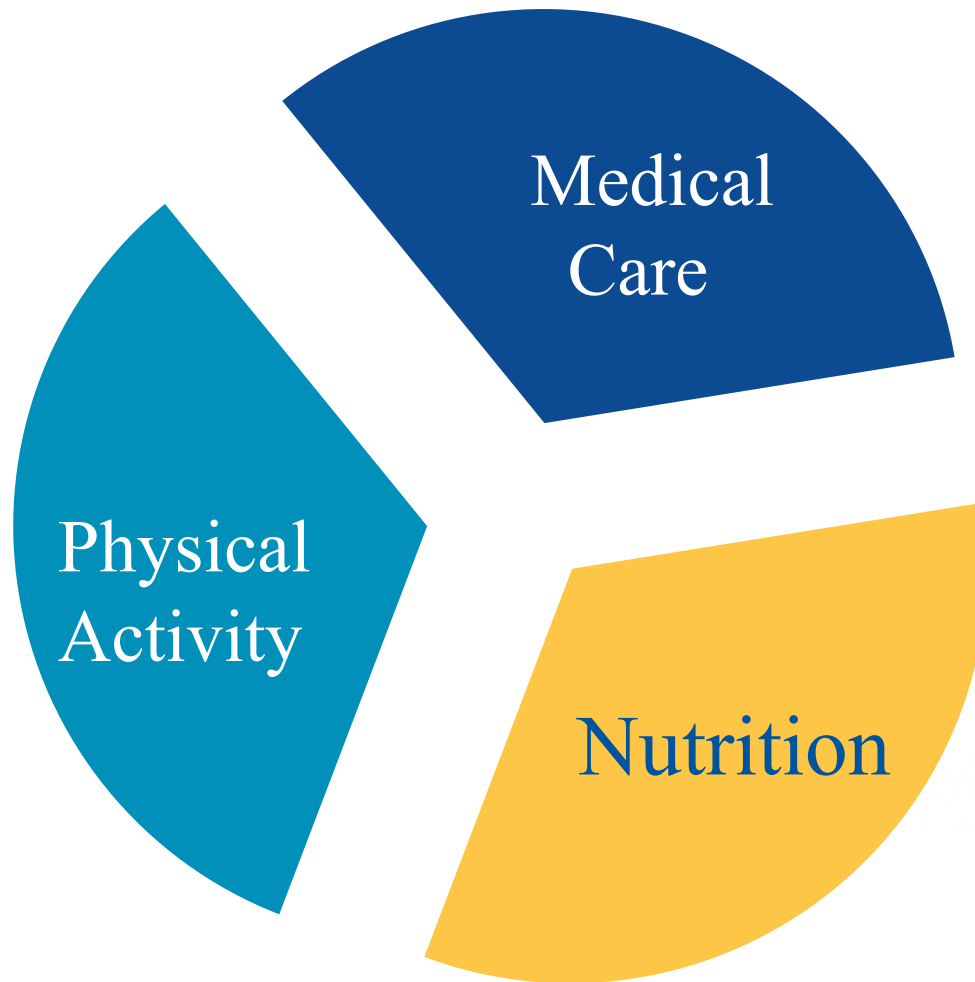


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