

Umbrella Partnerships - BE Active in Our Town (UP-BEAT) UPBEAT Obesity Prevention in the Brazos Valley Region DSHS Community-Based Obesity Prevention Grant



Project Overview:

The Brazos Valley Obesity Prevention Network (BVOPN) is committed to addressing obesity prevention through physical activity-related environmental and policy changes. Working through the Brazos Valley Community Action Agency, **Umbrella Partnerships – BE Active in our Town (UP-BEAT)** has been established to facilitate current and new partner efforts to increase access to physical activity among limited resource youth and families in Brazos County.

Project Team

**Brazos Valley
Community Action
Agency**

**Texas AgriLife
Extension Service**

**Texas A&M School of
Rural Public Health**

**Brazos Valley
Health Department**

Texas Health Institute

Support provided by Texas
Department of State Health
Services

Brazos Valley Obesity
Prevention Network

Core **partners** include representation from health, education, county and city government, non-profit, and business sectors.

Project Goals:

- ▶ Expand and/or establish partnerships for UP-BEAT project
- ▶ Conduct community assessments to target areas for increasing physical activity
- ▶ Determine environmental and policy priorities for community action and implementation to increase access to physical activity
- ▶ Evaluate UP-BEAT project activities
- ▶ Market, communicate, and sustain UP-BEAT project activities



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MAIN PROJECT ACTIVITIES:

- ▶ Creating groups through BVOPN to build and/or expand community partnerships to focus on physical activity environmental and policy issues in high risk/obese population target areas
- ▶ Generate community interest in UP-BEAT project
 - ▶ Conduct community contest to highlight walkable areas in downtown Bryan
 - ▶ Implement a walking circuit with mileage signage in downtown Bryan
- ▶ Conduct community assessments to obtain information related to physical activity environmental and policy issues in the community
 - ▶ The TAMHSC School of Rural Public Health, will conduct community assessment to address gaps in current knowledge
 - ▶ TAMU/Texas AgriLIFE Extension Service Youth Development Initiative will train youth in conducting visual community assessment using culturally appropriate evidence-based tools
- ▶ Provide decision making bodies with physical activity environmental and policy data
 - ▶ Youth will provide presentations related to user's needs with environment and policy information and action options to UP-BEAT Workgroups, community groups and decision making bodies
- ▶ Determine physical activity environmental and policy priorities for action and implementation
 - ▶ The Texas Health Institute will assist in prioritization of actions for local environmental and policy change
 - ▶ Community leaders and trained youth leaders also will serve as agents for identifying community solutions to environmental problems
- ▶ Provide mini grants to organizations/groups to implement environmental and/or policy change
- ▶ Evaluate the project in terms of partnership development, activities conducted, and plans for sustainability
- ▶ Communicate, market and build sustainability in Brazos County (and the Brazos Valley) for long term environmental and policy change for increasing physical activity in high risk populations/neighborhoods