Live Smart Texas Webinar

Facilitated by: Mike Lopez
LST Communications Sub-Committee
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LIVESHARRTTEXAS.ORG
Walk Across Texas!

A Community – Based Physical Activity Promotion Program

Presented by:

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Texas A&M AgriLife Extension Service
Who Are We?

Mission:
Texas A&M AgriLife Extension Service works daily to make Texas better by providing innovative solutions at the intersection of agriculture, natural resources, youth, and health, thereby improving the well-being of individuals, families, businesses and communities through education and service.

“Since its inception, the main purpose of the Cooperative Extension Service has been to change human behavior by teaching people how to apply the results of scientific research”

- Rogers, 1963
History of the Walk Across Texas! Program
Features Include:
- Account Creation
- Individual (and Multiple) Program Monitoring, Tracking, and History
- Data Collection
- Report System
Howdy Health
Physical Activity Program Offerings
### WAT! Selected Program Stats

#### Overall WAT! Program Stats (1996 – 2020)

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Participants</td>
<td>Over 615,000</td>
</tr>
<tr>
<td>Economic Impact</td>
<td>Over $2.2 Billion Dollars</td>
</tr>
</tbody>
</table>

#### WAT! Program Effectiveness

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miles / Week</td>
<td>+4.89 ± 20.92*</td>
</tr>
<tr>
<td>Days Active / Week</td>
<td>0.63 ± 2.89*</td>
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*p < .001; Faries, et al. 2019

#### 2021 WAT! Program Results – to date

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
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<tbody>
<tr>
<td>Increase in PA</td>
<td>+14% (Pre: 43%; Post: 57%)</td>
</tr>
<tr>
<td>Decrease in Non – Active</td>
<td>-12% (Pre: 20%; Post: 8%)</td>
</tr>
<tr>
<td>Benefit</td>
<td>94%</td>
</tr>
</tbody>
</table>
# WAT! Program

## Theoretical Framework – Social Cognitive Theory

<table>
<thead>
<tr>
<th>Concept / Construct</th>
<th>Definition</th>
<th>Example WAT! Program Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reciprocal Determinism</td>
<td>Interaction of the person, behavior and the environment</td>
<td>Locally sponsored events and activities</td>
</tr>
<tr>
<td>Behavioral Capability</td>
<td>Knowledge and skill to perform a behavior</td>
<td>Education experiences</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Self-selection of physical activity</td>
</tr>
<tr>
<td>Expectations</td>
<td>Outcomes of the behavior</td>
<td>The individual, team or program goals</td>
</tr>
<tr>
<td>Self – Efficacy</td>
<td>Confidence in one’s ability to act and overcome barriers</td>
<td>Tracking and monitoring of mileage</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Self-selection of physical activity</td>
</tr>
<tr>
<td>Observational Learning</td>
<td>Occurs by watching the actions and outcomes of others’ behavior</td>
<td>Team-based program design and program activities</td>
</tr>
<tr>
<td>Reinforcements</td>
<td>Responses to a person’s behavior that increases or decreases the likelihood of reoccurrence</td>
<td>Self-initiated rewards and incentives</td>
</tr>
</tbody>
</table>

US Department of Health and Human Services, 2018
“I know I benefitted from the program because it gave me incentive to get out and move to be able to help my team earn miles. In turn, I [was] motivated to work on my health.”

“We got out together and walked as a family”

“Set a goal and was consistent about taking advantage of non-productive time to walk around the neighborhood.”

“Not only did we rally great support for each of our teammates and feel healthier doing it, [but we also] discovered others around us began walking and exercising more just from watching us do it! We all worked hard and had fun exercising and supporting each other. This is a great program and I'd love to see it go year-round! Our team is in it for the long haul!”
WAT! 25 Campaign and Challenge

WAT! 25 Campaign: Celebration of 25 years of WAT! program success

Goal: Promote AgriLife Extension and the WAT! program

WAT! 25 Challenge: Coordinated WAT! program

Goal: Encourage participation in the WAT! program(s) across Texas
WAT! 25 Challenge – Program Participation Update

### WAT! Adult Program
- 102 Counties
- 101 Leagues
- 773 Teams
- 4,582 Participants
- 678,549.92 Miles

### WAT! Youth Program
- 35 Counties
- 24 Leagues
- 112 Teams
- 4,227 Participants
- 49,114.95 Miles

*as of 11/16/2021*
WAT! 25 Challenge
Participant Engagement

WAT! Program Website

WAT! Program Social Media Pages
WAT! Adult Program Overview

**Purpose:** establish and maintain the habit of regular physical activity in adult audiences

**Primary Goal:** as a team, log mileage to virtually travel across Texas = 832 miles
WAT! Adult Program Design

Program duration: eight-week program

Data entered: mileage / daily (56 entries)

Evaluation: Pre-Program Assessment (Registration), Post-Program Assessment (Wrap-Up due within 10 days of end date), Online Database (Agent Portal)

Target Audience: Adult audience, each team member must register and join team

Team Size: Each team may have up to 8 team members
Tips:
• Be Flexible
• Connect individuals
• Provide encouragement and incentive
• Encourage team/league interaction
WAT! Adult
Program Design Schematic
Target Audience & Partners for WAT! Adult

• Worksites
• Neighborhoods
• Churches
• Social groups
• Family and friends
• Community Clubs
• Fitness Centers
WAT! Adult Program
Plan Timeline Suggestions

- Set target dates for challenge (decide on open or closes program dates)
- Push for registrations 2-4 weeks before start date
- Provide weekly updates with logistical as well as educational information
- Offer incentives if possible
- Mark a "halfway there" point
- Encourage keeping up with miles
- Push for wrap up survey completions
- Celebrate!
- Share results
Social Media Posts

➢ Highlights sign-up
➢ Encourage weekly progress
➢ Celebrate successes
SAVE THE DATE
APRIL 1

REGISTER TODAY!
HOWDYHEALTH.ORG

For more information contact:
Montgomery County Extension Office
9020 Airport Rd
Conroe, TX 77302-4334
936.539.7825

MoCoHealthyLiving

WALK ACROSS TEXAS!
TEXAS A&M AGRILIFE EXTENSION

I WALKED ACROSS TEXAS!
as a part of a team in the
Montgomery County 2021 Community Challenge!
www.HowdyHealth.org

Dear Rubin Sandlin, Goosehead Insurance
Thank you!