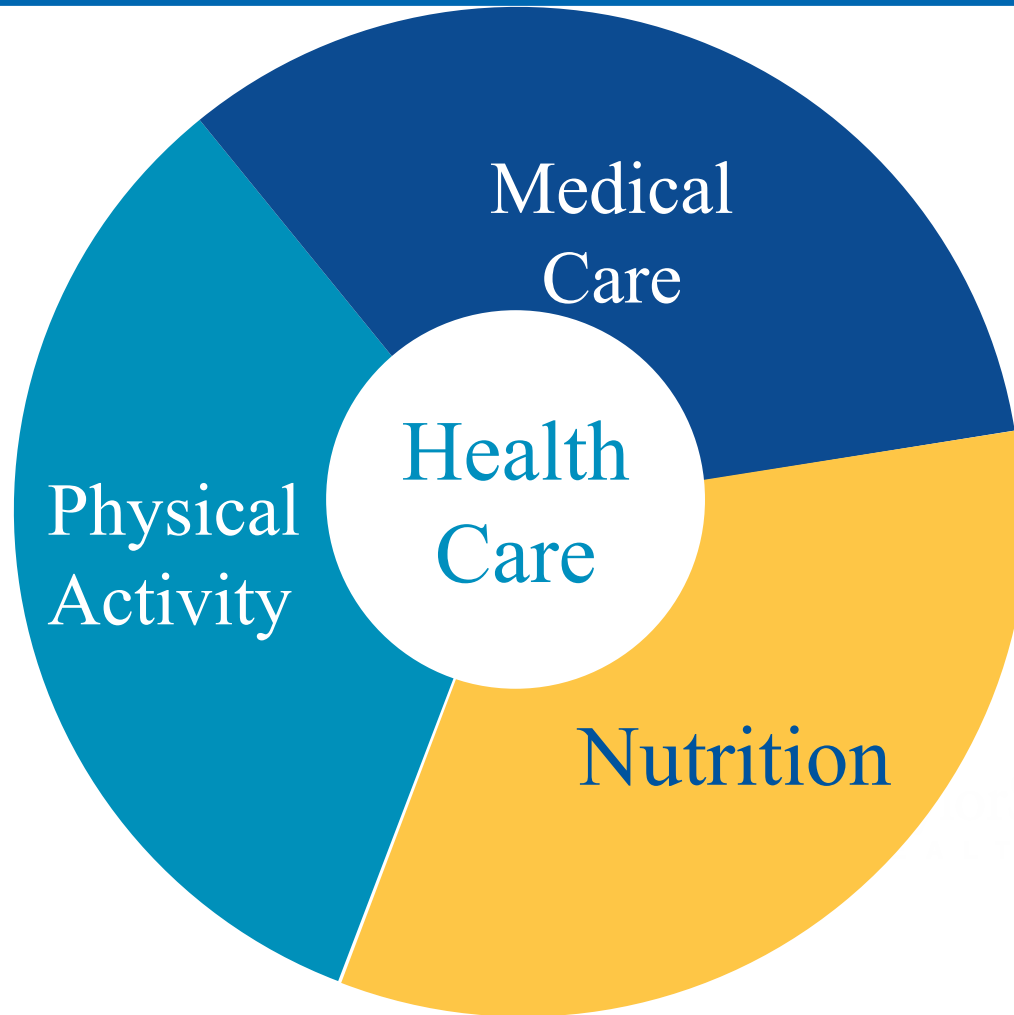


