

ACRES HOMES MOVES



Campaign objectives

Acres Homes Moves is an integrated campaign meant to be implemented and promoted by Be Well™ Acres Homes Collaborating Organizations. The goal of the campaign is to encourage residents to be active by highlighting active living resources available in Acres Homes.

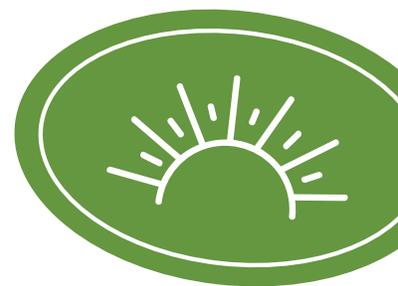
Campaign elements

The campaign includes social media graphics and a flyer in English and Spanish. All materials help to promote the campaign and overall physical activity around the community. Social media content includes custom graphics and suggested post text. The campaign is unified through a distinct “Acres Homes Moves” wordmark.

Campaign co-branding

Selected Collaborating Organizations had their brand identity included on assets that reference programs and amenities they offer to the community.

Campaign Wordmark



ACRES HOMES MOVES

ACRES HOMES MOVES

Flyer - English (Front)

8.5 x 11"

ACRES HOMES MOVES

In Acres Homes, there are countless ways to move.

We're sharing all the best walking trails, parks and programs to stay active in our community. There are many parks and walking trails around town. From dawn until dusk, you can get moving!

Trails and Parks in Acres Homes

- **Acres Homes MSC** (6719 W. Montgomery Rd.)
- **Harris Elementary trail** (3130 Holder Forest Dr.)
**Before or after school*
- **Harris Health trail** (818 Ringold St.)
- **Highland Park** (3316 De Soto St.)
- **Lincoln Park** (979 Grenshaw St.)
- **Sylvester Turner Park** (2800 W. Little York Rd.)
- **Vogel Creek Greenway** (7443 Maple Tree Dr.)
- **Winzer Park** (Carver Rd. and Dolly Wright St. intersection)

The Acres Homes Community Advocacy Group has a community calendar that includes exercise classes and events.

Enter the URL into your web browser or scan the QR code:

**AcresHomesCAG.org/
Community-Calendar**

Be Well Acres Homes

ALDINE
Independent School District

HOUSTON HEALTH
DEPARTMENT

THE COMMUNITY OF FAITH

Acres Homes
Community Advocacy Group

HARRISHEALTH

HPARD
HOUSTON PARKS
AND RECREATION DEPARTMENT
A CAPRA Accredited Agency

Acres Homes Moves is supported by Be Well™ Acres Homes, an initiative of The University of Texas MD Anderson Cancer Center.

Flyer - Spanish (Back)

8.5 x 11"



Compartimos los mejores senderos para caminar, parques y programas para mantenerse activo en nuestra comunidad. Hay muchos parques y rutas para caminar en nuestra comunidad. Desde el amanecer hasta el atardecer, ¡hay mucho por descubrir!

Senderos y Parques en Acres Homes

- **Acres Homes MSC** (6719 W. Montgomery Rd.)
- **Harris Elementary trail** (3130 Holder Forest Dr.)
**Antes o después de la escuela*
- **Harris Health trail** (818 Ringold St.)
- **Highland Park** (3316 De Soto St.)
- **Lincoln Park** (979 Grenshaw St.)
- **Sylvester Turner Park** (2800 W. Little York Rd.)
- **Vogel Creek Greenway** (7443 Maple Tree Dr.)
- **Winzer Park** (Carver Rd. and Dolly Wright St. intersection)

El Grupo de Defensa Comunitaria de Acres Homes (Acres Homes Community Advocacy Group) tiene un calendario que incluye clases y actividades disponibles.

Introduzca la URL en su navegador web o escanee el código QR:



**AcresHomesCAG.org/
Community-Calendar**

Be Well Acres Homes



HARRISHEALTH



Acres Homes Moves cuenta con el apoyo de Be Well™ Acres Homes, una iniciativa de The University of Texas MD Anderson Cancer Center.

Social Media Graphics

9 Social Media Posts in **English**

9 Social Media Posts in **Spanish**



1-Intro Graphic (English)



1-First Caption (English)

Introducing: Acres Homes Moves! We're sharing all the best walking trails, parks and programs to be physically active in our community.

