

Fifteen Years of Community Health Impact

**Park and Recreation Board
January 22, 2026**

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Park and Recreation Department

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City of Dallas

Overview



Overview of the 15-year public-private partnership between Dallas Park and Recreation and Baylor Scott & White Health

- Purpose, mission alignment, and shared expectations of the partnership
- Target populations served and facility model at Juanita J. Craft Recreation Center
- Roles, responsibilities, and collaborative programming approach
- Program outcomes, nutrition education results, and chronic disease prevention impact
- Community health data, equity considerations, and Healthy Cities expansion model



Partnership Background



Established in 2010, the Baylor Scott & White Health and Wellness Center at Juanita J. Craft Recreation Center is a public-private partnership between Baylor University Medical Center (BUMC) and the City of Dallas Park and Recreation Department.

Collectively, we are improving the health of our city one person, one family, and one community at a time.

Partnership established to address chronic diseases:

- Diabetes
- Hypertension
- Obesity
- Asthma
- Cardiovascular and Kidney Disease



Partnership Focus/Mission



Improve health outcomes in Southern Dallas and in all communities experiencing higher rates of chronic disease by empowering everyone to live well through integrated healthcare, nutrition, and physical activity resources delivered in Dallas Park and Recreation Centers



Target Population



The Health & Wellness Center is designed to serve uninsured and underinsured residents in southern Dallas, with programming focused on community health needs and equitable access. The prevention programs have led to a 37% reduction in Emergency Department visits and a 21% reduction in In-patient admissions.

Primary

- Adults (18+)
- Seniors (55+)
- Individuals Referred Through Healthcare Providers
- Local Residents & Families in the Juanita J. Craft Service Area

Secondary & Emerging Audiences

- Adults New to Fitness or Returning After Injury or Illness
- Caregivers Seeking Wellness Support
- Community Members Seeking Health Education, Screenings, and Preventive Services
- Tweeners Program



Facility Highlights



Health-Focused Fitness Environment

- 🍴 **Commercial Kitchen**, with visual projection capability into the multipurpose room
- 🏠 **Family Health Center** with 7 exam rooms, 2 labs, and an integrated health team: physician, nurse practitioner, behavioral health social worker, registered nurse, pharmacist, exercise physiologist, diabetes educators, registered dietitians, referral coordinator, medical assistants and community health workers.
- 🏋️ **Fitness Center:** Cardio and strength-training equipment designed for beginners, moderate, and advanced fitness levels.
- 🏀 **Gymnasium:** Flexible space that transitions from traditional recreation to large group fitness or an indoor walking track
- 👨 **Multipurpose Room:** Specialized flooring supports group exercise, programming, a teaching kitchen, seminars, and a weekly community farm stand
- 🍎 **Classrooms A/B:** Program space for nutrition education, preventive health programs, community trainings, and related activities
- 🎲 **Game Room** Flexible space for senior programs, crafts, and youth activities



Roles and Responsibilities



Each entity collaboratively provides consistent health and wellness programs to the patrons and program members and patients of the Health and Wellness Center while utilizing shared space, a shared program approach, and a shared responsibility for outcomes.

Baylor Scott & White:

- Family Health Clinic
- Chronic disease education and management
- Community outreach, including 30 local church partners
- Nutrition counseling, education, and Farm Stand
- Community-based Research Studies

Park and Recreation Department:

- Senior Programming (ASAP)
- Youth and Adult Sports
- Technology Classes
- Special Events



Roles and Responsibilities: Collaborative Programs



Baylor Scott & White and Park and Recreation Department:

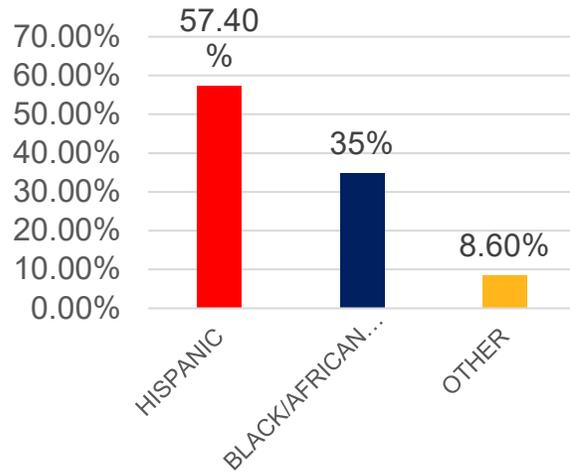
- Community Special Events – Black History Month, Open Heart Food Distribution, Easter Egg Hunt, Mother’s Day Luncheon, Father’s Day Luncheon, Back to School Bash, Hispanic Heritage Month Celebration, Thanksgiving Dinner
- Annual Health + Fitness Festival & Expo (formerly the Healthy Harvest Festival)
- National Walking Day
- Juneteenth
- National Night Out
- Summer Camp
- Friday Late Night



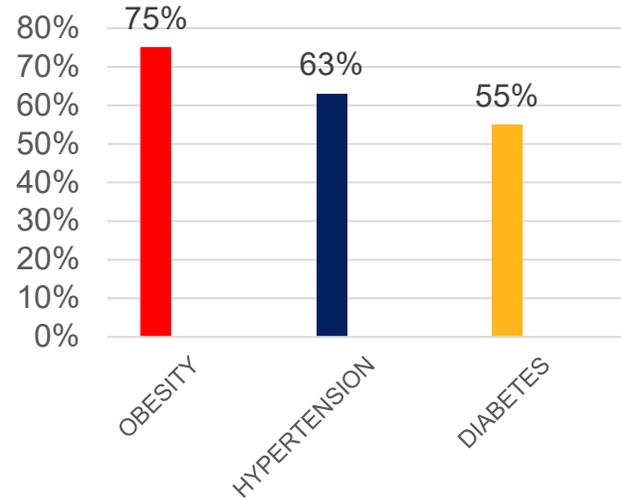
BSW HWC Family Health Center Demographics



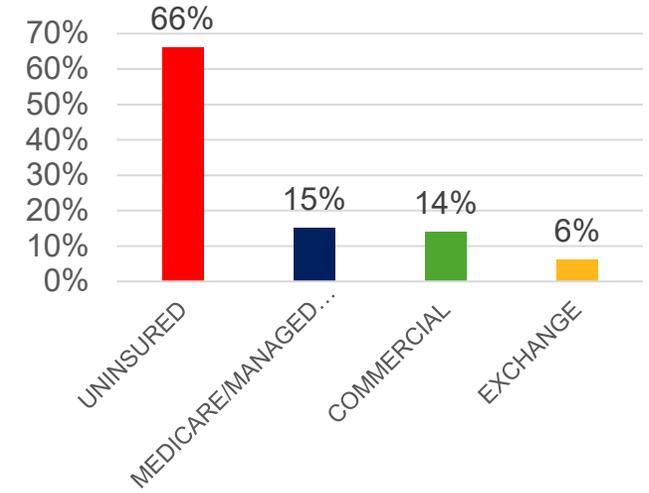
RACE



SELECT DIAGNOSES



PAYOR MIX



Chronic Disease Management and Diabetes Education Programs



Group Lifestyle Balance participants in FY25 had significant reductions:

- Weight (-3.42 lbs.)
- *BMI (-0.57 units)

Group Lifestyle Balance participants in FY25 had average overall reductions:

- Hemoglobin A1c (-0.16 units)
- Systolic Blood Pressure (-0.82 units)



Diabetes Prevention Program participants in FY25 had significant reductions:

- Weight (-4.74 lbs.)
- *BMI (-0.85 units)
- Waist Circumference (-1.42 in.)
- Hemoglobin A1c (-0.14 units)