Wesson and Kitzman. *Health Affairs* 37:543-550, 2018

Components of Healthcare

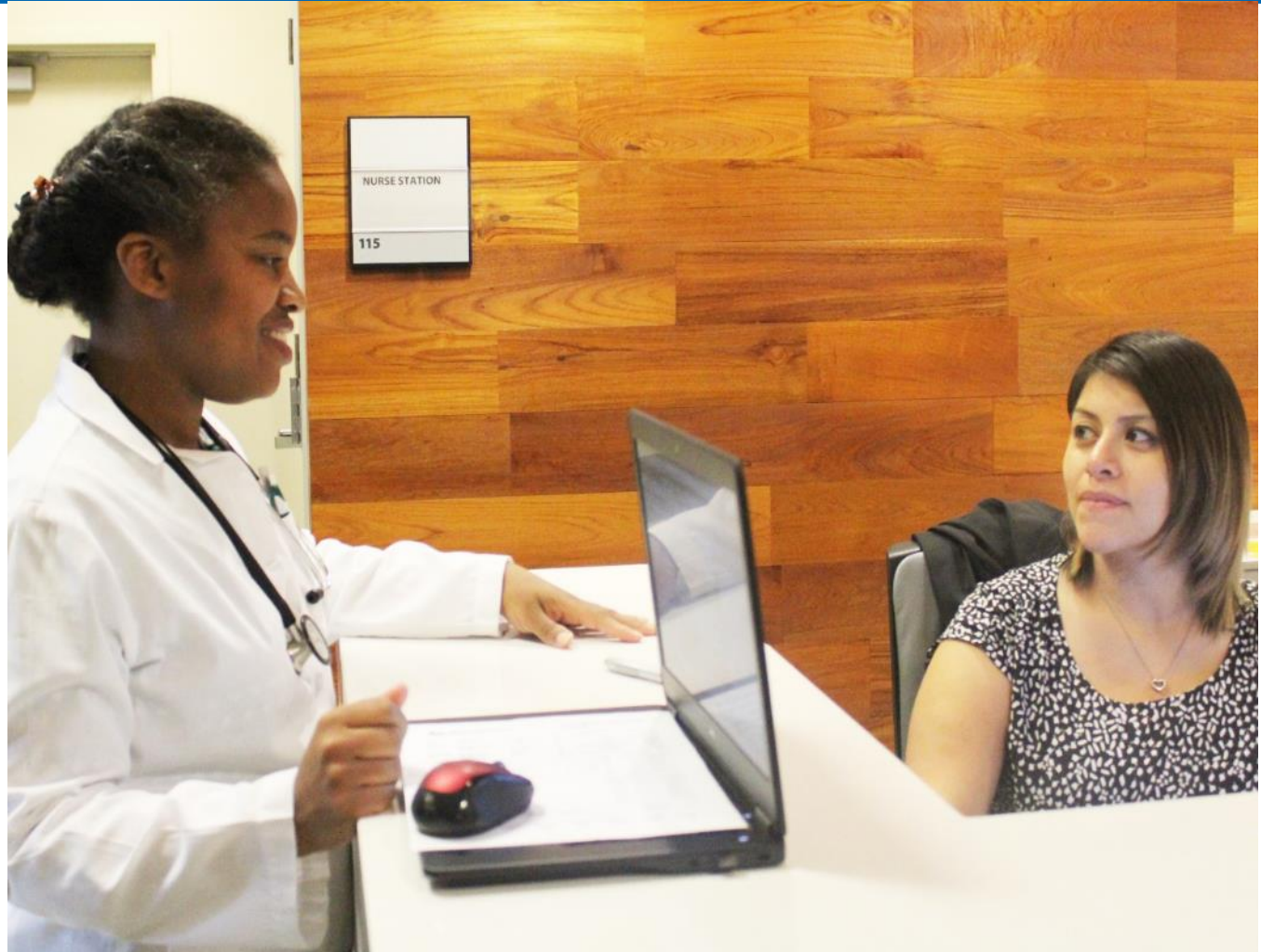


Components of Healthcare



Level 3 Family Medicine Clinic, Primary Care Medical Home

Dr. Lydia Best,
BSW HWC Medical
Director



Nutrition Education and Provision: BSW HWC Farm Stands and Teaching Kitchen



- BSW HWC at Juanita J. Craft Rec Center
- Anita Martinez, Cummings, and Samuel Grand (City of Dallas) Rec Centers
- Three Partner Churches
- ~10,000 visits between 06/17 and 06/18

Increased Physical Activity: Sit and Fit



Increased Physical Activity: Aerobic and Isometric



Increased Physical Activity: Aerobic, Inside and Out



Pre-Diabetes Weight Reduction Intervention in 220 African American Women done in local churches



Dr. Heather Kitzman,
BSW HWC Director
of Research

6-month curriculum, follow up 4 months after end of curriculum, 10 months after entry

