

# 2023 IT'S TIME TEXAS COMMUNITY CHALLENGE

PROGRAM OVERVIEW



**IT'S  
TIME**  
TEXAS

**TEXAS IS  
BEST WHEN  
TEXANS ARE  
HEALTHY**

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

# IT'S TIME TEXAS MISSION

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We believe that Texas is best when Texans are healthy. That's why we're championing the movement to create a **culture of health** in Texas. Our programs, events, and partnerships empower all Texans to **lead healthier lives, build healthier communities, and contribute to a healthier state.**



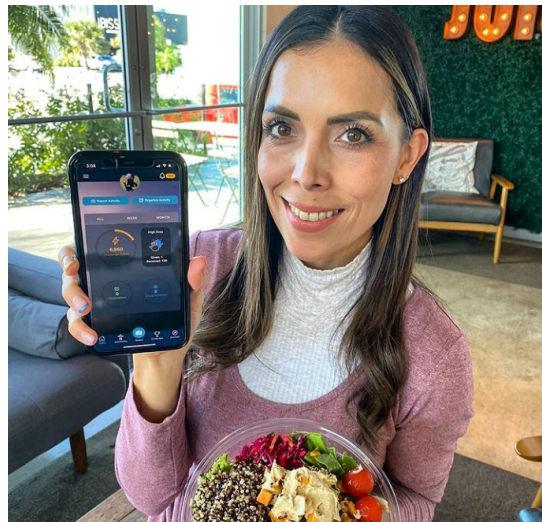
# WHAT IS THE IT'S TIME TEXAS COMMUNITY CHALLENGE?

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CHAMPIONS UNITE!

**FREE** eight-week, health competition that encourages daily healthy habits and unites communities to work towards healthy goals.

**The Community Challenge begins January 9th.**



**IT'S TIME TEXAS**

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

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# 2022 COMMUNITY CHALLENGE STATS

Here's what participants like best about the **It's Time Texas Community Challenge**:

1. The sense of **community** it provides
2. The **motivation** and **accountability** to prioritize their health
3. The friendly **competition**

80%

of participants registered as part of an organization (e.g. school district or employer)

89%

of participants said they would recommend the Community Challenge to others

90%

of people reported making progress towards their goal

80%

said participating in Community Challenge increased their knowledge of healthy actions