***One unit decrease in BMI in one year equates to a 4% reduction in chronic disease**



Our Impact: Nutrition Education Outcomes (FY21–FY24)



Biometric Measures	Mean Reduction	95% Confidence Interval
HbA1c	-0.52%	[-0.66, -0.40]
Systolic Blood Pressure (SBP)	-2.8 mm Hg	[-6.8, 1.2]
Diastolic Blood Pressure (DBP)	-3.8 mm Hg	[-6.6, -0.9]
Total Cholesterol	-3.8 mg/dl	[-13.3, 5.7]
Weight	-2.0 lbs.	[-2.9, -1.2]
Waist Circumference	-1.4 in.	[-2.2, -0.5]



Biometrics of members participating in Nutrition Education at the Health and Wellness Center at Baseline and Six-Months, FY21 – FY24



Healthy Cities



Healthy Cities is a partnership between Baylor Scott & White Health, United Way and the City of Dallas Park and Recreation Department. It is a wellness program delivered at nine recreation centers that provide diabetes education, nutrition classes, and farm stands to communities.

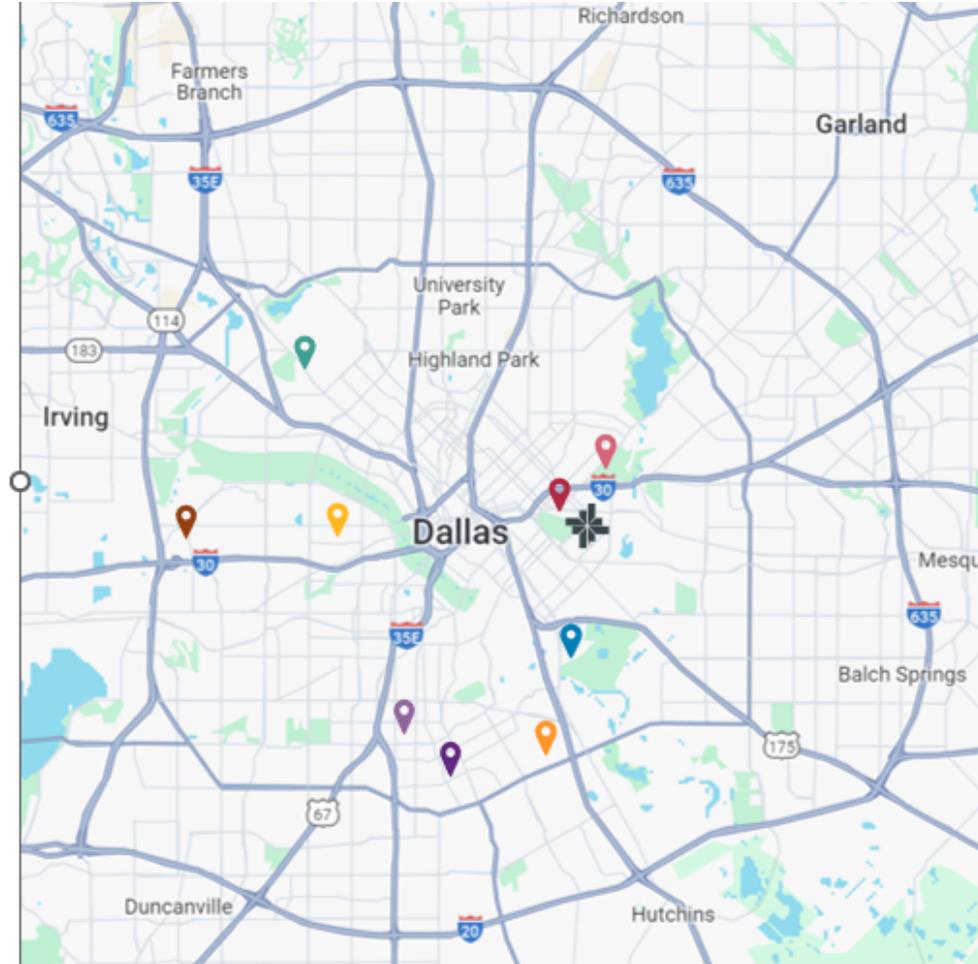


