

2020 IMPACT REPORT

BECAUSE HEALTH IMPACTS EVERYTHING



IT'S TIME TEXAS COMMUNITY CHALLENGE

Presented by



*IT'S TIME TEXAS COMMUNITY CHALLENGE
PRESENTED BY:*

ittcommunitychallenge.com

[#COMMUNITYCHALLENGE](https://twitter.com/COMMUNITYCHALLENGE)



This institution is an equal opportunity provider. This material was funded by USDA's Supplemental Nutrition Assistance Program -- SNAP. To receive assistance purchasing healthy foods, sign up for SNAP benefits at yourtexasbenefits.com.

2020

IT'S TIME TEXAS
COMMUNITY CHALLENGE

Presented by H-E-B

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Texans from all over the state competed to make the 2020 Community Challenge the most impactful yet!

The 2020 competition resulted in more community involvement, more participants and more healthy actions taken than ever before.



33,194

PARTICIPANTS



285,556

HEALTHY ACTIONS



2,494

EMPLOYEES



1,341

EDUCATORS SIGNED PLEDGES



418

COMMUNITY EVENTS



Developed in 2012, the It's Time Texas Community Challenge, presented by HEB, mobilizes community members, schools, businesses, organizations, and mayors around healthy living and provides them with the tools and motivation to make health a part of their daily routine.

Over the 8-week competition, individuals earn points for their communities by participating in activities such as posting "healthy selfies," organizing healthy group activities, hosting community events, signing pledges, and tracking physical activity.

Texans earned a total of 49,369,550 points for their communities in 2020.

2020



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CONGRATULATIONS TO OUR 2020 WINNERS

The winning community in each size category received a \$1,800 grant and winning school districts earned \$500 to put toward future community health related projects.

WINNING COMMUNITIES

Metro: San Antonio

Large: McAllen ★ **THIRD YEAR IN A ROW**

Mid-Size: Harlingen ★ **THIRD YEAR IN A ROW**

Small: Los Fresnos ★ **SECOND YEAR IN A ROW**

Extra-Small: Smithville ★ **THIRD YEAR IN A ROW**

WINNING SCHOOL DISTRICTS

Metro: Northeast ISD ★ **THIRD YEAR IN A ROW**

Large: Pharr-San Juan-Alamo ISD ★ **SECOND YEAR IN A ROW**

Mid-Size: Harlingen CISD ★ **FOURTH YEAR IN A ROW**

Small: Los Fresnos CISD ★ **SECOND YEAR IN A ROW**

Extra-Small: La Feria ISD

RUNNERS UP

Corpus Christi

Pasadena

Texas City

Lancaster

Liberty Hill



2020



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LIFE-CHANGING GOALS

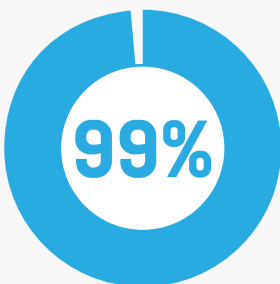
Among Community Challenge participants in 2020, the top three goals were eating healthier, being more physically active, and drinking more water.



MADE PROGRESS

in their efforts to **EAT HEALTHIER**

*Participants submitted
40,545 healthy selfies*



MADE PROGRESS

in their efforts to **BE MORE PHYSICALLY ACTIVE**

*Participants reported
1,288,075 minutes of activity*



MADE PROGRESS

in their efforts to **DRINK MORE WATER**

*Participants shared
72,419 water consumption submissions*



2020



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UNITING LOCAL COMMUNITIES, EMPOWERING PARTICIPANTS

The Community Challenge is about more than a competition. It's about plugging into a community to nurture and inspire a daily commitment to health. This year community engagement efforts continued to encourage the growth and development of healthy communities across Texas.

1,341
EDUCATOR
PLEDGES

"I love the community challenge. I love getting excited about healthy lifestyles and fitness. I love being the cheerleader for our school and teaching about health."

— Nancy, Garland



432
PARTICIPATING
COMMUNITIES

"Joining the challenge and committing to healthy behaviors connects our community on many levels. I feel empowered to do my best and I'm rooting for my community to shine."

— Susan, McAllen



131
COMMUNITY
PARTNERS

"I just like the overall feel of the challenge as a community. We should all be rooting for one another to do better."

— Anonymous



14,227
HEALTHY
GROUP
ACTIVITIES

"We started a walking group during our conference period where we walk 1.5 miles in about 20 minutes."

— Joseph, Garland

2020



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COMMUNITY MOBILIZATION TO BUILD A CULTURE OF HEALTH

Leaders and advocates in participating communities took the lead to encourage community wide participation.

COMMUNITY AMBASSADOR PROGRAM LAUNCH

This year, our Community Ambassadors test program kicked off with 65 participants signing up to encourage their community to get involved. Participants rallied their friends, neighbors, and elected officials while earning points and Community Challenge swag.



TEXAS MAYORS CHEER ON THEIR COMMUNITIES

Mayors from participating communities signed 51 pledges supporting their communities' participation, and recorded creative videos to encourage their constituents to step up to the Challenge.



[**» Watch the Videos**](#)

2020



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JUMPSTARTING A DAILY HEALTH ROUTINE

Texans shared stories about what inspired them to get involved and their motivation to keep going during and after the challenge.

"I value my community's health. I hope to encourage more residents to be active and mindful of their health. I write and post my goals. I use a FitBit and come up with a variety of action plans that will encourage me to work on my goals daily, weekly, monthly. I write and post my goals. Don't wait. Start now. Brainstorm all of the ways you can already make healthier choices and remember to celebrate those through daily and weekly reflections. Get a buddy."

