

THE ACTIVE PLAN

A partnership project of Cameron County cities

Rose M Gowen, MD

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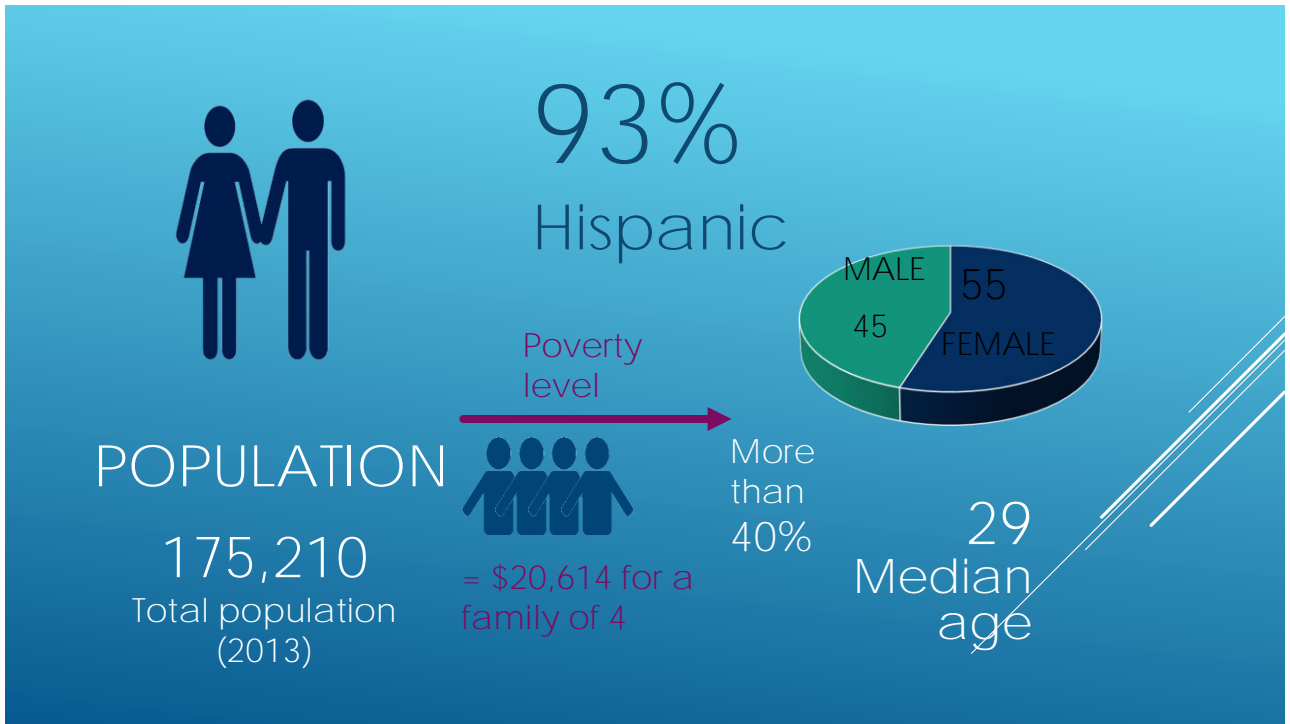
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UTHealth | **School of Public Health**
Brownsville Regional Campus
The University of Texas
Health Science Center at Houston


Tu Salud ¡Sí Cuenta!



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- ▶ 1 in 3 are diabetic.....50% do not know it
- ▶ 80% are obese or overweight
- ▶ Highest limb amputation rate in Texas
- ▶ Very high non-alcohol related liver cancer rates
- ▶ 70% are uninsured
- ▶ We lose \$250 mil in wages every year to diabetes



FINDINGS

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COLLABORATIVE
ACTION BOARD
Established 2003



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Brownsville Wellness
Coalition

Bylaws, Board of
Directors

Mission driven

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Build a Better Block



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Community Gardens



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cycloBia    
   Brownsville

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FREE!
Building
a vibrant
Brownsville
Lecture Series

Join us for engaging discussions to answer a simple yet powerful question:
What kind of a city do we want to build for our citizens?

Wednesday,
 November 6, 2013
 @7 PM

Texas Southmost College
 Science, Engineering & Technology
 Building Auditorium (SET-B)

**"Creating an Age-Friendly
 Brownsville"**

Dan Burden
 Co-Founder and Director of Innovation and Inspiration of the
 Walkable and Livable Communities Institute

Dan Burden is an internationally recognized authority on
 Smart Growth, livable, walkable, age-friendly and sustainable
 communities, Complete Streets, Safe Routes to School, etc.

