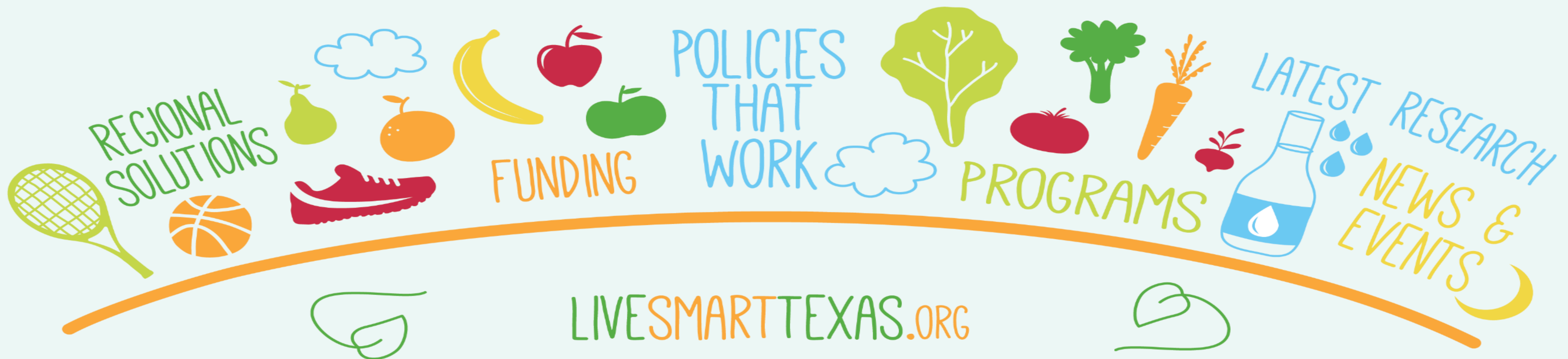


# Live Smart Texas Webinar

Facilitated by: Mike Lopez

LST Communications Sub-Committee

November 17<sup>th</sup>, 2021



TEXAS A&M AGRILIFE

# Walk Across Texas!

## A Community – Based Physical Activity Promotion Program

Presented by:

**Mike Lopez**

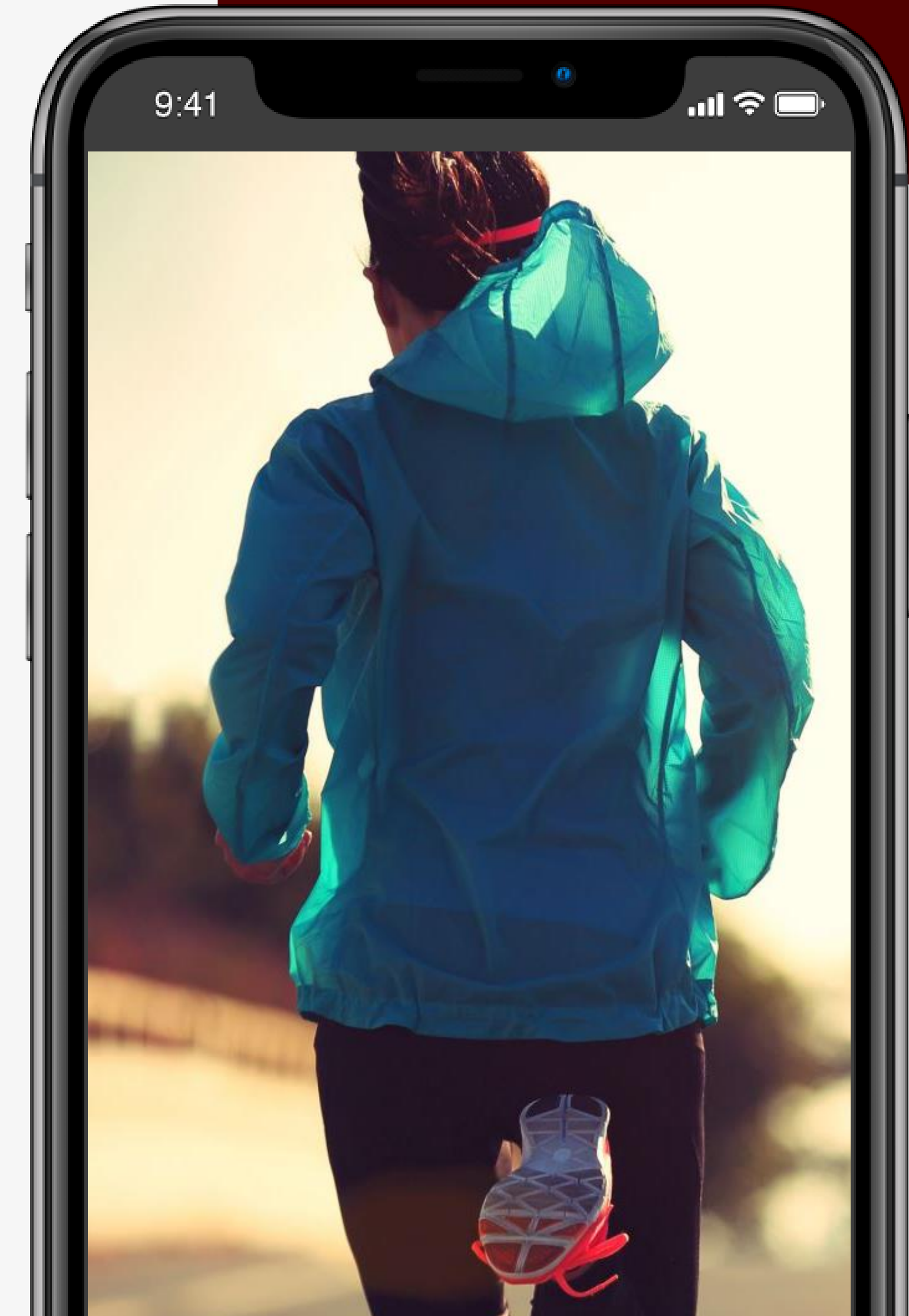
Extension Program Specialist II,  
Texas A&M AgriLife Extension Service

