IT’S TIME TEXAS
COMMUNITY CHALLENGE

Presented by:
Sam Gervase, Community Challenge Program Director
Vanessa Castro, Central Texas Regional Director
INTRODUCING OUR SPEAKERS

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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?
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

2022 is Community Challenge’s 10th Anniversary!
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

*Figures based on 2021 Evaluation Report*
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
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?