Healthy Cities locations



-  Anita M. Martinez Recreation Center* 75212
-  Hiawatha Williams Recreation Center* 75216
-  Samuel Grand Recreation Center* 75223
-  Baylor Scott & White Health and Wellness Center 75210
-  Beckley-Saner Recreation Center 75224
-  Bonton Wellness Center 75215
-  Grauwylor Recreation Center 75235
-  Jaycee Zaragoza Recreation Center 75212
-  Jubilee Park Community Clinic 75223
-  Singing Hills Recreation Center 75241

*Original Healthy Cities locations



Communities with Higher Rates of Diagnosed Diabetes



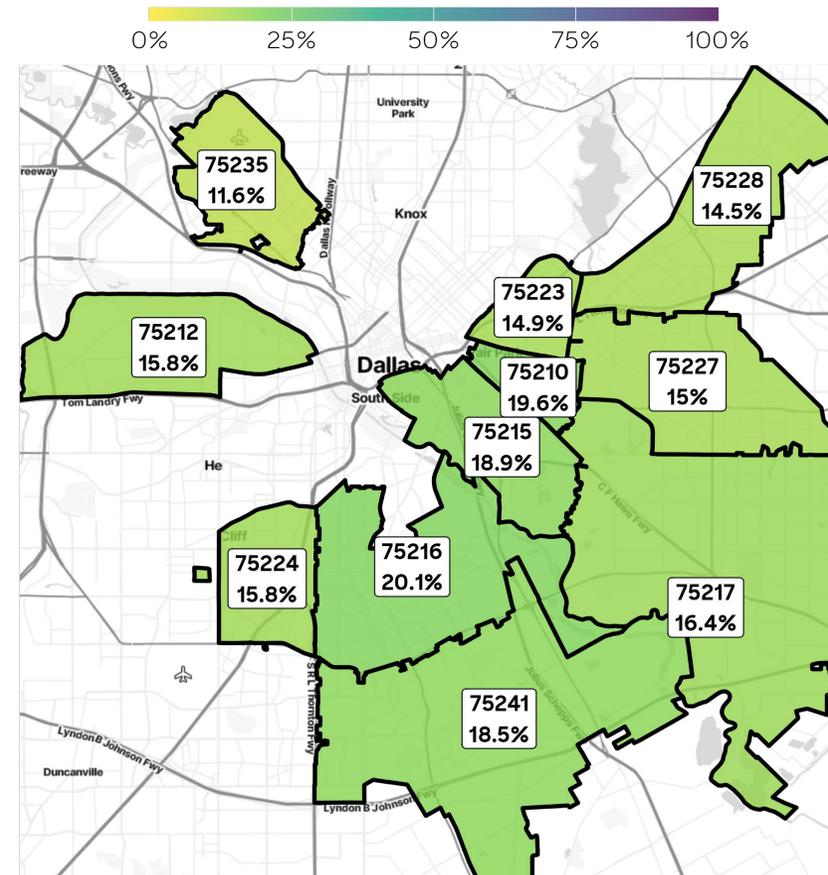
Patterns & Insights:

Southern Dallas zip codes: **75210**, **75215**, **75216** and **75241** have the highest prevalence (18.55-20.1%)

There is a clear geographic disparity with diabetes more common in southern areas

Dallas County: 12.5%

**Non-service area zip codes available



Source: CDC PLACES 2024.



