

2021 Community Challenge:

Taking Action
to Support Health
for All





Activating Municipalities and Institutions to Prioritize Health and Well-Being for all Texans

The Community Challenge engages community leaders, educators and families to come together to embrace health as a shared value. This year **17,975 participants** and **331 communities** took part in the Challenge.



“Participating in the ITT Community Challenge over the last several years has really encouraged me to meet my health goals by keeping me accountable at least for the first two months of the year. It is a great way to get my new year kicked off to a healthy start and sets the habits early to hopefully maintain them throughout the year.”

-Raquel, CC participant



Congratulations to our 2021 Community and School District Winners!



Community Winners

Metro: San Antonio
Large: McAllen
Medium: Pharr
Small: Los Fresnos
Extra Small: Smithville

School District Winners

Metro: North East ISD
Large: Pharr-San Juan-Alamo ISD
Medium: McAllen ISD
Small: Los Fresnos CISD
Extra Small: Lancaster ISD

Employer Winners

Beef Loving Texans
C2 Global Professional Services
City of McAllen
City of Edinburg
AlexaHealthy



Inspiring Community Health, One Healthy Action at a Time

With new and familiar ways to participate, the 2021 Community Challenge offered safe and fun healthy avenues for participants to virtually connect, support, and mobilize friends and family around the healthy living competition.

“ ”

“The community of participants as a whole in the challenge has been amazing. It has helped Tasha and I grow closer and have a common goal.”

- Vicki, Team Sub-Challenge Participant, Team Romy & Michelle

1,946

Participants in the NEW Teams Sub-Challenge

13,870

Participants in School District Sub-Challenge

3,312

Participants in Employer Sub-Challenge



MOST ACTIVE PARTICIPANTS YET!



Participants averaged **38 healthy activities in 2021** vs. an average of 21 activities in 2020

221,499

healthy activities reported

- » **5,340** Dog Walks
- » **1,006** Commitments to Healthy Living Pledges
- » **45,533** Water Consumption Activities
- » **15,623** Workouts
- » **3,772** Mediations
- » **16,725** Healthy Breakfasts
- » **28,054** Healthy Snacks



“ ”

“This challenge has motivated me to celebrate the small things - enjoying a walk, achieving my water goal and watching what I eat.”

Tasha, Team Sub-challenge participant, Team Romy & Michelle

Commit, Connect, Compete



INTRODUCING THE COMMUNITY CHALLENGE APP



The heart of the Challenge remains building social connections and encouragement across Texas communities. This year It's Time Texas met, encouraged, and inspired participants across a variety of digital channels and in the new Community Challenge app.



Weekly discussion of healthy living tips and issues for our Instagram and Facebook audiences.

Performance Fact: Over the eight weeks of the Challenge, Motivation Monday viewership consistently grew.



The It's Time Texas Instagram hosted healthy living experts who gave insights on how they work healthy living into their every day.

Performance Fact: Highest performing IG post ever during one of ITT staff's IG takeover



Partnerships and social influencers on both Instagram and Facebook helped spread the word about the Community Challenge.

Spotlight: AlexaHealthy formed a team in the Employer sub-Challenge with 73 of her followers. They placed 5th!



“ ”

"quick and easy to post healthy activities"

LeeAnn, Garland ISD

“ ”

"Cool to see other people give each other high fives"

Liz, Garland ISD



The Rio Grande Valley Mobilizes Communities to Improve Health

In 2021, the RGV continued to embrace the Community Challenge and represent their communities and school districts with pride. Cities and school districts in the region dominated the podium for another year. Their communities and school districts are not only repeat winners, but also strong advocates for the region to spark healthy changes beyond the competition.

RGV participants made up 50% of all Challenge participants

Total Participants: **9,038**

Total Points: **15,921,100**

School Districts Represented: **23**

Healthy Activities: **104,951**

Active RGV Winning Streaks

Communities:

Large: McAllen (4th Year in a Row)

Medium: Pharr (1st year)

Small: Los Fresnos (3rd Year in a Row)

School Districts

Large: Pharr-San Juan-Alamo ISD (3rd Year in a Row)

Medium: McAllen ISD (1st year)

Small: Los Fresnos CISD (3rd Year in a Row)



RGV AREA PARTICIPANTS DOMINATED THE TOP 10 INDIVIDUAL POINT EARNERS:

Esperanza Q. from Pharr

Priscilla R. from Los Fresnos

Bertha P. from Los Fresnos

Maria G. from Los Fresnos

Amalia G. from Los Fresnos

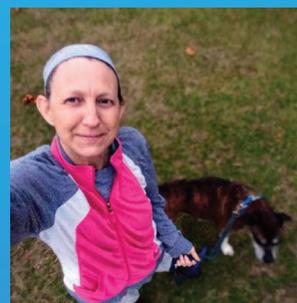
Karen T. from McAllen

Norma R from Los Fresnos

Joanna F. from Los Fresnos

Tania G. from McAllen

Rosalva B. from Pharr



“ITT and Community Challenge brings people together. It changes their lifestyle, encouraging you to watch what you eat as a community and within our family.”

Rosalva, CC Ambassador, RGV



Cross Sector Collaboration in McAllen

McAllen city officials worked with McAllen ISD to promote participating in the Community Challenge. The City of McAllen demonstrated that collaborating across different sectors leads to building a healthier community.

McAllen dominates the leaderboards:

- 1st place Large Community
- 1st place Medium School District
- 3rd Place Employer Sub-Challenge (City of McAllen employees)



McAllen's It's Time Texas Community Challenge PSA

229 views • Feb 2, 2021

7 likes 0 comments SHARE SAVE ...



"I especially enjoyed the app this year because I was able to see what other people were doing and I got some ideas from them! When I saw that people were meditating as part of staying healthy, I tried it and I really enjoyed it. So, the app this year was fantastic."

Karen, McAllen, Texas

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