Physical activity survey, then 150-200 minutes/week “power walk” goal

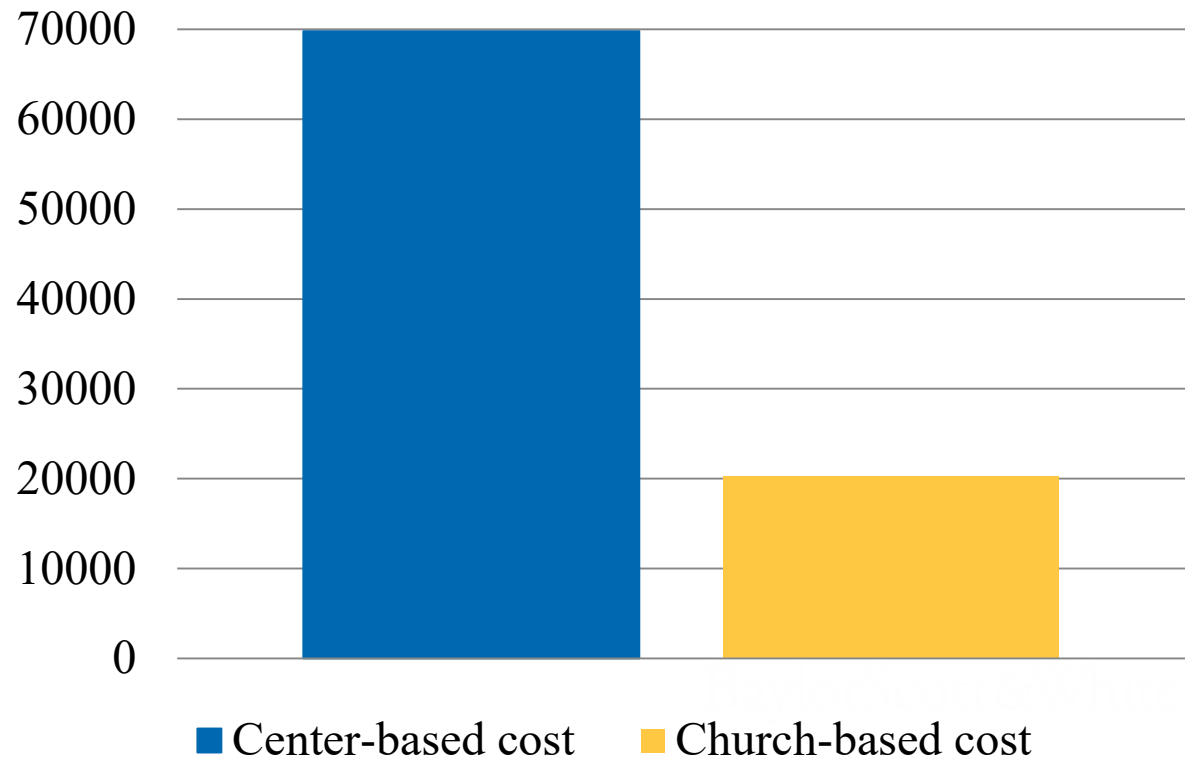
Sustained average 5 lb. weight loss and 3 inch waist circumference reduction at 10 months

Tan MT, Mamun A, Kitzman H, Dodgen L. Ethnicity and Disease 29:297, 2019.

Community-based Weight Loss is Cost-Effective: In-Center vs. Church Personnel Costs for 6-month Weight Loss Interventions (\$\$)



Venita Owens,
BSW HWC Chief
Operating Officer



Tan MT, Mamun A, Kitzman H, Dodgen L. Ethnicity and Disease 29:297, 2019.

