

IT'S TIME TEXAS COMMUNITY CHALLENGE

Presented by:

Sam Gervase, Community Challenge Program Director

Vanessa Castro, Central Texas Regional Director



INTRODUCING OUR SPEAKERS



Sam Gervase

Community Challenge Program Director
It's Time Texas



Vanessa Castro

Central Texas Regional Director
It's Time Texas

WEBINAR OBJECTIVES

- Understand the importance of both top-down & grassroots activation
- Recognize how Community Challenge acts as a “funnel” for ITT’s other programmatic initiatives leading to broader PSE changes
- Leave with clear next steps on how to be involved as an individual and organization





If you were encouraging a friend or coworker to start a healthy behavior, what are some things you would recommend they do?



How often do you keep a New Years Resolution past the month of January?

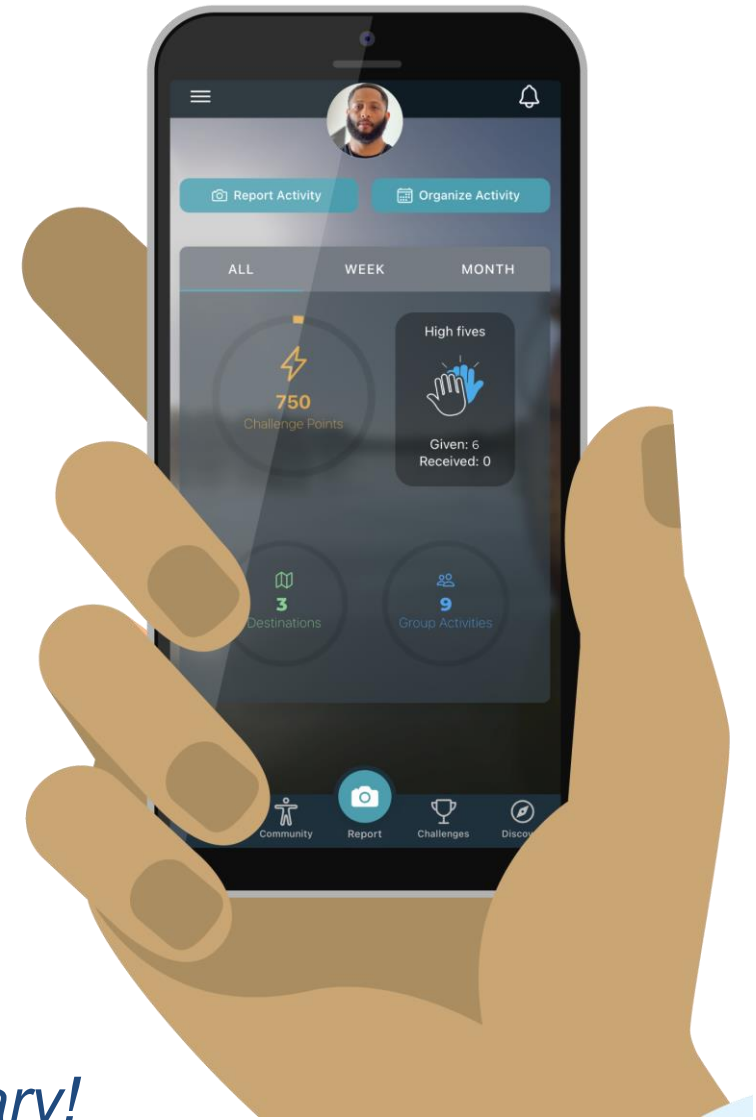
WHAT IS THE ITT COMMUNITY CHALLENGE?

Big Picture

The It's Time Texas Community Challenge is a **FREE** 8-week, statewide competition in which Texas communities compete to see which communities can demonstrate the greatest commitment to healthy living.

Additional Details

- App-based
- Recognition for winners: individuals, schools, & communities
- Dates: January 3rd to February 27th



ENGAGEMENT METRICS

Data Points

- **Participation:** 33,194 (2020) & 17,975 (*Impacted by COVID-19 / Texas Winter Storm*)
- **Driving Action:** 221,499 Healthy Activities
- **Fostering Community:** 229,412 Virtual High Fives
- **Building Partnerships:**
 - 10 Community Health Collaboratives
 - 42 Employers / Community Partners
 - 16 School Districts signed MOUs, 251 School Districts participated
 - 22 Local Governments

THE INDIVIDUAL EXPERIENCE



Awareness

- Individuals learn about the ITT Community Challenge



Initiative

- Individuals register [online](#)
- Download & install mobile app



Engagement

- Individuals submit healthy actions in the app to earn points
- Share photos directly on the app with their community
- Share healthy activities and community events