We appreciate your donation!
The Montgomery County 2021
Walk Across Texas Community Challenge
2021 Montgomery County Community Challenge
Helping Texans Lead Healthier Lives in Montgomery County

NUMBER OF PARTICIPANTS
52
Females: 318, Avg. age: 46
Males: 46, Avg. age: 44

NUMBER OF TEAMS PARTICIPATING
52

TOTAL NUMBER OF MILES WALKED
58,572

ESTIMATED ECONOMIC IMPACT
$1,690,871
Savings in health care costs and reduced work absences, assuming participating adults continue being physically active.

https://WalkAcrossTexas.tamu.edu

Benefits of Participating:

- "This program gave me an opportunity to share the experience of daily activity with family and co-workers. My husband and I used this as an extra incentive to walk EVERYDAY!"
- "It was motivating to push each other to make sure we got something in even if it was half a mile."
- "My husband and I both participated on different teams. It was fun to compete against each other on our personal mileage. Plus, we ended up encouraging each other to get out and walk!"
- "I was walking everyday and it helped me to sleep better, feel better etc." "Walking with a purpose."
- "It made me more mindful of my walking routine, made me intentional about walking outside of my typical 3 runs per week routine."

What the Research Says:
A recent study published in BMC Public Health confirmed the effectiveness of the Walk Across Texas program. Overall, the study results found that self-reported physical activity significantly improved from week 1 to week 8, increasing an average of nearly 5 miles per week, which translates to an additional 11,000 steps/week. Surprisingly, similar results were found for all activities levels, and improvements did not vary between genders, ages or race/ethnicities. The results support the implementation of the program to increase physical activity, in a supportive team environment, across Texas.

What Else?
Teamwork Mountains, Education, & More! Marc Mac

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<thead>
<tr>
<th>2021 MONTGOMERY COUNTY WALK ACROSS TEXAS! COMMUNITY CHALLENGE</th>
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<thead>
<tr>
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WAT! Youth Program Overview

**Program:** online, team-based physical activity promotion program implemented in Texas communities

**Purpose:** encourage and help Texans of all ages adopt a physical active lifestyle

**Primary Goal:** as a team, log mileage to virtually travel across Texas = 832 miles!
WAT! Youth Program Design

Program duration: eight – week program

Data entered: mileage entered weekly for each WAT! Youth team

Intended audience: Youth

Team Size: Unlimited number of participants per team

Requirement: Must have an Adult create a Howdy Health account to access WAT! Youth dashboard
WAT! Youth
Program Design Schematic

LEAGUE
(League Commissioner)

TEAM CAPTAIN A
TEAM CAPTAIN B
TEAM CAPTAIN C

TEAM 1  TEAM 2  TEAM 3
TEAM 4  TEAM 5  TEAM 6
TEAM 7  TEAM 8  TEAM 9
Target Audience & Partners for WAT! Youth 25

- Schools
- Afterschool Program
- 4-H Groups
- Church
- Boys and Girls Clubs
- PTO/PTA
- Booster Clubs
WAT! 25 NEW Youth Resources

➢ Bingo Challenge Card

➢ Social Media Posts

➢ Student/Teacher Reward Tip Sheets
BINGO Challenge Card

➢ Youth can take pictures and post on social media: #WAT25
➢ Schools/Teams can challenge each other (prizes given to students and teachers)
➢ Families can participate in the challenge and post on social media: #WAT25
➢ Agents/Schools can use these challenges as weekly social media posts

**Can you spot the 25 in some of the challenges???**
Social Media Posts

➢ Works with Bingo Challenge
➢ Posted each week
➢ Available for Agents to post on social media platforms

Are you up for the challenge?
Walk one mile with your animal!
#WAT25

Are you up for the challenge?
Try a different way to drink more water!
#WAT25

Are you up for the challenge?
Walk two miles in a day!
#WAT25

Are you up for the challenge?
Explore yoga for 25 minutes
#WAT25
Social Media Posts

WALK ACROSS TEXAS! 25th Year Anniversary 1996-2021
WAT Youth | Week 2

Are you up for the challenge?

Try one new exercise for 25 minutes this week!

#WAT25

WALK ACROSS TEXAS! 25th Year Anniversary 1996-2021
WAT Youth | Week 3

Are you up for the challenge?

Collect 2-5 different leaves on a nature walk!

#WAT25
WAT! 25 Youth Program Highlights
Baylor County

SEYMOUR LASHING LACES

- Week 6
- 940 miles
- Bingo Challenge Cards Complete
- Student Team

AWESOME Teamwork

BUSTED SOLES OF BAYLOR COUNTY

- Week 6
- 1249 miles
- Positive Competition Influence
- Teacher Team
Milam County
Questions?
Partnership Road Map to Success!
Partnership Road Map to Success!

1. Connect with local agent, if possible
2. Decide whether you will lead or support
3. Attend/Provide trainings, program materials and resources
4. Plan events or program activities
5. Identify incentives and door prizes
6. Market, recruit and promote the program
7. Maintain regular direct contact with program participants
8. Track program participation online
9. Provide recognition for various accomplishments
10. Submit necessary local reports or updates