→  
**Alice Kirk**

Extension Program Specialist III,  
Texas A&M AgriLife Extension Service

**Amy Ressler**

County Extension Agent IV,  
Texas A&M AgriLife Extension Service







# Agenda



**Historical Program  
Background**



**Program Delivery and  
Effectiveness**



**WAT! Adult Program**



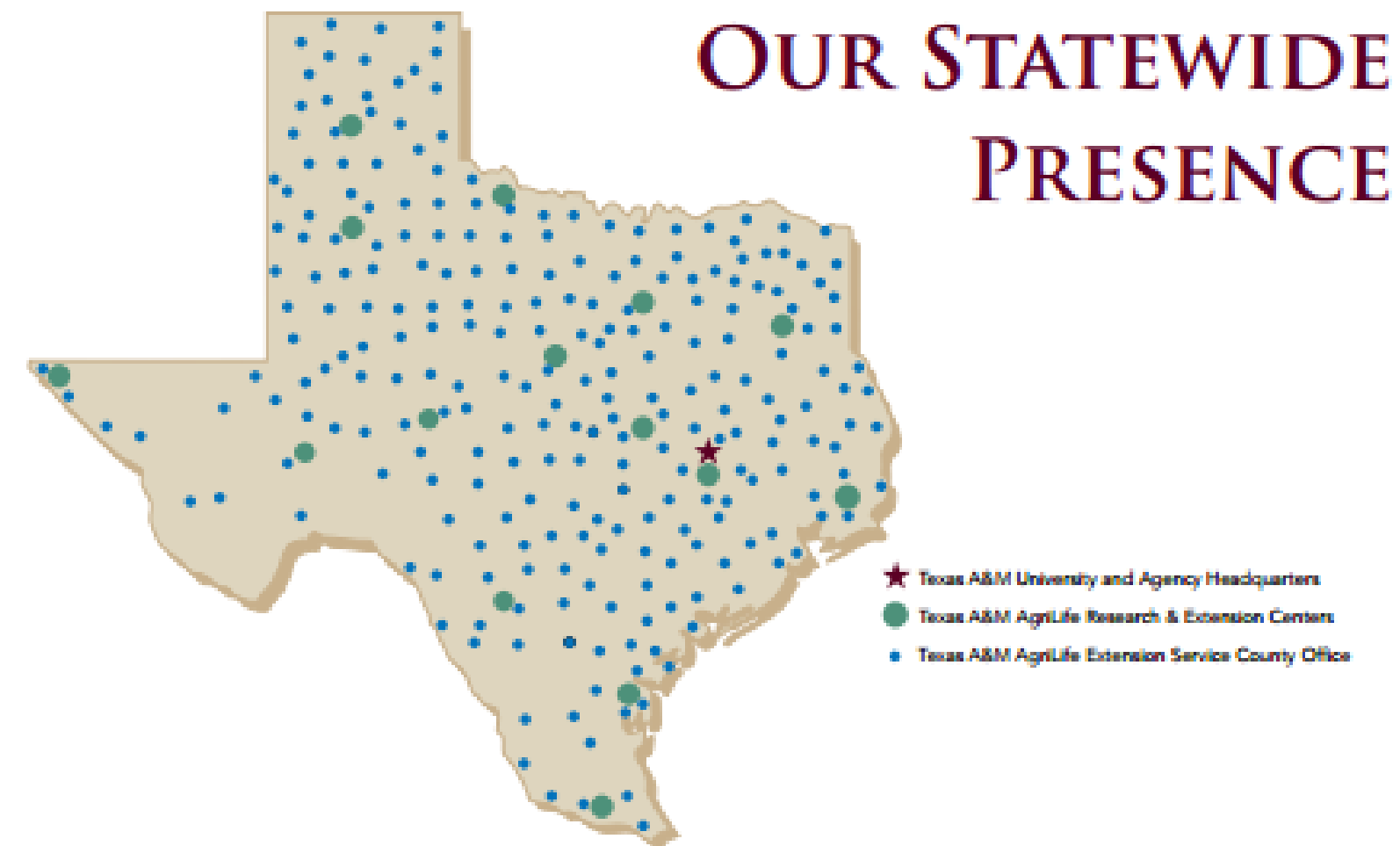
**WAT! Youth Program**



# Who Are We?



## Texas A&M AgriLife Extension Service



AgriLife Extension is always local with 251 offices serving all 254 counties. In addition, 12 collaborative AgriLife Research and Extension centers are located throughout the state.