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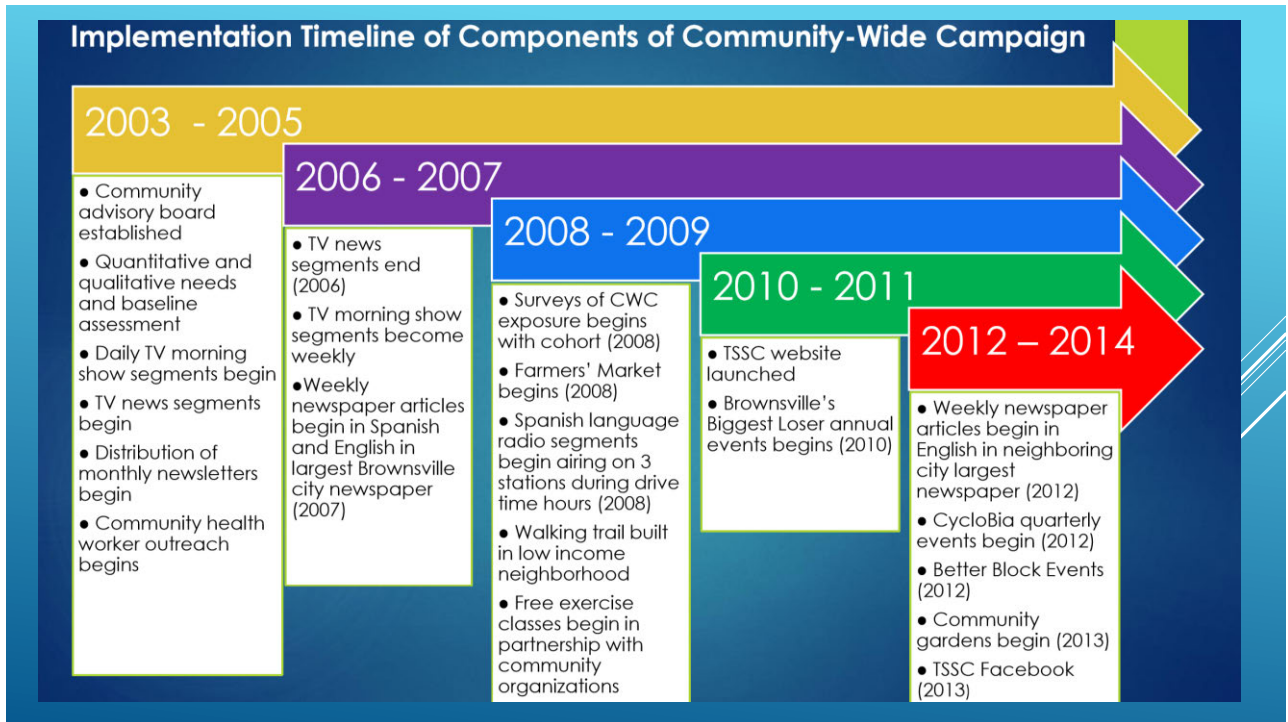