Reinforcement

- Active participants are rewarded with prizes every week



Recognition

- Top individuals, Schools and Communities celebrated at Awards Ceremony

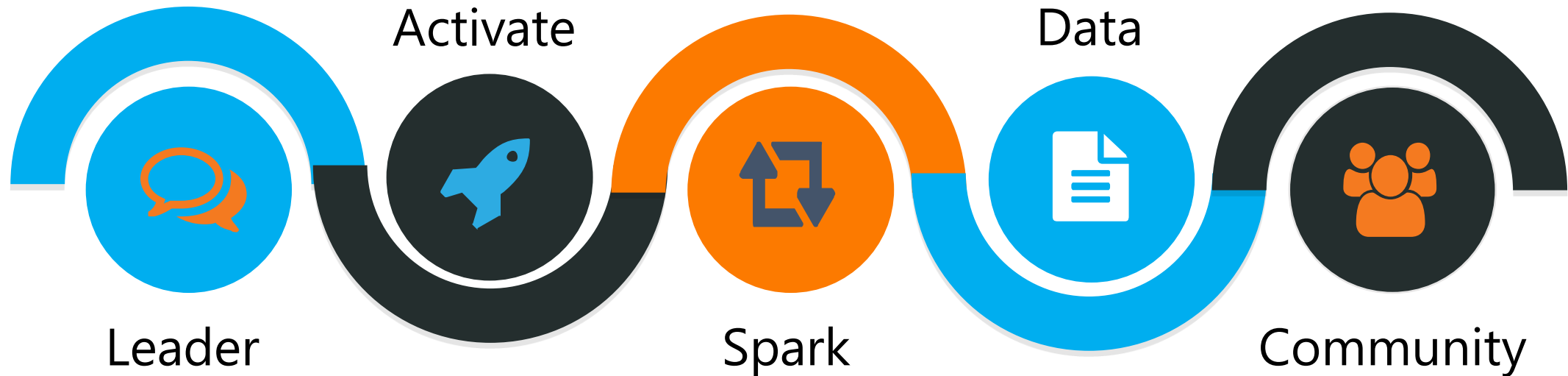
INDIVIDUAL & COMMUNITY LEVEL IMPACT

ITSTIMETEXAS.ORG

Community Leaders leverage Community Challenge as a health initiative within their communities.

Jumpstart individual healthy behavior change related to physical activity, healthy eating, & water consumption

Collaborate with Community Champions and share best practices to drive PSE change at organizational, local or state level



We plan to activate 40,000 individuals in 400 communities in 2022

Collect datapoints to build momentum for long-term PSE change

INDIVIDUAL BEHAVIOR CHANGE



Eat Healthier

- 83% set this goal
 - 98% made progress towards their goal
 - 18% met their goal
- 75% were fairly or completely confident they could maintain or improve their progress toward their goal



Be More Active

- 88% set this goal
 - 96% made progress towards their goal
 - 29% met their goal
- 79% were fairly or completely confident they could maintain or improve their progress toward their goal



Drink More Water

- 77% set this goal
 - 94% made progress towards their goal
 - 40% met their goal
- 79% were fairly or completely confident they could maintain or improve their progress toward their goal

COMMUNITY FEEDBACK

Participants enjoyed...

- Social connectedness with other participants and their communities
- Motivation to work toward their health goals
- The use of the CC app
- Accountability to their goals
- How easy it was to participate
- A sense of competition

I especially enjoyed the app this year because I was able to see what other people were doing and I got some ideas from them! When I saw that people were meditating as part of staying healthy, I tried it and I really enjoyed it.

- Karen



This challenge has motivated me to celebrate the small things - enjoying a walk, achieving my water goal and watching what I eat.

- Tasha

IT'S TIME TEXAS FRAMEWORK



Community Challenge

- Most Common Point of Entry for Individuals
- Builds Momentum for Change



Community Capacity Building

- Partner With Community Leaders to Build Capacity
- Toolkits, Community Lab, Consulting, PSE Change, etc.



Healthier Texas Summit

- Healthier Texas Summit & Regional Workshops
- Forum to share best practices & challenges, learn about emerging trends & innovative ideas, & connect with like-minded leaders

CASE STUDY: GARLAND ISD



Community Challenge

- Garland ISD first engaged with ITT during Community Challenge



Community Capacity Building

- Using insights from CC participant data, ITT's Community Capacity Building team worked with Garland ISD's SHAC to create a PSE change roadmap & framework for implementation

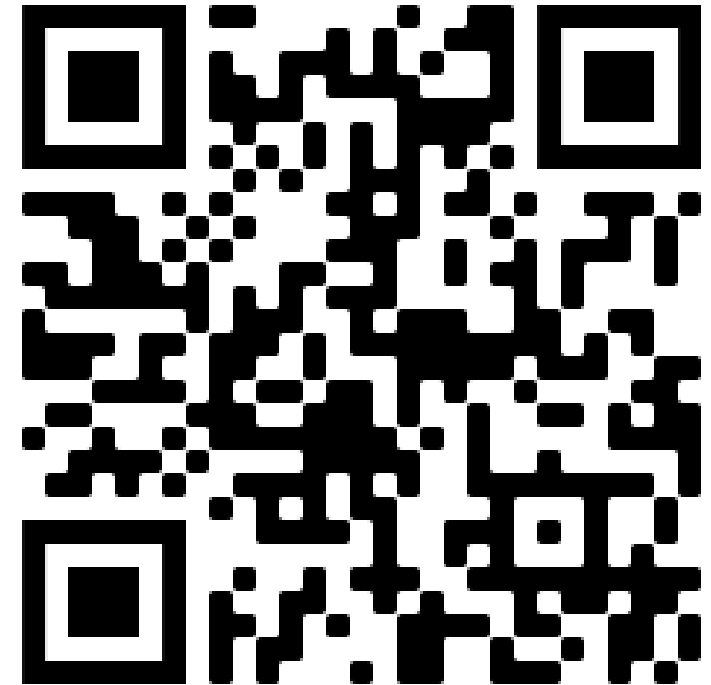


Healthier Texas Summit

- Garland ISD leaders attended the Healthier Texas Summit as both panelists & participants

HOW TO SUPPORT OUR WORK

- Participate in the Community Challenge!
 - Register at www.ittcommunitychallenge.com
- Share with your organization & network
 - Check out our **Community Partner Resource Hub** (www.ittcommunitychallenge.com/resources)
- Connect us with organizations that could increase our impact



QUESTIONS?