Prevalence of Food Insecurity Among Residents (Past 12 Months)



Patterns & Insights:

Southern Dallas zip codes: **75210**, **75216** and **75217** have the highest food insecurity (over 40%)

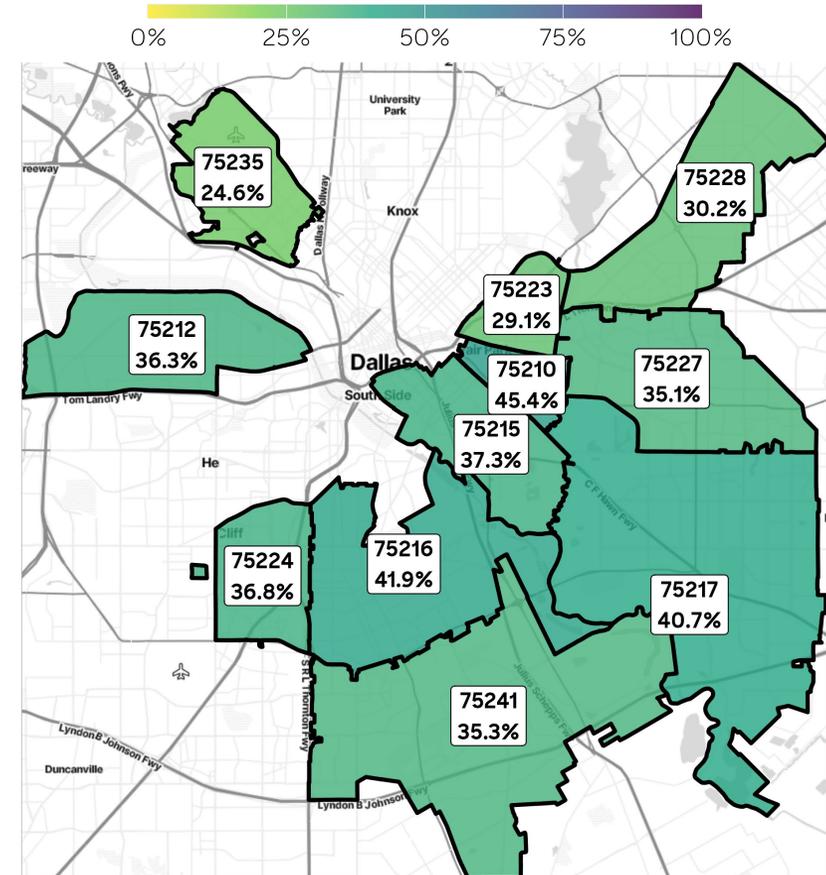
There is a clear geographic disparity, with food insecurity concentrated in southern areas, which often correlate with higher poverty and limited access to resources.

Dallas County: 18.4%

**Non-service area zip codes available

Highest food insecurity rates:

- 75210 – 45.4%
- 75216 – 41.9%
- 75217 – 40.7%



Source: CDC PLACES 2024.



Communities with High Rates of Hypertension (High Blood Pressure)