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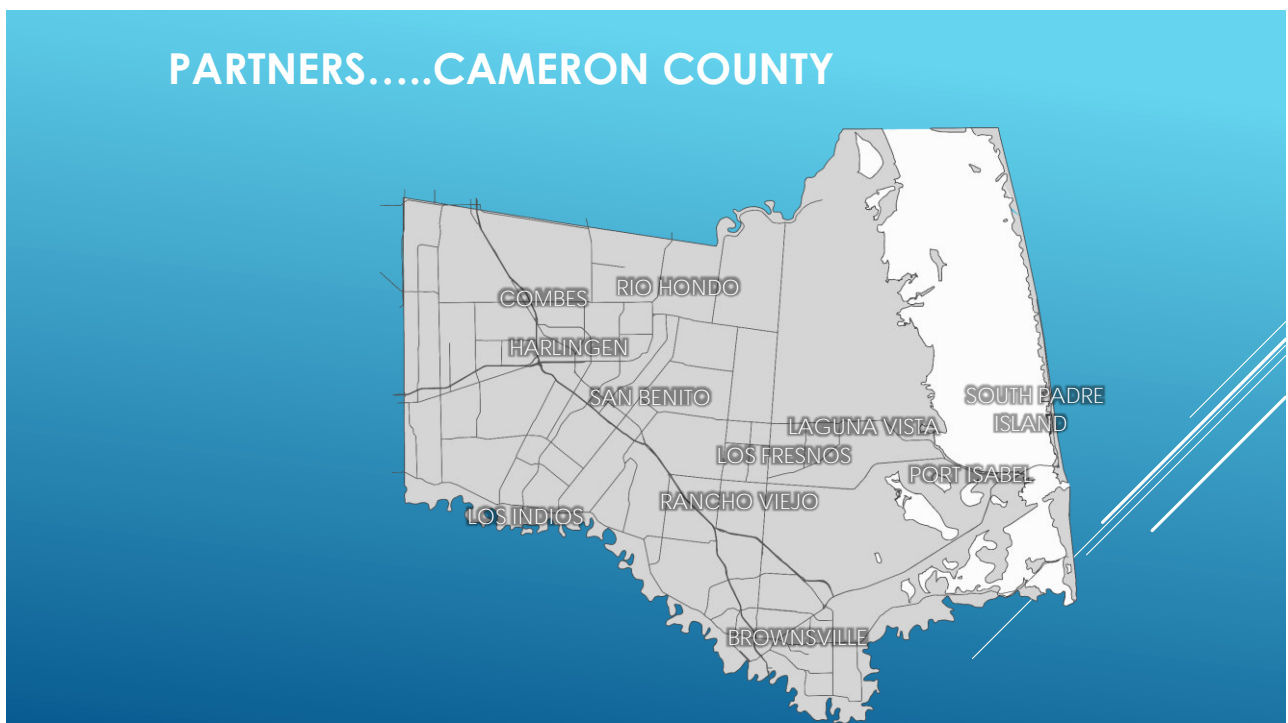
- ▶ Complete Streets
- ▶ Safe Passing
- ▶ Sidewalk
- ▶ Smoking
- ▶ 10% set aside for bike/peds
- ▶ Master Hike/Bike Plan
- ▶ 100 Miles of on road markings
- ▶ 30 Miles of trail built
- ▶ 5 Miles of protected bike lanes

POLICY & PROGRESS

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PLAN GOALS

- GENERATE NEW ECONOMIC OPPORTUNITIES THROUGHOUT CAMERON COUNTY.
- DIVERSIFY THE LOCAL TOURISM MARKET.
- LINK CAMERON COUNTY COMMUNITIES.
- CREATE A REGIONAL BICYCLE AND PEDESTRIAN NETWORK.
- PROMOTE HEALTHY LIFESTYLES.



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Changing
the future of a
community by
partnering
health and the
environment
and the
economy

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OFF ROAD



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On ROAD



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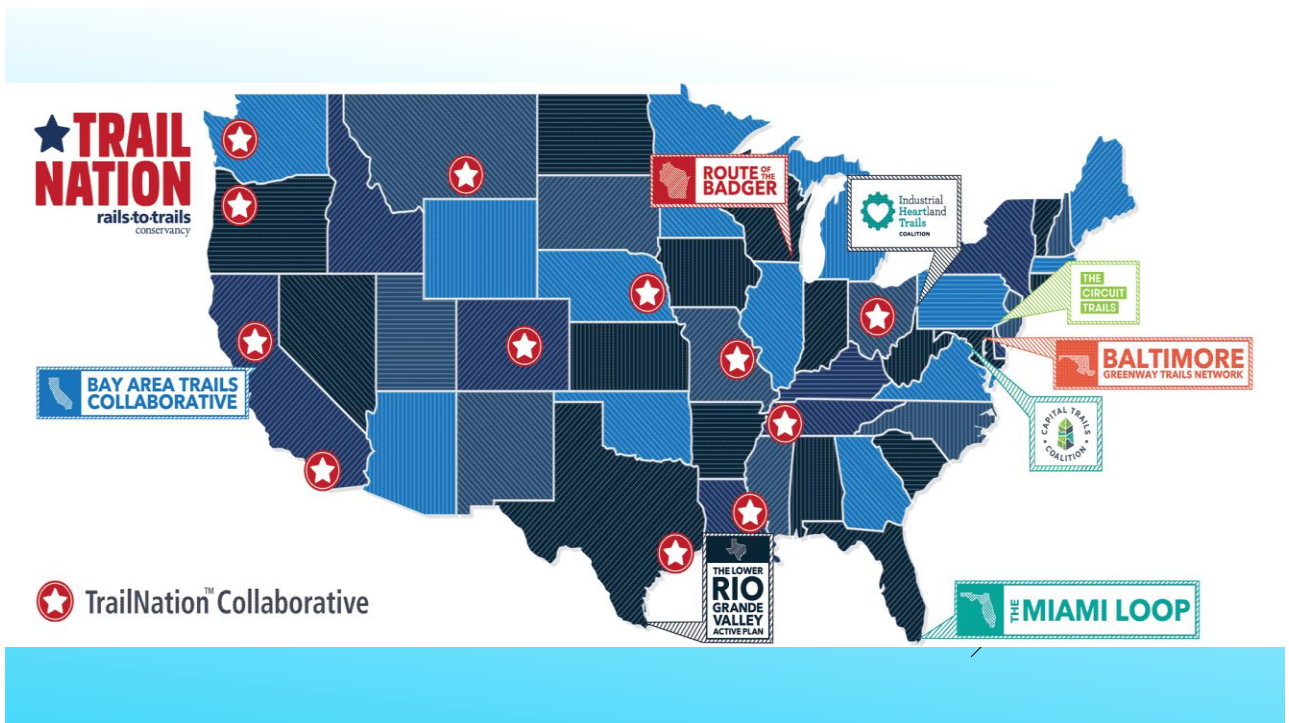
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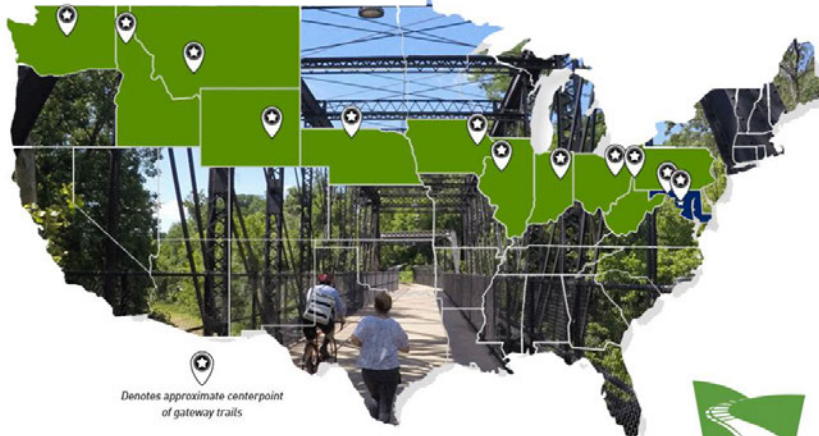