## 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*



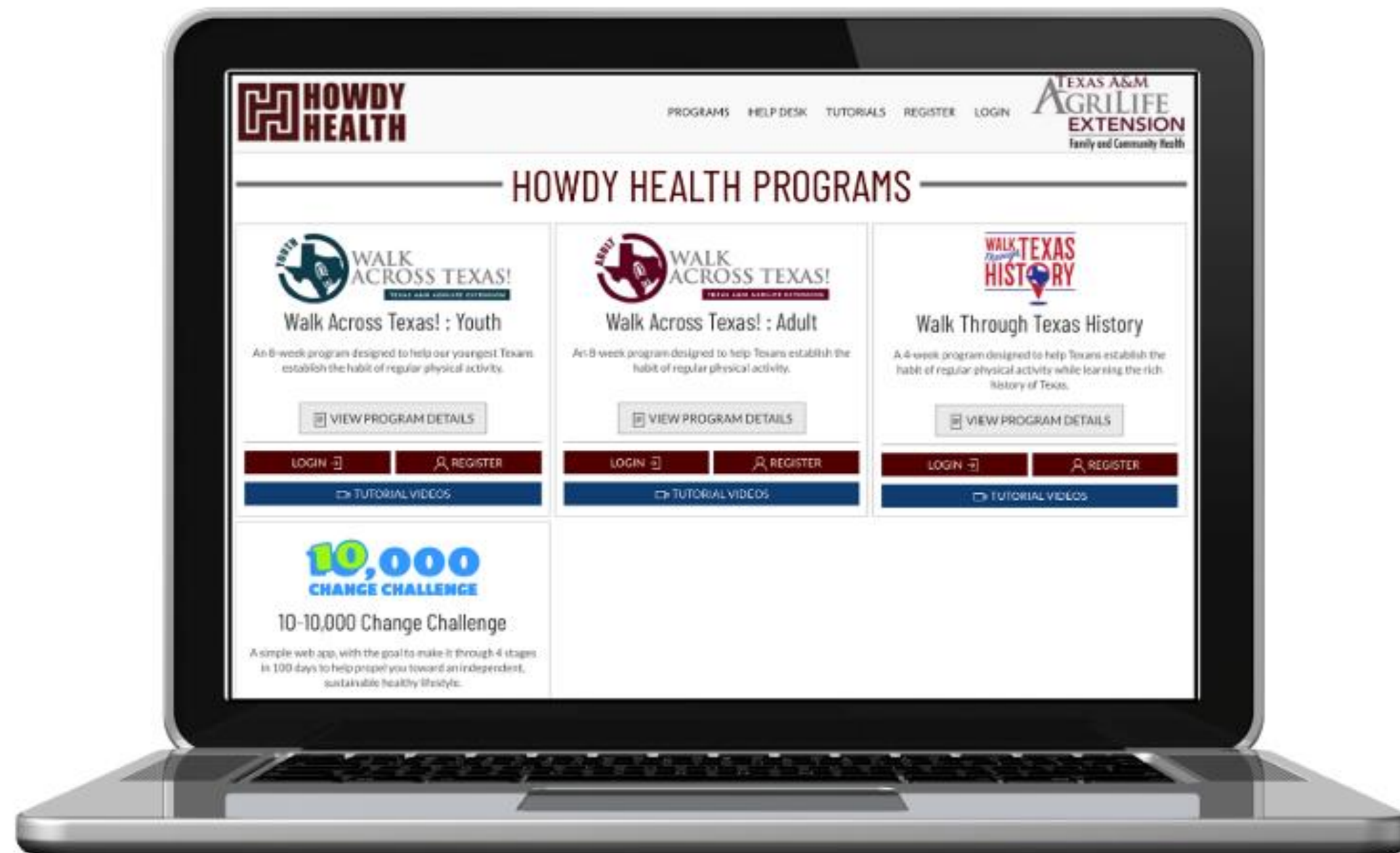
# History of the Walk Across Texas! Program





# Howdy Health

HowdyHealth.tamu.edu



## 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)	
Total Participants	Over 615,000
Economic Impact	Over \$2.2 Billion Dollars

WAT! Program Effectiveness	
Miles / Week	+4.89 ± 20.92*
Days Active / Week	0.63 ± 2.89*

\*p < .001; Faries, et al. 2019

2021 WAT! Program Results – to date	
Increase in PA	+14% (Pre: 43%; Post: 57%)
Decrease in Non – Active	-12% (Pre: 20%; Post: 8%)
Benefit	94%