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

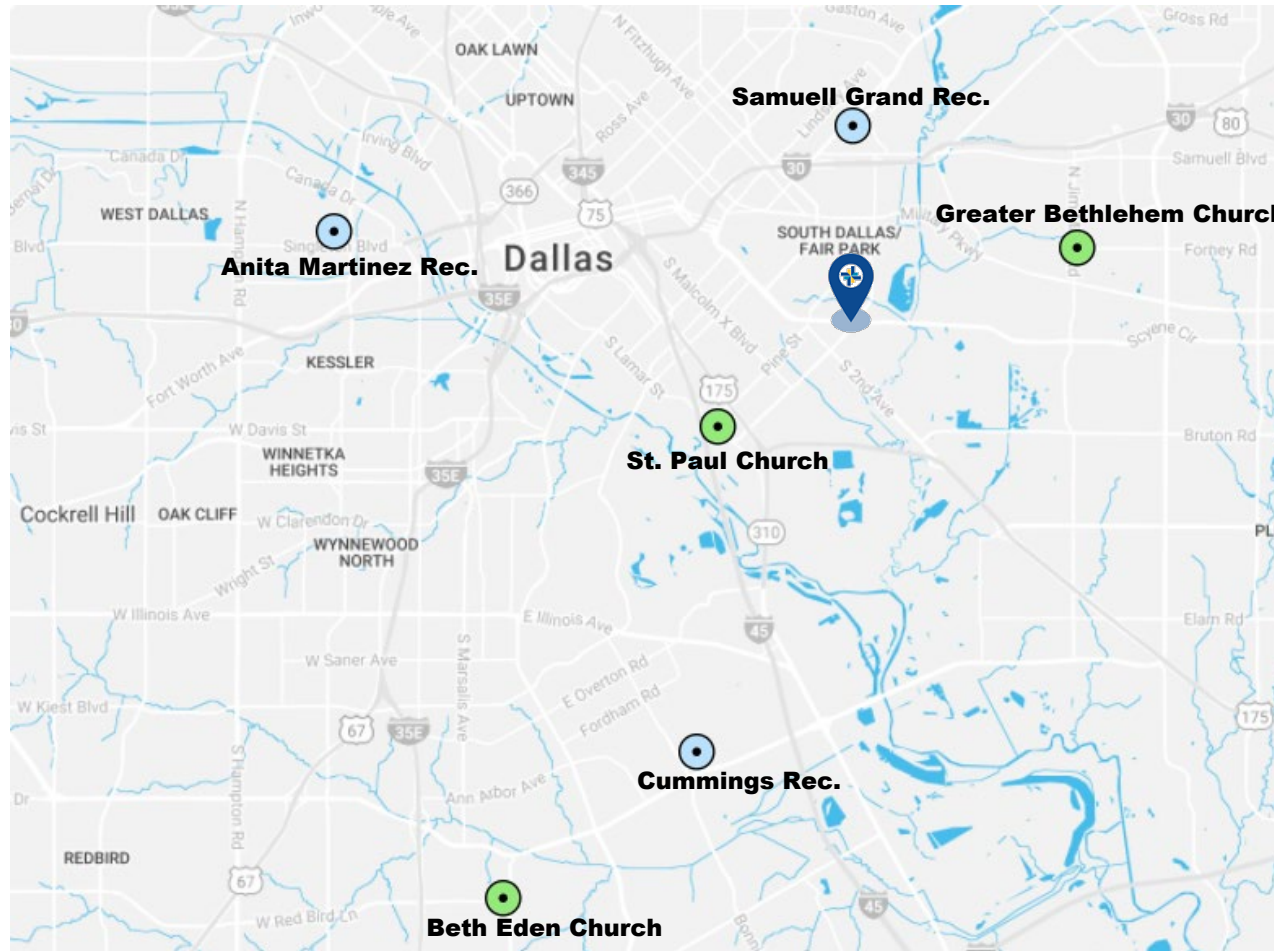





CASE STUDY: Seattle, WA

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.