1-Future Caption (English)

"Acres Homes Moves" shares all the best walking trails, parks and programs to be physically active in our community.

1-Intro Graphic (Spanish)



1-Intro Caption (Spanish)

Presentamos: ¡Acres Homes Moves! Compartimos los mejores senderos para caminar, parques y programas para mantenerse activo en nuestra comunidad.

1-Future Caption (Spanish)

“Acres Homes Moves” comparte los mejores senderos para caminar, parques y programas para mantenerse activo en nuestra comunidad.

2-Get Moving Graphic (English)

ACRES HOMES MOVES

When it comes to being active, every step makes a difference.

Acres Homes Moves helps our community find fun and easy ways to be physically active.

Getting moving in Acres Homes:

- Acres Homes Multi-Service Center
- Harris Elementary trail
(Before or after school)
- Harris Health trail
- Highland Park
- Lincoln Park
- Sylvester Turner Park
- Vogel Creek Greenway
- Winzer Park

Be Well Acres Homes

2-Get Moving Caption (English)

In Acres Homes, we're taking steps to move toward healthier habits. There are many parks and walking trails around town. From dawn until dusk, you can get moving!

Trails and Parks in Acres Homes:

Acres Homes MSC (6719 W. Montgomery Rd.)

Harris Elementary trail (3130 Holder Forest Dr.) *Before or after school!

Harris Health trail (818 Ringold St.)

Highland Park (3316 De Soto St.)

Lincoln Park (979 Grenshaw St.)

Sylvester Turner Park (2800 W. Little York Rd.)

Vogel Creek Greenway (7443 Maple Tree Dr.)

Winzer Park (Carver Rd. and Dolly Wright St. intersection)

2-Get Moving Graphic (Spanish)

ACRES HOMES MOVES

¡Cada paso cuenta para mantenerse activo!

Acres Homes Moves ayuda a nuestra comunidad a encontrar maneras divertidas y sencillas para mantener la actividad física.

→

Sitios para mantenerse activo en Acres Homes:

- Acres Homes Multi-Service Center
- Harris Elementary trail
(Antes o después de la escuela)
- Harris Health trail
- Highland Park
- Lincoln Park
- Sylvester Turner Park
- Vogel Creek Greenway
- Winzer Park

Be Well Acres Homes

2-Get Moving Caption (Spanish)

En Acres Homes estamos tomando medidas para llevar una vida más saludable. Hay muchos parques y rutas para caminar en nuestra comunidad. Desde el amanecer hasta el atardecer, ¡hay mucho por descubrir!

Senderos y parques en Acres Homes:

Acres Homes MSC (6719 W. Montgomery Rd.)

Harris Elementary Trail (3130 Holder Forest Dr.) *Antes o después de la escuela

Harris Health trail (818 Ringold St.)

Highland Park (3316 De Soto St.)

Lincoln Park (979 Grenshaw St.)

Sylvester Turner Park (2800 W. Little York Rd.)

Vogel Creek Greenway (7443 Maple Tree Dr.)

Winzer Park (cruce de Carver Rd. y Dolly Wright St.)

3-Swim and Splash – Graphic (English)



3-Swim and Splash – Caption (English)

Some Acres Homes Moves are splashier than others...

Lincoln Park has a public pool and aquatic classes available.
979 Greshaw St.

Winzer Park has a splash pad for everyone to enjoy. The park is at the cross of Carver Rd. and Dolly Wright St.

Remember, school's out for summer and so is the sun! Don't forget to apply SPF 30+ sunscreen every two hours.

3-Swim and Splash – Graphic (Spanish)



3-Swim and Splash – Caption (Spanish)

Algunas formas de moverse en Acres Homes tienen más agua que otras...

Lincoln Park cuenta con una piscina pública y clases acuáticas.
979 Greshaw St.

Winzer Park cuenta con una zona de juegos acuáticos que todos pueden disfrutar. El parque está en el cruce de Carver Rd. y Dolly Wright St.

Recuerde, ¡las clases han terminado y el sol está afuera! No olvide aplicar protector solar con factor de protección 30+ cada dos horas.

4-Vogel Creek Greenway – Graphic (English)

ACRES HOMES **MOVES**

**Hike or bike
across Vogel
Creek Greenway!**

In Acres Homes, there are
countless ways to move.