# WAT! Program

## Theoretical Framework – Social Cognitive Theory



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



# WAT! Program

## Quotes and Testimonials



*"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

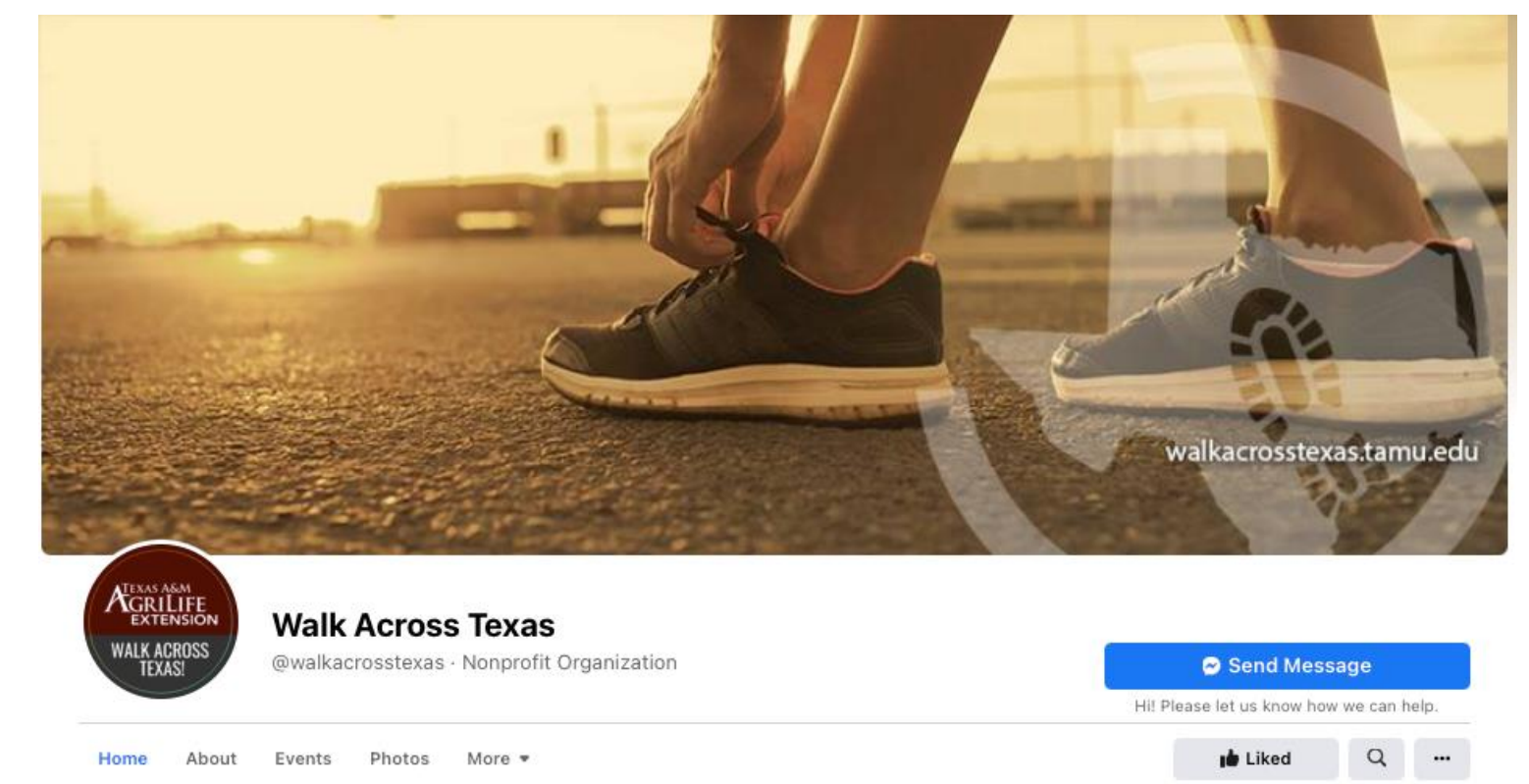


# WAT! 25 Challenge Participant Engagement

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

# WALK ACROSS TEXAS!



TEAM of up to **8**

**8** WEEKS  
starting on or about April 1st for the  
Montgomery County Community Challenge

GOAL for number of miles  
adding together miles of each team member **832**

<https://HowdyHealth.org>

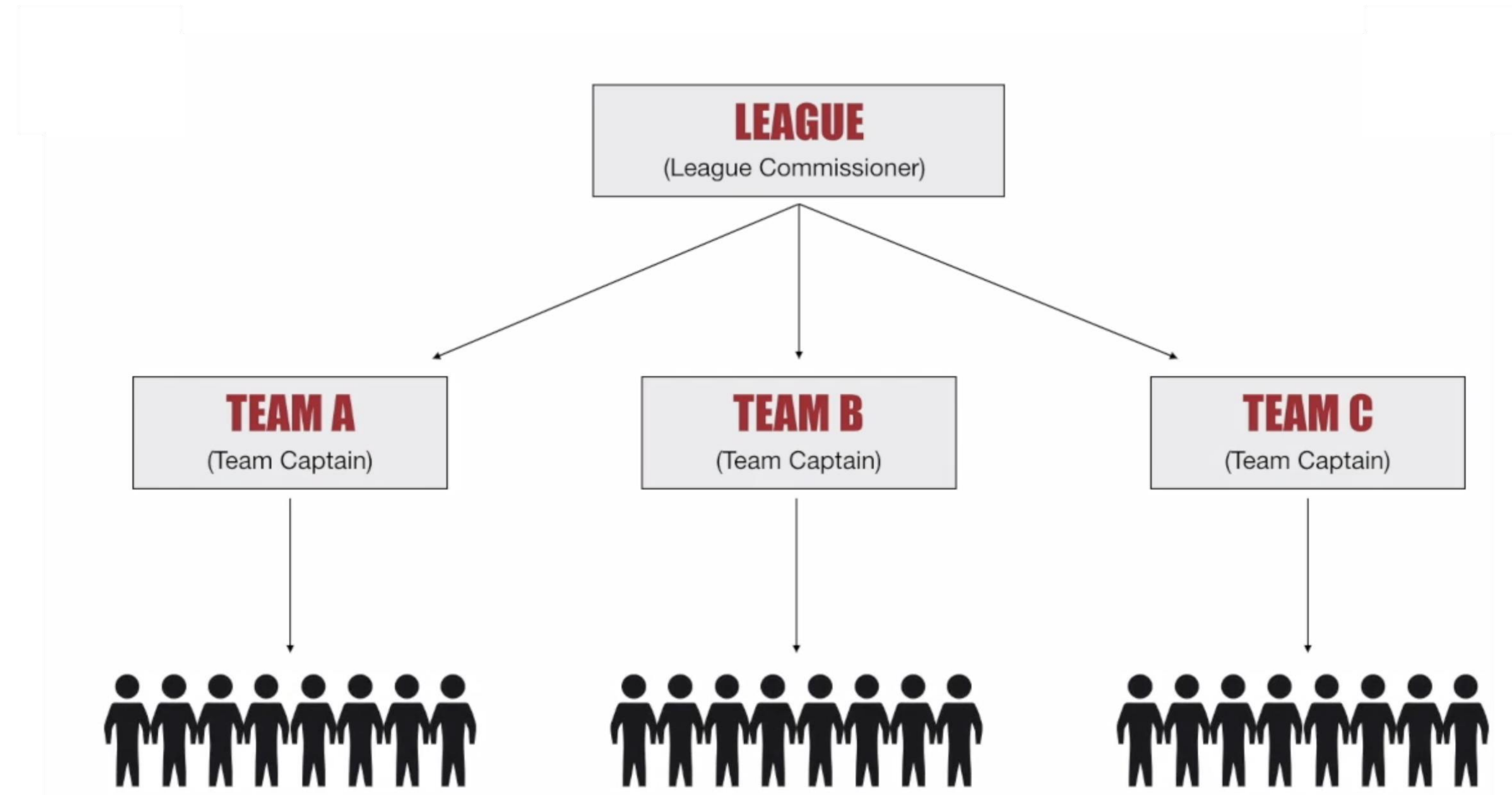
## Tips:

- 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



#WAT25

## WALK ACROSS TEXAS!

est.1996

Sign up at [www.HowdyHealth.org](http://www.HowdyHealth.org)  
Starting September 2021 - Online from anywhere!



**“**

I WALKED ACROSS TEXAS & ALL I GOT WAS THIS T-SHIRT... AND A HEALTHIER ME!

**”**

You can too!

**Sign up today!**

[WWW.HOWDYHEALTH.TAMU.EDU](http://WWW.HOWDYHEALTH.TAMU.EDU)

 **WALK ACROSS TEXAS!**  
25<sup>TH</sup> TEXAS A&M AGRILIFE EXTENSION  
YEAR ANNIVERSARY ★ 1996-2021



**FAQ** **DISTANCE**

HOW MUCH WALKING IS A MILE?

20 minutes of moderate intensity activity is the same as a mile



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[HowdyHealth.tamu.edu](http://HowdyHealth.tamu.edu)



**LET'S CELEBRATE!**

Get your team of 8 signed up now!  
Start anytime in September to be a part of the 25th Anniversary Challenge!

[www.HowdyHealth.org](http://www.HowdyHealth.org)

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YEAR ANNIVERSARY ★ 1996-2021



2021 MONTGOMERY  
COMMUNITY CHALLENGE

# SAVE THE DATE APRIL 1

For more information contact:  
Montgomery County Extension Office  
9020 Airport Road  
Conroe, TX 77303-4334  
936.539.7825

 MoCoHealthyLiving

  
**WALK  
ACROSS TEXAS!**  
TEXAS A&M AGRILIFE EXTENSION

2021 MONTGOMERY COUNTY  
COMMUNITY CHALLENGE

# REGISTER TODAY! HOWDYHEALTH.ORG

For more information contact:  
Montgomery County Extension Office  
9020 Airport Road  
Conroe, TX 77303-4334  
936.539.7825

  
**WALK  
ACROSS TEXAS!**  
TEXAS A&M AGRILIFE EXTENSION

  
**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](http://www.HowdyHealth.org)

TEXAS A&M  
AGRI LIFE  
EXTENSION

**Dear Rubin Sandlin,** Goosehead Insurance

# *Thank you!*

 *We appreciate your donation!*

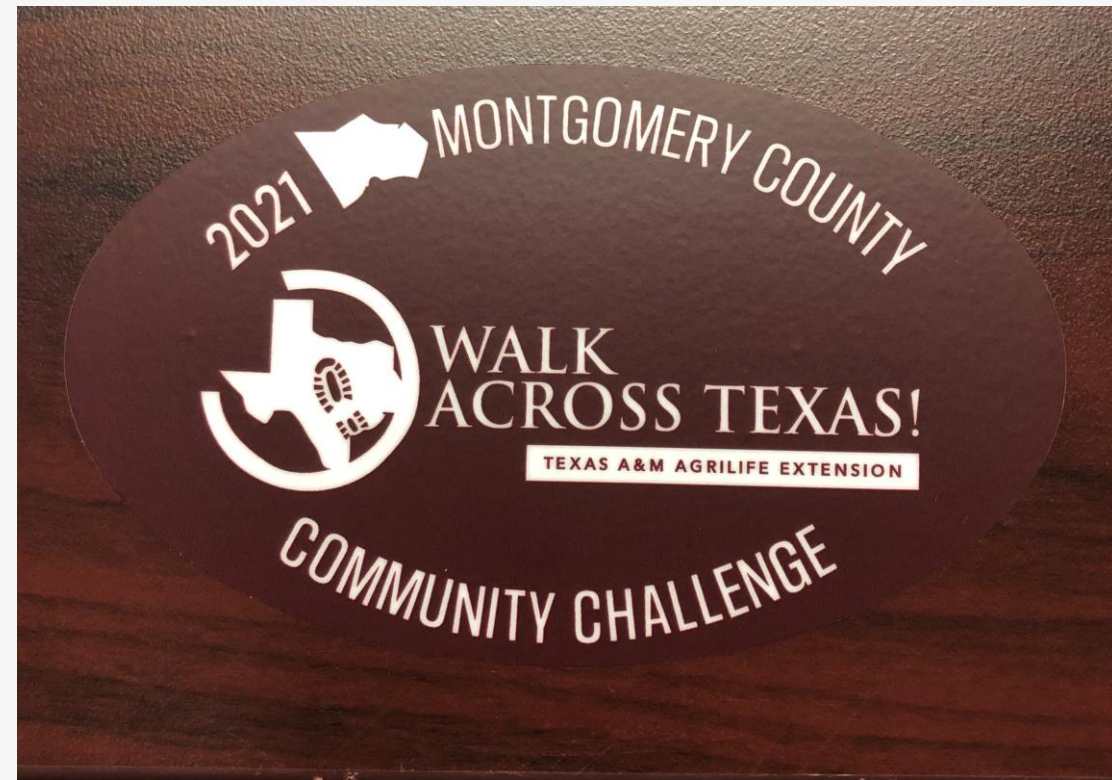
The Montgomery  
County 2021  
Walk Across Texas  
Community Challenge

