

IT'S TIME TEXAS

COMMUNITY CHALLENGE

BUILDING A HEALTHIER TEXAS, TOGETHER

2023 Impact Report

Healthier Texans build stronger communities. Stronger communities create a healthier Texas. A healthier Texas is a better Texas. Making Texas healthier takes systemic change, led by a true champion, a **Health Champion!**

In 2023, the **It's Time Texas Community Challenge** – an eight-week, fun, friendly competition that provides access to health resources and encourages Texans to log daily healthy habits – created and equipped **5,651 Health Champions** across the state.



Each year, community members, educators, and civic leaders unite to become health champions, create healthier communities, and build a stronger Texas. In 2023, health champions inspired more Texans to eat healthier, stay hydrated, exercise more, and develop healthy habits!

200,000+ participants across 650+ Texas communities since 2012

2023 Community Challenge by the Numbers

 **22,874**
Participants

 **5,984,608**
Ounces of water consumed



98% of participant made progress toward or met their goals


 **4,745,827**
Minutes of Physical Activity

 **214,556**
Physical Activities Reported



68% of participants improved their general knowledge of health


 **239,113**
Healthy Meals Eaten


 **33,732**
Destinations Visited





98% of participants were confident in maintaining or improving their progress

2023 Community Challenge 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: Los Fresnos CISD
Small: Lancaster ISD
Extra Small: Smithville ISD

 **Employer Winners**
1st Place : Beef Loving Texans
2nd Place: City of Pharr
3rd Place: North East ISD

 **Individuals Winners**
Metro: Dennixsa Morales Leon
Large: Laura Cerda
Medium: Omahar Badillo
Small: Blanca Martinez
Extra Small: Alicia Gutierrez

“Whether it's enjoying group walks or taking advantage of the city's beautiful parks, it's the little actions that lead to transforming the health of the community.”

Commitment. Collaboration. Change.

MAKING A DIFFERENCE IN THE RIO GRANDE VALLEY

More than **40,000 Rio Grande Valley** residents are on their path to health and wellness. Why? They joined together with their family, neighbors, and their community to participate in the **It's Time Texas Community Challenge**! With a projected population increase – from 1.3 million to 2.4 million by 2045 – community leaders, elected officials and school administrators, play a vital role in championing the RGV's long-term health and well-being, creating a stronger community today and for generations to come.



Active RGV participation in Community Challenge since **2012**



11,328 RGV residents participated in the 2023 Community Challenge



In 2023, **5** Community Challenge winners were from the RGV

“We have seen a difference. We feel happier and healthier. We take an active approach to continue the trend of promoting a healthy lifestyle by leveraging Community Challenge as a resource to promote the overall welfare of our campus. Step by step, we have taken strides to change our bad habits into a healthy regimen.”

DiGabriel Cabrera, Garza Peña Elementary School Counselor

Join the movement & download the app

Download the mobile application available for Apple and Android

Log your healthy habits and destination check-ins

Access FREE health resources and earn points!

Registration opens in late October. Once open, download the It's Time Texas Community Challenge app to register or register online at the link below.



“Community Challenge has helped motivate many PSJA employees and community members to improve their quality of life and functioning. When stress and anxiety levels are high, participation in regular physical activity has been shown to boost the immune system and help improve the body's ability to fight off infection.”

Sulema Solis, Pharr-San Juan-Alamo ISD Health Services Director

Become a health champion today. Kick off the New Year with a Texas-sized challenge!

SUBMIT THE PARTNER PLEDGE TODAY!
ITTCommunityChallenge.com

We're social | @itstimetexas



Save the date
1.8.24
Community Challenge
2024

Questions ?

Program Partnership Opportunities: Sam Gervace | sam@itstimetexas.org
Sponsorship Opportunities: Nathaniel Aranda | nathaniel@itstimetexas.org