70%

said their health status improved from participating in Community Challenge

# 2022 ENGAGEMENT METRICS

## DATA POINTS



**Participation:**  
**17,795**

Individual participants  
across **292** communities



**Driving Action:**  
**242,984**

Healthy actions  
logged in the app



**Fostering Community:**  
**142,628**

Virtual high fives

## Building Partnerships:



**24**

School  
districts



**24**

Non-profit  
organizations



**19**

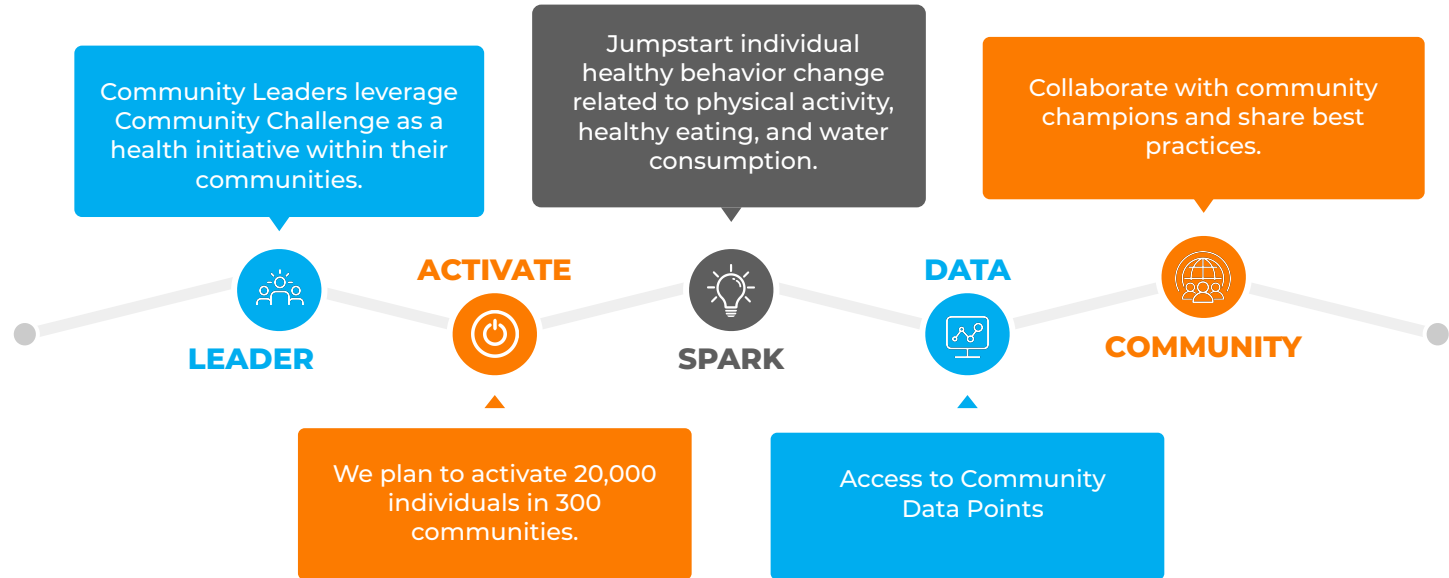
Local  
governments



**3**

Health  
systems

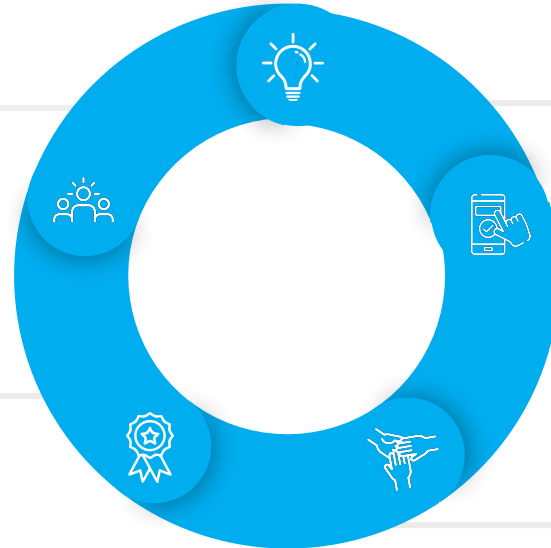
# INDIVIDUAL AND COMMUNITY IMPACT



# THE INDIVIDUAL EXPERIENCE

**REINFORCEMENT**  
Weekly prizes

**RECOGNITION**  
Top winners are celebrated



## **AWARENESS**

What is the It's Time Texas Community Challenge?

## **INITIATIVE**

- Download and install the Community Challenge mobile app
- Register on the app

## **ENGAGEMENT**

- Healthy actions
- Health destinations
- Healthy group activities

# NEW FEATURES IN THE 2023 COMMUNITY CHALLENGE

## FOR PARTNERS:

- Dashboard with data visualization
- Resources and action plans
- Sector specific messaging

## FOR PARTICIPANTS:

- Register within the app
- Refer friends, family and co-workers within the app
- Destination check-ins and group activities
- Resources





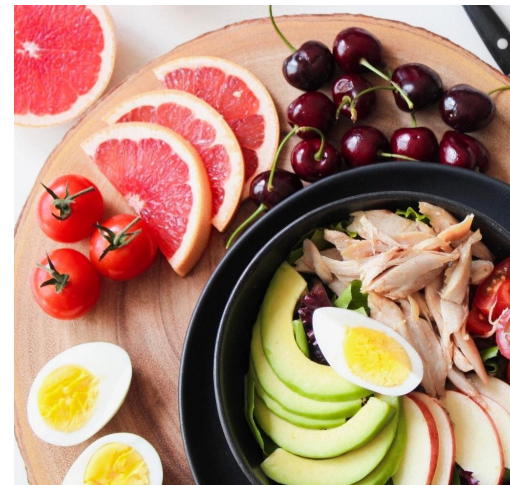
# NEXT STEPS IN THE COMING MONTHS

## OCTOBER:

- Make the commitment: Submit the Partner Pledge
- Sector specific messaging
- Start promoting the It's Time Texas Community Challenge within your organization

## NOVEMBER - DECEMBER:

- Attend our monthly "Lunch and Learn" series to learn best practices
- Host a registration event!



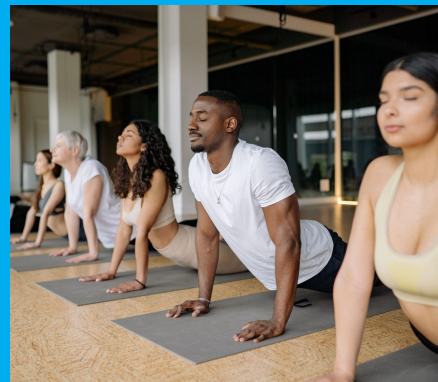
# QUESTIONS? REACH OUT

to your **It's Time Texas** Relationship Manager  
or at **communitychallenge@itstimetexas.org**

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Supplemental  
Nutrition  
Assistance  
Program

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