  
**WALK  
ACROSS TEXAS!**  
TEXAS A&M AGRILIFE EXTENSION





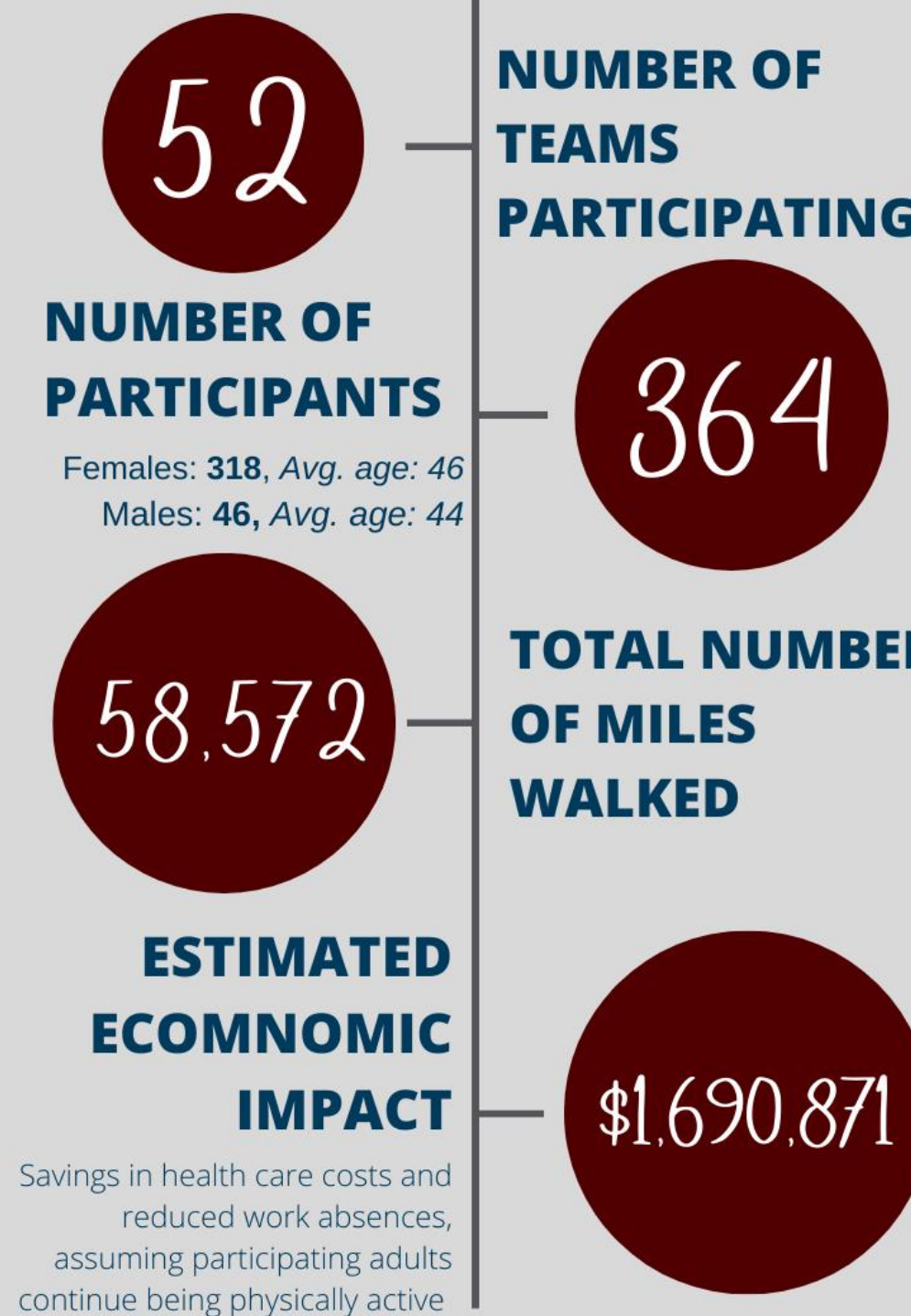




TEXAS A&M  
AGRI LIFE  
EXTENSION

# The 2021 Montgomery County WALK ACROSS TEXAS! TEXAS A&M AGRILIFE EXTENSION Community Challenge

## Helping Texans Lead Healthier Lives in Montgomery County



<https://WalkAcrossTexas.tamu.edu>



TEXAS A&M  
AGRI LIFE  
EXTENSION



## Benefits of Participation

### What Participants Say:

- "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 and 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. Motivation. Education. & So Much More



Pictured: some members of 2021 top ranking team "Texas Tamales"