– Marcie, Garland



"Staying healthy and fit is important to me! I hope to challenge myself to be more active and develop a better awareness of my diet. I feel motivated and energized! I tell people what I'm doing and share the benefits of participating!!! You can realize your goals and improve your health if you take time each day to take note of the positive things you do each day and build on that success!!!"

– Karl, McAllen



95% of our post challenge survey respondents said they would recommend the Community Challenge to a friend.

2020



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“[I am] continuously working on building healthy habits, the Community Challenge supports me in this endeavor. Posting and logging helps me stay more focused, mindful, and aware of my activities and diet. My co-workers will tell you for the past ten years I have encouraged them to eat healthier and get active. It’s TIME to build new habits that promote health, happiness, and the energy to fully engage in life.”

– Jasmine, Waco



“This is an inspiring Challenge! I plan to achieve my goals of becoming fit at a higher level and am hoping to inspire others that no matter what age or fitness lever one is at, one starts by doing. I am encouraging others by being an example. I would say to others to not only to do this challenge for their wellbeing. But, to do this Challenge for all their Loved ones.

Be the CHANGE!”

– Irma , McAllen

95% of participants felt confident that they would continue progress towards their goal to be more active.

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REACHING TEXANS ACROSS THE STATE

The Community Challenge generated social and digital media coverage and engagement across the state of Texas. **There were 26 pieces of organic mass media coverage and 337,053 social media impressions during the 2020 Community Challenge.** Media coverage reached English and Spanish speaking audiences across Texas.

The **#CommunityChallenge** hashtag was mentioned across social media



**8,142
LIKES**



**296,049
SOCIAL
REACH**



**702
SHARES**



**38,299
EMAIL
OPENS**



2020



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BEEF LOVING TEXANS: STEPPING UP TO THE CHALLENGE

Beef Loving Texans supported the Community Challenge with a week of sponsored content and activities. Providing educational materials, healthy recipe ideas, individual prize giveaways, and social media outreach, they encouraged and empowered participants to take on healthy habits in their daily routine.

Social media posts featuring content from Beef Loving Texans generated 11,229 social media impressions and 222 engagements throughout the week.

“Seeing other community people being so passionate about their goals and working hard to achieve them has inspired me. Just do what you can. We all struggle daily to make good eating choices and exercise. Even small things add up.”



– Pam,
Texas Team Beef Participant,
Cedar Park, TX



FUELED BY BEEF



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RIO GRANDE VALLEY: COMMUNITY CHALLENGE STRONGHOLD

Each year, the RGV embraces the Community Challenge and represent their communities and school districts with pride throughout the Challenge. Overall participation in the Rio Grande Valley has grown significantly in recent years, with cities in the region claiming victory in three of the five size categories three years in a row. Their communities and school districts are not only repeat winners, but strong advocates for the competition that unite as a region to spark healthy changes.

2020 HIGHLIGHTS



13.796
PARTICIPANTS



21,065,750
POINTS



295
COMMUNITY EVENTS



1,842
PLEDGES SIGNED



Special Thanks to:

the Valley Baptist
LEGACY FOUNDATION™

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RIO GRANDE VALLEY: BUILDING EXCITEMENT AND HEALTH THROUGH COMMUNITY EVENTS

Within the Rio Grande Valley, hundreds of residents showed up to participate in numerous community events throughout the region - from Walks with the Mayor in Harlingen and McAllen to participant led events. It's Time Texas collaborated with local community organizations, like the Lower Rio Grande Valley Development Council, to drive excitement in these events.

The RGV region also kicked off the Community Challenge in January with a region unifying celebration and fitness event. The third annual RGV Fit Fest 5K & Mayors' Walk for Wellness is an all-ages event where residents of the region come together to build morale and get active. In a region fighting to discard negative perceptions about its health, more than a dozen mayors showed up to encourage their constituents to get moving together.



"We really think it's important for the Valley to come together, especially in a population that has a high rate of issues like diabetes, to become involved in events like this – to make it a yearly thing, a monthly thing, a weekly thing. Groups like ours, partner with organizations like It's Time Texas and the Lower Rio Grande Valley Development Council in holding events like this and bringing awareness to a healthy lifestyle. It's time to come out and get involved."

– Rosendo, Team Red, White & Blue



"Walking and running really helps you because it makes you more active. I think working on your health is important so that later in life you can have more fun. It's time Rio Grande Valley!" – Brandon



» Watch the highlights

2020



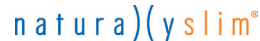
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THANK YOU TO OUR ALLIES AND PARTNERS

POWERED BY



IN-KIND SUPPORT FROM:



ABOUT IT'S TIME TEXAS

It's Time Texas is a 501(c)(3) nonprofit empowering Texans to lead healthier lives and build healthier communities. Every day, we work alongside Texans committed to improving health within their homes, schools, workplaces, and communities. Our goal is a Texas where everyone – no matter where they live, their age, race, or income – has the resources, support, and opportunities to prioritize health and live their best life. Through programs and partnerships built to advance health on multiple fronts, we are shifting behaviors, practices, and policies to make health core to what it means to be a Texan. Together, we are igniting the movement for a healthier Texas. Join us at itstimetexas.org.

SAVE THE DATE
THE IT'S TIME TEXAS COMMUNITY CHALLENGE
JANUARY 4 - FEBRUARY 28, 2021

ITSTIMETEXAS.ORG