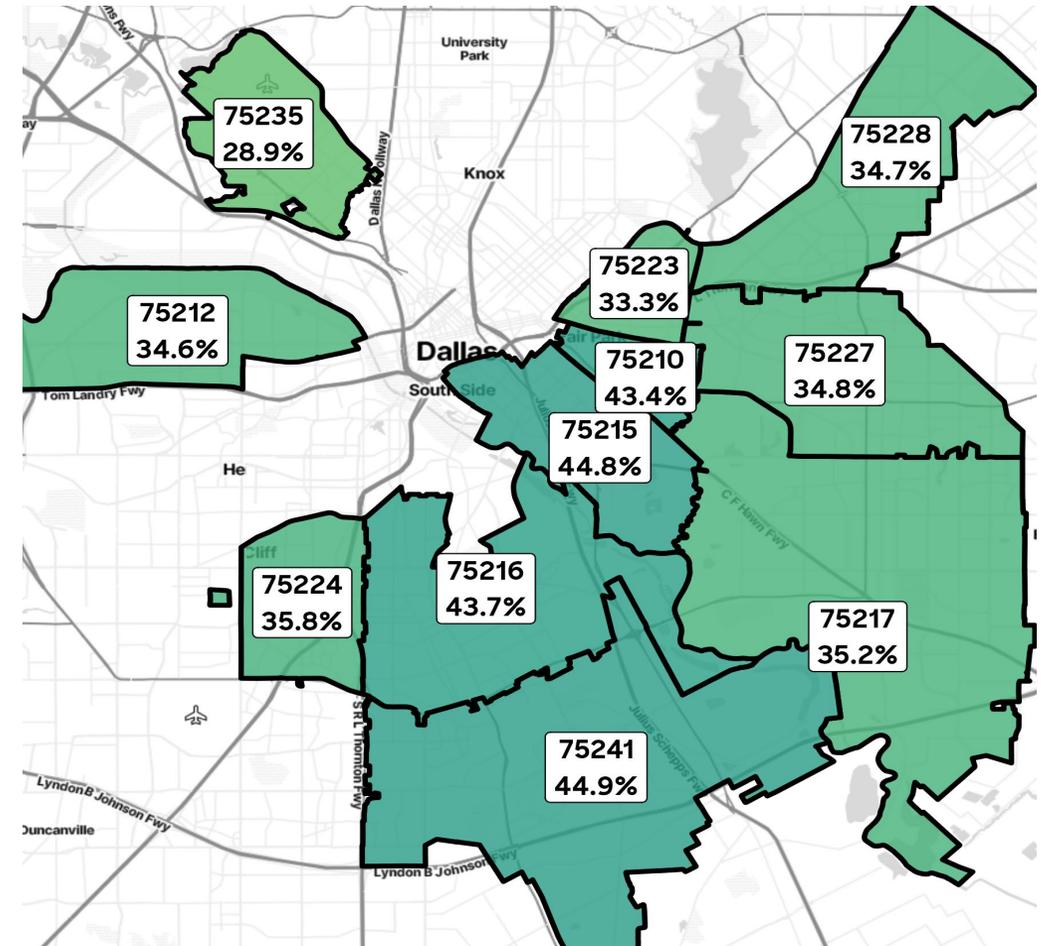
Patterns & Insights:

Southern Dallas zip codes **75210**, **75215**, **75216** and **75241** have the highest rates of high blood pressure (over 43%).

This geographic disparity mirrors patterns seen in food insecurity and coronary heart disease, suggesting overlapping health and socioeconomic challenges in southern Dallas.