Vogel Creek Greenway
7443 Maple Tree Dr, Houston, TX 77088

Be Well Acres Homes

HPARD
HOUSTON PARKS
AND RECREATION DEPARTMENT
A CARMA Accredited Agency

4-Vogel Creek Greenway – Caption (English)

Vogel Creek Greenway is a 1-mile hike-and-bike trail that runs through Acres Homes and Inwood Forest, open to the public. There is also a playground alongside the trail.

Entrance is located at: 7443 Maple Tree Dr. From dawn until dusk, you can get moving!

Photo courtesy of Houston Parks Board, Anthony Rathbun photographer

4-Vogel Creek Greenway – Graphic (Spanish)



ACRES HOMES **MOVES**

**¡Recorra a pie
o en bicicleta
la vía verde de
Vogel Creek!**

En Acres Homes hay muchas
formas de mantenerse activo.

Vogel Creek Greenway
7443 Maple Tree Dr, Houston, TX 77088

Be Well™ Acres Homes

HPARD
HOUSTON PARKS
AND RECREATION DEPARTMENT
A CARTRON Accredited Agency

4-Vogel Creek Greenway – Caption (Spanish)

La vía verde de Vogel Creek es un sendero para caminar y andar en bicicleta de una milla que atraviesa Acres Homes e Inwood Forest, abierto al público. También hay un parque infantil junto al sendero.

La entrada está situada en: 7443 Maple Tree Dr. ¡Desde el amanecer hasta el atardecer, puede mantenerse activo!

Foto cortesía de Houston Parks Board, fotógrafo Anthony Rathbun.

5-Acres Homes MSC – Graphic (English)



ACRES HOMES MOVES

There are countless ways to move at the Acres Homes Multi-Service Center.

- ✓ Fitness classes for adults of all ages
- ✓ Walking trail
- ✓ Outdoor fitness equipment
- ✓ Gardening
- ✓ Sunshades and sunscreen dispenser

Acres Homes Multi-Service Center
6719 W Montgomery Rd., Houston, TX 77091

Be Well Acres Homes

 HOUSTON HEALTH DEPARTMENT

5-Acres Homes MSC – Caption (English)

Not sure what to do in Acres Homes? The Multi-Service Center (MSC) is a great place to start! Hit the outdoor fitness equipment, get some steps on the walking trail or register for a group exercise class. From dawn until dusk, you can get moving!

Acres Homes MSC: 6719 W. Montgomery Rd.

The Acres Homes Community Advocacy Group has a community calendar that includes exercise classes available at the MSC: <https://www.acreshomescag.org/community-calendar>

5-Acres Homes MSC – Graphic (Spanish)



ACRES HOMES MOVES

Hay muchas formas para mantenerse activo en el Acres Homes Multi-Service Center.

- ✓ Clases de fitness para adultos de todas las edades
- ✓ Sendero para caminar
- ✓ Equipo para hacer ejercicio al aire libre
- ✓ Huerta comunitaria
- ✓ Sombrillas y dispensador de protector solar

Acres Homes Multi-Service Center
6719 W Montgomery Rd., Houston, TX 77091

Be Well Acres Homes

 HOUSTON HEALTH DEPARTMENT

5-Acres Homes MSC – Caption (Spanish)

¿No sabe qué hacer en Acres Homes? ¡El Acres Homes Multi-Service Center (MSC) es un excelente lugar para empezar! Haga ejercicio en los aparatos al aire libre, camine por el sendero o inscribese en una clase de ejercicio en grupo. ¡Desde el amanecer hasta el atardecer, puede mantenerse activo!

Acres Homes MSC: 6719 W. Montgomery Rd.

El Grupo de Defensa Comunitaria de Acres Homes (Acres Homes Community Advocacy Group) tiene un calendario comunitario que incluye clases de ejercicio disponibles en el MSC: <https://www.acreshomescag.org/community-calendar>

6-Highland Park – Graphic (English)

The graphic is a promotional poster for Highland Park. It features a split background: an orange top-left section with a white topographic map pattern, and a green top-right section with a white topographic map pattern. A white diagonal line separates the two sections. In the orange section, the text reads 'ACRES HOMES MOVES' at the top, followed by 'Highland Park is the place to be!' in large white letters, and 'In Acres Homes, there are countless ways to move.' below it. A yellow arrow points right. In the green section, a blue box contains the title 'Activities at Highland Park'. Below it is a list of activities: 'Sports courts for all', 'Youth sports', 'Walking trail', 'Community garden', and 'Fitness classes'. To the right of the list are icons for a soccer ball and a basketball. At the bottom right of the green section, a white oval contains the address '3316 De Soto St.'. At the bottom of the graphic, there is a white bar with the 'Be Well Acres Homes' logo on the left and the 'HPARD HOUSTON PARKS AND RECREATION DEPARTMENT' logo on the right.

