

# 2024 IT'S TIME TEXAS COMMUNITY CHALLENGE



**IT'S  
TIME**  
TEXAS

**TEXAS IS  
BEST WHEN  
TEXANS ARE  
HEALTHY**

[www.ittcommunitychallenge.com](http://www.ittcommunitychallenge.com)

# IT'S TIME Texas

---

It's Time Texas is a statewide nonprofit working to bring people, organizations and communities together to take action that supports health for all, now and for generations to come.

We believe **where** you live should not determine how **long** you live. That's why we're working to reduce the incidence of preventable diseases while increasing access to health for **all** Texans.



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

---

**FREE** eight-week, health competition that encourages daily healthy habits and unites communities to work towards healthy goals – all through our mobile app

**January 8th – March 3rd, 2024**



**IT'S TIME TEXAS**

[www.ittcommunitychallenge.com](http://www.ittcommunitychallenge.com)

# THE INDIVIDUAL EXPERIENCE

## 5. RECOGNITION

Top winners are celebrated

## 4. REINFORCEMENT

Weekly prizes



## 1. PARTICIPATE

Download the Community Challenge mobile app

## 2. ENGAGEMENT

Log healthy meals, water consumption & physical activity  
Check into healthy destinations  
Attend healthy group activities

## 3. AWARENESS

Receive tools and resources to increase knowledge of healthy actions

# COMMUNITY CHALLENGE IMPACT

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**

**78%**

Of participants were satisfied or very satisfied with their Challenge experience

**80%**

of participants said they would recommend the Community Challenge to others

**98%**

of people reported making progress towards their goal

**68%**

said participating in Community Challenge increased their knowledge of healthy actions

**71%**

said their health status improved from participating in Community Challenge

# 2023 ENGAGEMENT METRICS

## DATA POINTS

### Participation:

**22,874**

Individual participants  
across 423 communities

### Healthy Eating

**239,113**

Healthy meals  
logged

### Physical Activity

**214,556**

Physical activities  
reported

### Water Consumption

**5.9 million**

Ounces of water  
consumed

### Building Partnerships:



**59**

School  
districts



**21**

Non-profit  
organizations



**37**

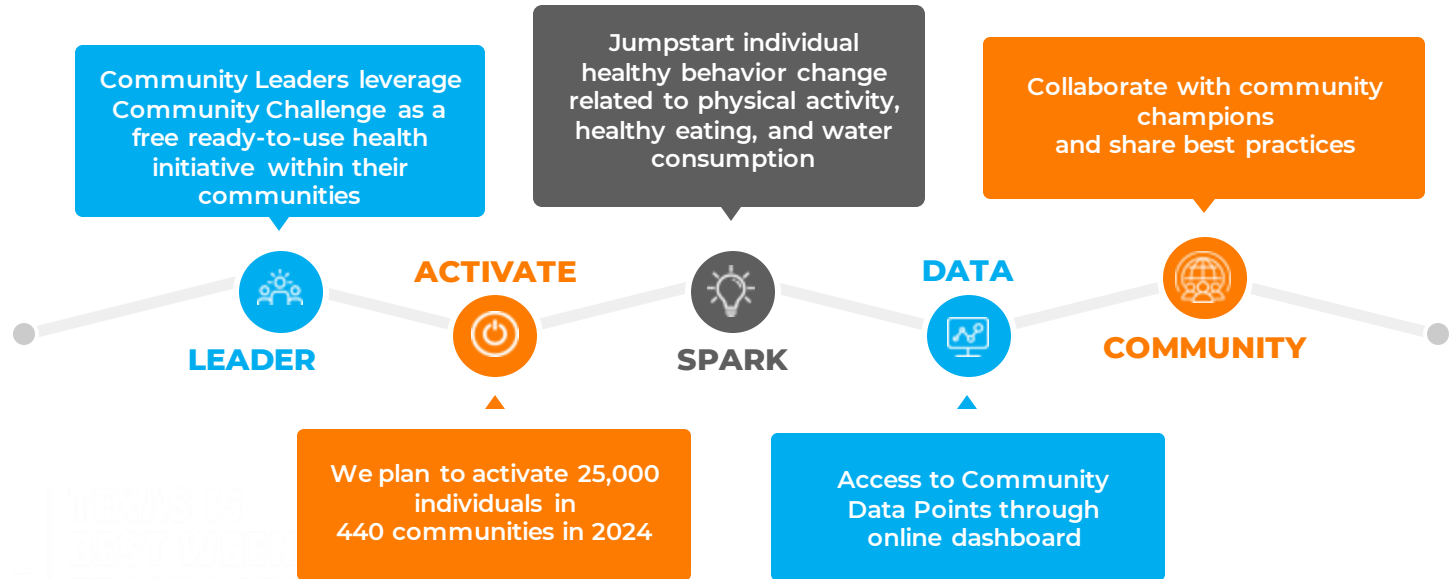
Local  
governments



**10**

Health districts &  
coalitions

# INDIVIDUAL AND COMMUNITY IMPACT



# NEXT STEPS FOR ENGAGEMENT

## *INDIVIDUALS*

- Register by downloading the Community Challenge app

## *ORGANIZATIONS*

- Submit a **Partner Pledge**
- Encourage your elected or school officials to submit a **Community Leader Pledge or Video**
- Start promoting the It's Time Texas Community Challenge
- Attend our monthly educational webinar series
- Host a Registration and/or Health Event





# QUESTIONS? REACH OUT

to your **It's Time Texas** Relationship Manager  
or at [communitychallenge@itstimetexas.org](mailto:communitychallenge@itstimetexas.org)

**IT'S  
TIME**  
TEXAS

**TEXAS IS  
BEST WHEN  
TEXANS ARE  
HEALTHY**

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



This institution is an equal opportunity provider. This material was funded by USDA's Supplemental Nutrition Assistance Program-SNAP. The SNAP logo is a service mark of the U.S. Department of Agriculture. USDA does not endorse any goods, services, or enterprises.