Dallas County: 33.1%

**Non-service area zip codes available



Communities with Higher Rates of High Cholesterol



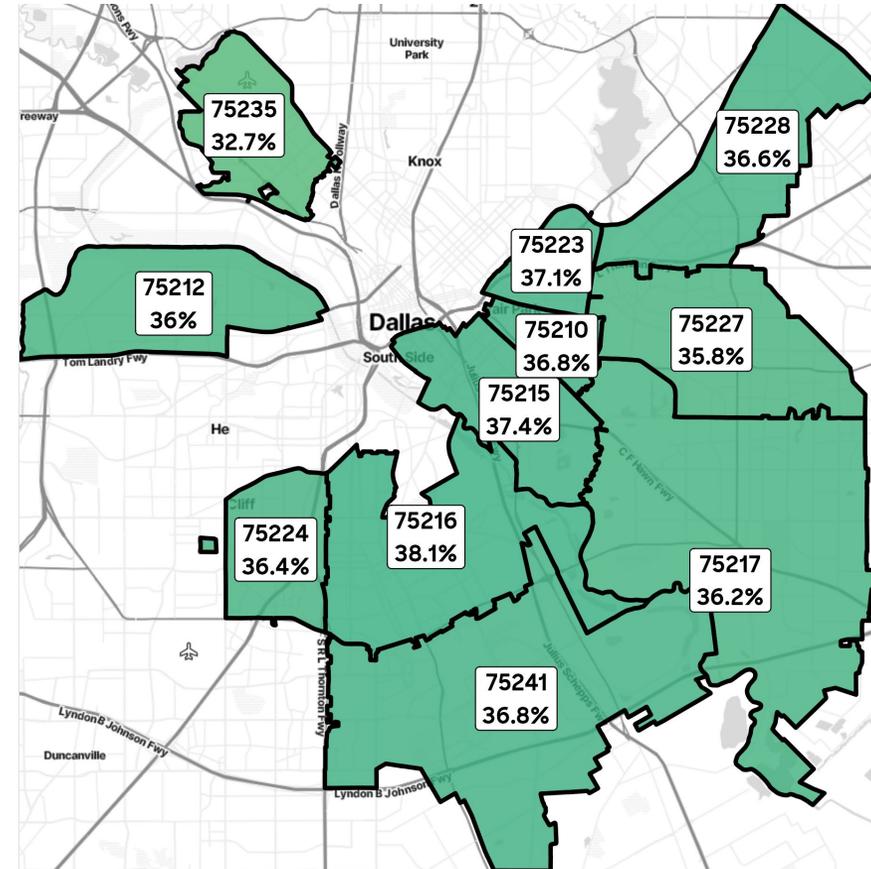
Patterns & Insights:

Southern Dallas zip codes **75210**, **75215**, **75216**, **75215** and **75241** have the highest rates of high cholesterol (36.8%–38.1%).

The distribution mirrors patterns seen in high blood pressure and food insecurity, suggesting overlapping health risks in southern Dallas.

Dallas County: 36%

Non-service area zip codes available



Source: CDC PLACES 2024.



Prevalence of Residents Without Health Insurance Coverage



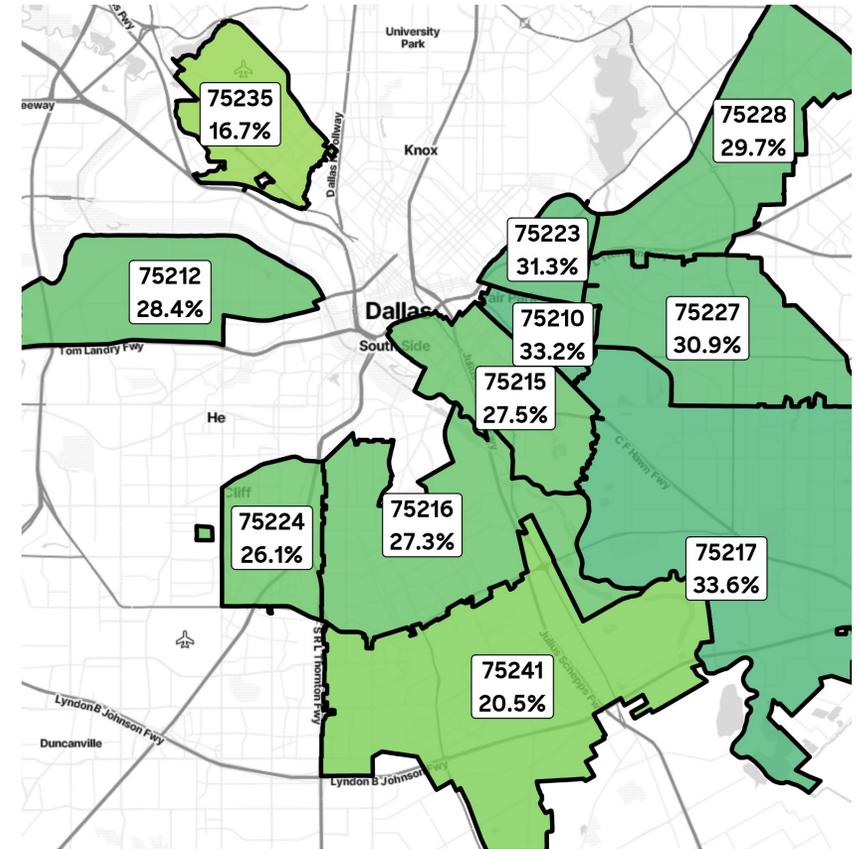
Patterns & Insights:

Eastern and southern Dallas zip codes **75210**, **75217**, **75223** and **75227** have the highest uninsured rates (over 30%).