# 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

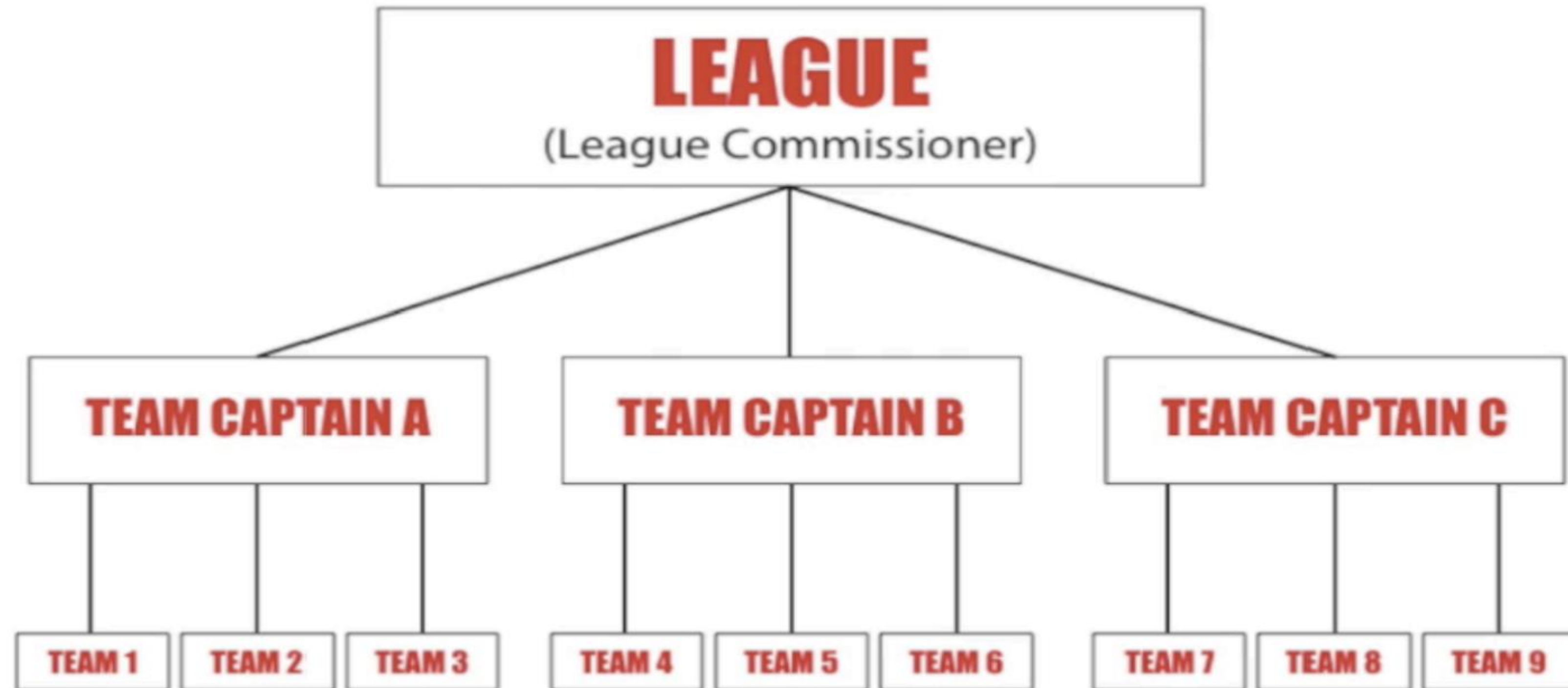
**Team Size:** Unlimited number of participants per team

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



# WAT! Youth

## Program Design Schematic







# **Target Audience & Partners for WAT! Youth 25**

- **Schools**
- **Afterschool Program**
- **4-H Groups**
- **Church**
- **Boys and Girls Clubs**
- **PTO/PTA**
- **Booster Clubs**



WALK  
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YEAR ANNIVERSARY ★ 1996-2021

# **WAT! 25 Youth Program Materials**



# 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???**



## Bingo Challenge

Walk one mile in a day	Bike around the block 2-5 times	Walk the track with a friend	Build an At-Home Obstacle Course	Try a different way to drink more water
Stretch with a friend	Take a Color Walk with your family	Try running one mile with a friend	Try one new exercise for Week 2 for 25 minutes	Explore a park with a friend or family
Try one new exercise for Week 4	Complete 25 push ups or sit ups	FREE	Walk a mile with your animal	Collect 2-5 different leaves on a nature walk
Have a dance party with family	Choose walking to school or an event	Explore yoga for 25 minutes	Try one new exercise for Week 6 for 25 minutes	Have a jump rope contest with a sibling or friend
Walk two miles in a day	Try one new exercise for Week 8 for 25 minutes	Rake all the leaves in your yard	Take a fall foliage hike as a family	Make a hopscotch and play with friends



# Social Media Posts

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



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WAT Youth | Week 2

Are you up for the  
challenge?

Walk one mile with your  
animal!

**#WAT25**



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WAT Youth | Week 1

Are you up for the  
challenge?

Try a different way to  
drink more water!

**#WAT25**



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WAT Youth | Week 5

Are you up for the  
challenge?

Walk two miles in a day!

**#WAT25**



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WAT Youth | Week 4

Are you up for the  
challenge?