ACRES HOMES MOVES

Highland Park is the place to be!

In Acres Homes, there are countless ways to move.

Activities at Highland Park

- Sports courts for all
- Youth sports
- Walking trail
- Community garden
- Fitness classes

3316 De Soto St.

Be Well Acres Homes

HPARD
HOUSTON PARKS
AND RECREATION DEPARTMENT
A CAPITA ACCREDITED AGENCY

6-Highland Park – Caption (English)

Volleyball? Basketball? Tennis? Pickleball? You can play it all at Highland Park! From dawn until dusk, you can get moving!

Highland Park: 3316 De Soto St.

The Acres Homes Community Advocacy Group has a community calendar that includes exercise classes and events at Highland Park: <https://www.acreshomescag.org/community-calendar>

6-Highland Park – Graphic (Spanish)

ACRES HOMES **MOVES**

¡Highland Park es el lugar ideal!

En Acres Homes hay muchas formas para mantenerse activo.

Actividades en Highland Park

- Canchas deportivas
- Deportes juveniles
- Sendero para caminar
- Huerta comunitaria
- Clases de ejercicio físico

3316 De Soto St.

Be Well Acres Homes

HPARD
HOUSTON PARKS
AND RECREATION DEPARTMENT
A CAPITA Accredited Agency

6-Highland Park – Caption (Spanish)

¿Voleibol? ¿Baloncesto? ¿Tenis? ¿Pickleball? ¡Puede jugarlos todos en Highland Park! ¡Desde el amanecer hasta el atardecer, puede mantenerse activo!

Highland Park: 3316 De Soto St.

El Grupo de Defensa Comunitaria de Acres Homes (Acres Homes Community Advocacy Group) tiene un calendario comunitario que incluye clases de ejercicio disponibles en Highland Park: <https://www.acreshomescag.org/community-calendar>

7-Lincoln Park – Graphic (English)

The graphic is a promotional poster for Lincoln Park. It features a blue background on the left with white text and a yellow arrow pointing right. The right side has a light green background with a list of activities, a red and white beach ball, a green circle with a white line, and a white oval with the address. At the bottom, there is a white bar with the 'Be Well Acres Homes' logo and the HPARD logo.

ACRES HOMES **MOVES**

Lincoln Park has something for everyone!

In Acres Homes, there are countless ways to move.

→

Activities at Lincoln Park

- Swimming pool
- Playground
- Walking trail
- Tennis court
- Fitness classes
- Indoor gym

979 Greshaw St.

Be Well Acres Homes

HPARD
HOUSTON PARKS AND RECREATION DEPARTMENT
A CAPRS Accredited Agency

7-Lincoln Park – Caption (English)

There are ways to stay active all year long at Lincoln Park! When you want to be outside, Lincoln Park has a pool, walking trail, playground and tennis court. To cool off, there's an exercise room and fitness classes inside. From dawn until dusk, you can get moving!

Lincoln Park: 979 Greshaw St. (Parkway Dr. & Conklin St.)

The Acres Homes Community Advocacy Group has a community calendar that includes exercise classes and events at Lincoln Park:

<https://www.acreshomescag.org/community-calendar>

7-Lincoln Park – Graphic (Spanish)

ACRES HOMES MOVES

¡Lincoln Park tiene algo para todos!

En Acres Homes hay muchas formas para mantenerse activo.