BSW HWC Farm Stand Service Area Map



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

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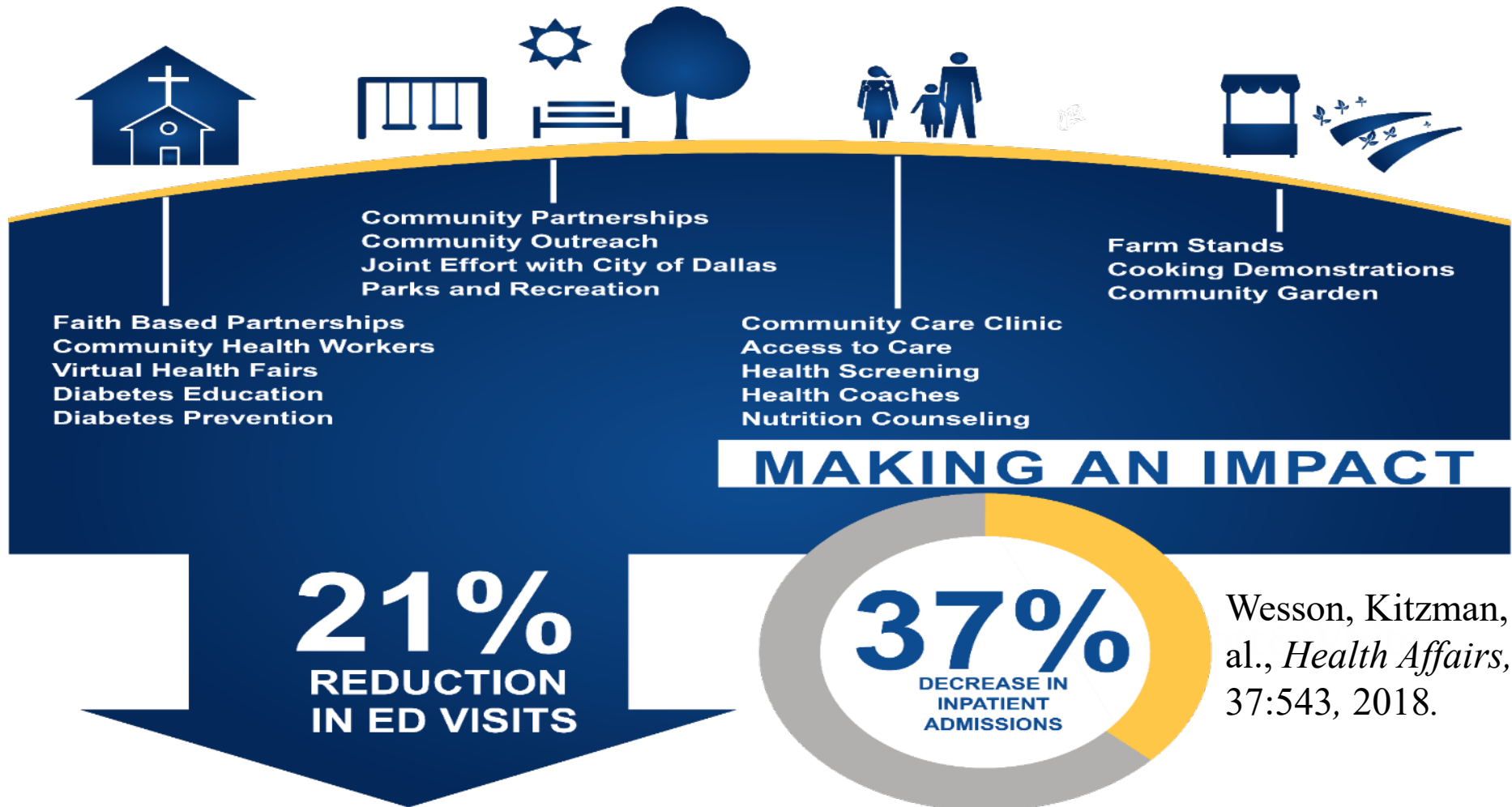


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value chain of community-based resources reduced ED and IP utilization in patients with chronic disease



Wesson, Kitzman, et al., *Health Affairs*, 37:543, 2018.

Some progress in followed metrics, FY19 vs. FY18

Increased membership 5743 → 6343

Increased farm stand visits 9741 → 10523

Yearly funding for research \$1.1 M → \$1.6

Farm Stand Costs:

- Start up - \$5,000
 - Equipment, supplies, technology, branding, signage
- Personnel - \$15,000
 - \$15/hour x 1000 hours combined time for a Coordinator, and 2 community health workers
- Operational - \$25,000
 - Produce, materials, supplies, food demos, transportation (of produce), evaluation/data analysis, training
- Total - \$45,000



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- To reduce chronic disease incidence in all Southern Sector zip codes through our 3 part health model of medical care, nutrition education/provision, and increased physical activity – need more data
- To transition the 43 Dallas Park and Recreation Centers to “Centers of Health”



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- To transition the 43 Dallas Park and Recreation Centers to “Centers of Health” – invite you to join us in supporting this vision



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Role of Parks and Recreation Department in Health Improvement

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

Value Based Care...In the City of Dallas

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!*