Explore yoga for 25  
minutes

**#WAT25**



# Social Media Posts

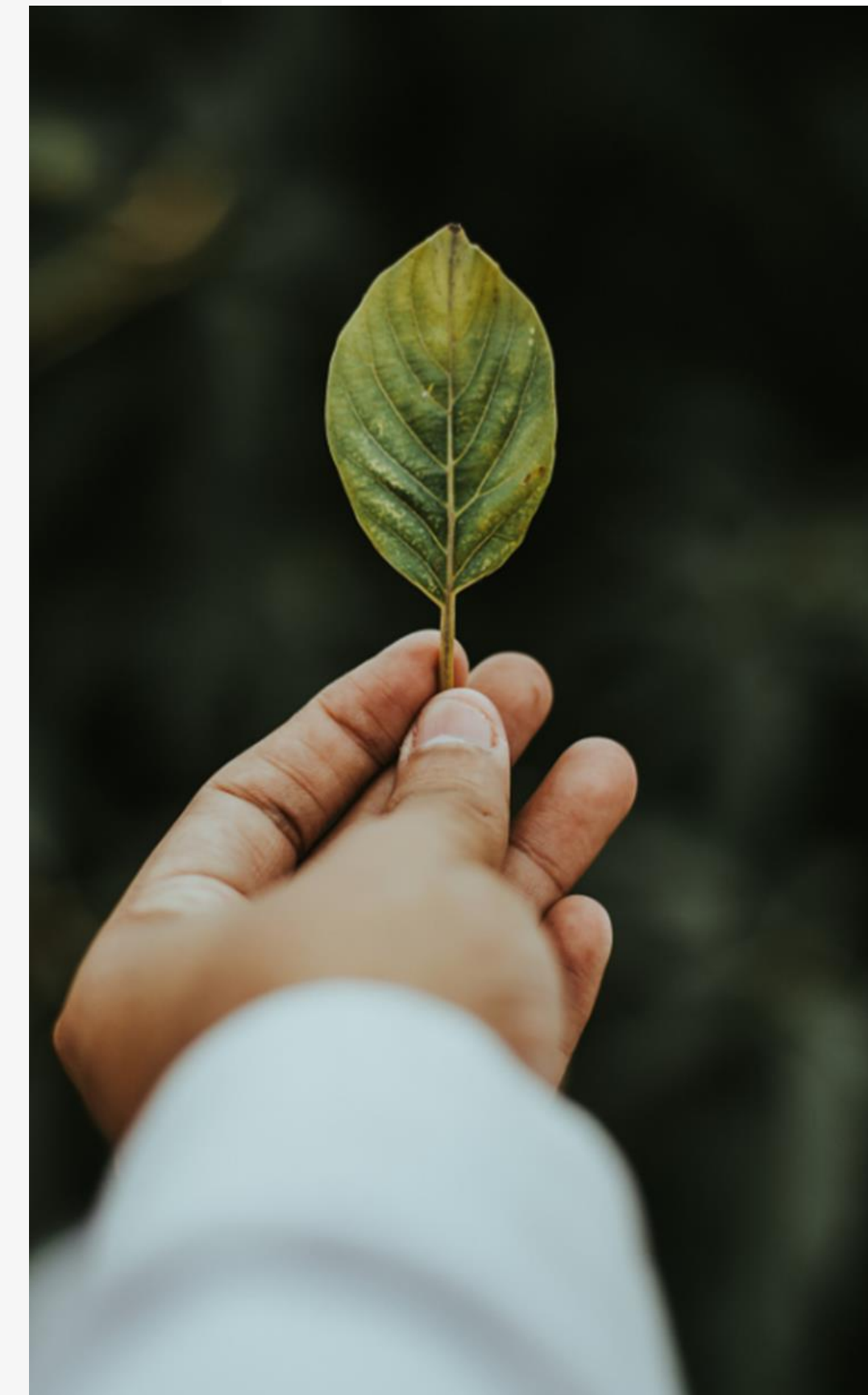


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**WAT Youth | Week 2**

Are you up for the  
challenge?

**Try one new exercise for  
25 minutes this week!**

**#WAT25**



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ACROSS TEXAS!**  
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**WAT Youth | Week 3**

Are you up for the  
challenge?

**Collect 2-5 different  
leaves on a nature walk!**

**#WAT25**





WALK  
ACROSS TEXAS!

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# **WAT! 25 Youth Program Highlights**



# Baylor County



## SEYMOUR LASHING LACES

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

**WORKOUT**

**AWESOME  
Teamwork**



## BUSTED SOLES OF BAYLOR COUNTY

- Week 6
- 1249 miles
- Positive Competition Influence
- Teacher Team

**fun**





# WAT! 25 YOUTH MILAM COUNTY- CAMERON ISD

- 01- PreK
- 06- Kindergarteners
- 02- 1st Graders
- 04- 2nd Graders
- 07- 3rd Graders
- 09- 4th Graders
- 12- 5th Graders

Total Youth: 721  
Total Miles: 6176.19 (week 3)

OYE



3rd Grade	
Shane	219.53 mi
Mathew	98.42 mi
Dereene	135.13 mi
Jerma	204.58 mi

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# Milam County

# WAT! 25 ADULT MILAM COUNTY- CAMERON ISD FACULTY

Total Staff: 90  
Total Teams: 12  
Total Miles: 7668.82 (week 3)

OYE

**AWESOME!!!**

**CAMERON ISD FACULTY TEAM**  
**TOP WINNERS-WEEK 2**

Total Miles: 4309.74

1st place: Pete Magre- 126.2 miles  
2nd place: Hector Delgadillo- 112.73 miles  
3rd Place: Brian Stork- 104.29 miles

Watch out for these teams at your heels!  
Jennifer Martinez- 102.55  
Mandi Walzel- 102.29  
Alma Zandate- 95.36

#WAT25

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YEAR ANNIVERSARY ★ 1996-2021



# Questions?



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# 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