→

Actividades en Lincoln Park

- Piscina
- Parque infantil
- Sendero para caminar
- Cancha de tenis
- Gimnasio cubierto
- Clases de ejercicio físico

979 Greshaw St.

Be Well Acres Homes

HPARD
HOUSTON PARKS AND RECREATION DEPARTMENT
A CAPROS Accredited Agency

7-Lincoln Park – Caption (Spanish)

¡Hay muchas formas para mantenerse activo durante todo el año en Lincoln Park! Cuando quiera estar al aire libre, Lincoln Park cuenta con una piscina, un sendero para caminar, un parque infantil y una pista de tenis. Para mantenerse fresco, hay un gimnasio y clases de ejercicio físico en el interior. ¡Desde el amanecer hasta el atardecer, puede estar en movimiento!

Lincoln Park: 979 Greshaw St. (Parkway Dr. y Conklin St.)

El Grupo de Defensa Comunitaria de Acres Homes (Acres Homes Community Advocacy Group) tiene un calendario comunitario que incluye clases de ejercicio disponibles en Lincoln Park: <https://www.acreshomescag.org/community-calendar>

8-Youth Sports – Graphic (English)

ACRES HOMES MOVES

Compete, score and win all year long in Acres Homes!

Youth sports are available through Houston Parks and Recreation Department and The Community of Faith Church.

→

Youth sports in Acres Homes:

- Soccer
- Tennis
- Flag football
- Basketball
- Baseball

Sign up information in the caption!

Be Well™ Acres Homes

THE COMMUNITY OF FAITH

HPARD
HOUSTON PARKS
AND RECREATION DEPARTMENT
A CAPRA Accredited Agency

8-Youth Sports – Caption (English)

Whatever your sport is, you can play it in Acres Homes.

Youth sports are played at Highland Park. Youth physical activity camps are also offered at Community of Faith Church.

To sign-up, visit: <https://www.houstontx.gov/parks/youthsports-recreation.html>

Community of Faith Church has a youth fitness camp:
<https://form.jotform.com/242705410529149>

8-Youth Sports – Graphic (Spanish)

ACRES HOMES MOVES

¡Compita, haga puntos y gane durante todo el año en Acres Homes!

Los deportes juveniles están disponibles a través de Houston Parks and Recreation Department y de Community of Faith Church.

→

¡Deportes juveniles en Acres Homes!

- Fútbol
- Tenis
- Fútbol de bandera
- Baloncesto
- Béisbol

¡Infórmese sobre cómo registrarse abajo en la descripción!

Be Well Acres Homes

THE COMMUNITY OF FAITH

HPARD HOUSTON PARKS AND RECREATION DEPARTMENT
A CAPITA, ACCREDITED AGENCY

8-Youth Sports – Caption (Spanish)

Sea cual sea su deporte, puede practicarlo en Acres Homes.

En Highland Park se practican deportes juveniles. La iglesia The Community of Faith también ofrece campamentos juveniles.

Para registrarse, visite: <https://www.houstontx.gov/parks/youthsports-recreation.html>

Community of Faith Church tiene un campamento de deportes para jóvenes:
<https://form.jotform.com/242705410529149>

9-Active Living After Cancer – Graphic (English)



ACRES HOMES MOVES

Active Living After Cancer

Active Living After Cancer (ALAC) is a free 12-week health and exercise program designed to improve physical functioning of cancer survivors in Acres Homes.

You can enjoy the social benefits of joining the program and even bring a loved one with you.

Be Well Acres Homes

 CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

 HOUSTON HEALTH DEPARTMENT



9-Active Living After Cancer – Caption (English)

Are you interested in joining Active Living After Cancer? Fill out the interest form: <https://rebrand.ly/ALAC-acres-homes>

For more information contact:
Stacy Mitchell, Program Director
713-416-4739
ALAC.Program@MDAnderson.org

9-Active Living After Cancer – Graphic (Spanish)



ACRES HOMES MOVES

Vida Activa Después del Cáncer

Vida Activa Después del Cáncer es un programa gratis de salud y ejercicio de 12 semanas diseñado para mejorar la salud física de los sobrevivientes de cáncer en Acres Homes.

Puede disfrutar de los beneficios sociales de unirse al programa e incluso traer a un ser querido.

Be Well Acres Homes

 CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

 HOUSTON HEALTH DEPARTMENT



9-Active Living After Cancer – Caption (Spanish)

¿Está interesado en unirse a Vida Activa Después del Cáncer? Complete el formulario de interés: <https://rebrand.ly/ALAC-acres-homes>

Para más información contacte a:
Stacy Mitchell, Program Director
832-963-8279
ALAC.Program@MDAnderson.org