This pattern aligns with previous maps showing higher health risks and food insecurity in southern/eastern Dallas, suggesting systemic disparities in healthcare access.

Dallas County: 21.6%

Non-service area zip codes available



Prevalence of Obesity Among Residents



Patterns & Insights:

Southern Dallas zip codes **75210, 75215, 75216 and 75241** have the highest obesity rates (45%–48%), indicating a significant health burden.

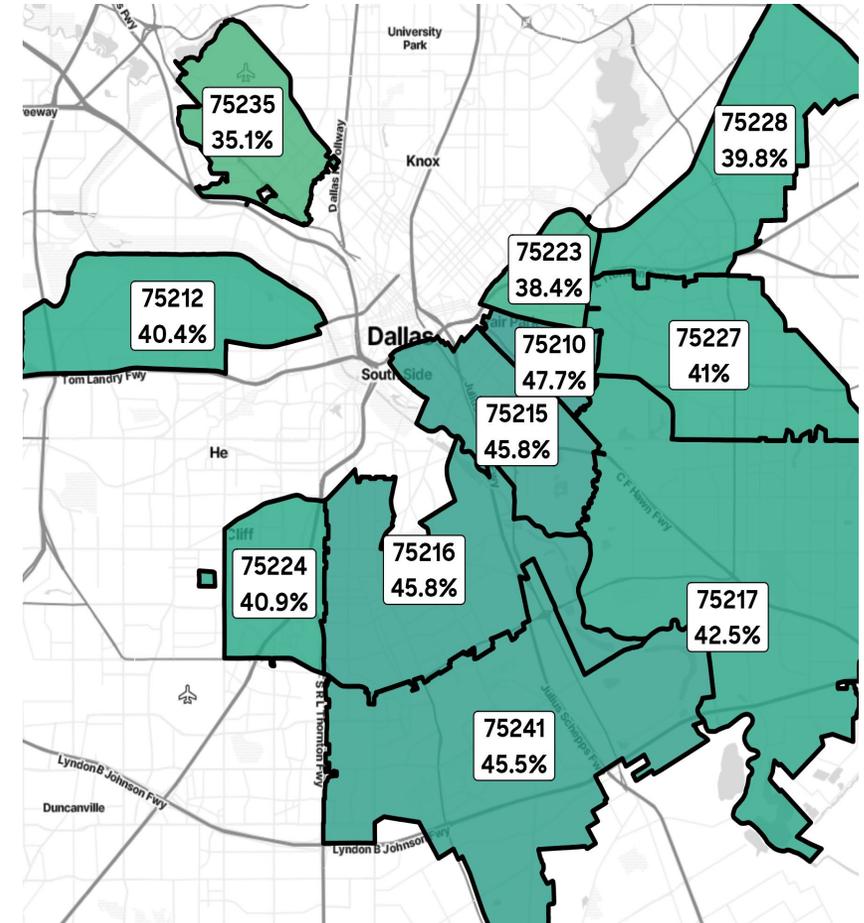
These overlapping health challenges point to systemic disparities tied to socioeconomic factors, access to healthy food, and healthcare availability.

Dallas County: 35.7%

Non-service area zip codes available

Highest prevalence:

- 75210 – 47.7%
- 75215 – 45.8%
- 75216 – 45.8%
- 75241 – 45.5%



New Initiatives



- We're Rolling! Mobile Health Initiative
- Healthy Cities Growth





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