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DISCOVER THE GREAT AMERICAN RAIL-TRAIL



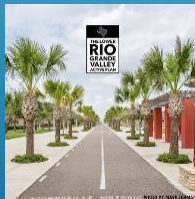
GREATAMERICANRAILTRAIL.ORG

#GRTAmerican @railstotrails

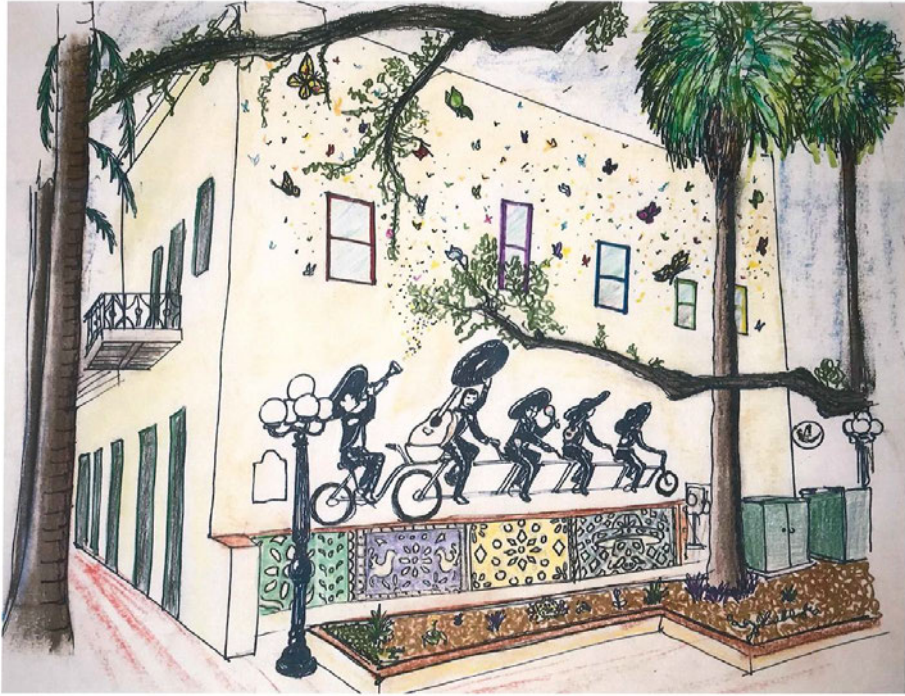


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TRAILNATIONTM PROJECTS



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