



2025
**Community
Proclamation**
TOOLKIT

[TXCOMMUNITYCHALLENGE.ORG](https://txcommunitychallenge.org)

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ABOUT US

Healthier Texas is a statewide nonprofit working to bring people, organizations and communities together to build a healthier Texas for ALL Texans with generational impact.

Community Challenge is an 8-week competition to log hydration, exercise, and nutritious meals.





COMMUNITY CHALLENGE

POWERED BY HEALTHIER TEXAS

Thank You for Your Support as We Gear Up for The Community Challenge!

I want to take a moment to express my gratitude for your incredible support as we prepare for this year's Community Challenge. As the Program Manager, I am truly excited to have Texans like you who share our passion for building a Healthier Texas for all.

This year, our goal is ambitious but achievable—with your help, we're aiming to engage 20,000 participants across Texas! Together, we can inspire people to make healthier choices, encourage their communities, and live healthier lives. Your involvement plays a key role in making this a reality. With your energy and commitment, we know we can create a positive and lasting impact on individuals, families, and communities for generations to come.

Thank you for being such a valued part of this journey. We look forward to working alongside you as we make this the most successful Community Challenge yet! Together, we'll reach new heights and make wellness a priority for everyone. Together, we thrive!

Ricardo Parra

Program Manager, The Community Challenge



Connect with us

[TXCOMMUNITYCHALLENGE.ORG](https://www.txcommunitychallenge.org)

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Guide on Proclamation Requests in Texas



Research City Guidelines and Requirements

- ▶ Visit the official city website to check for proclamation submission guidelines and take note of any specific requirements, deadlines, or preferred formats.
- ▶ Identify the department or office responsible for proclamation requests (usually the City Secretary's Office or Mayor's Office).



Prepare a Proclamation Draft

- ▶ Use the templates provided to write a draft of the proclamation



Include Supporting Information

- ▶ Attach any relevant information or supporting documents (e.g., event flyers, organization details, statistics).
- ▶ Provide a brief explanation of why the proclamation is important for the city and its citizens.



Submit the Request Form

- ▶ Complete the city's proclamation request form, if applicable.
- ▶ Include your contact details, organization information, and the proposed date of the proclamation.



Submit the Request Before the Deadline

- ▶ Proclamation requests may require submission several weeks or even months in advance, so check the city's guidelines for specific deadlines and plan accordingly.



Follow Up

- ▶ After submission, follow up with the appropriate city office to ensure your request was received and to inquire about the approval process.
- ▶ Update Healthier Texas on the status of your requests, or if you need any support.



Attend the Proclamation Ceremony (if applicable)

- ▶ Many cities present proclamations at city council meetings or special events. If your proclamation is approved, be prepared to attend and possibly make a brief statement.
- ▶ Let our staff know! We would love to attend the ceremony and recognize you and your community!



Share the Proclamation

- ▶ Once the proclamation is granted, use social media to share it and tag the Community Challenge!



CITY GOVERNMENT PROCLAMATION TEXT TEMPLATE 1

WHEREAS, [City Name] is dedicated to fostering the health and well-being of every individual in our community; and

WHEREAS, a healthier Texas is built through the commitment and action of its citizens, taking small, meaningful steps every day; and

WHEREAS, individuals who prioritize their health contribute to the vitality of their communities, and vibrant communities lay the groundwork for a thriving Texas; and

WHEREAS, the 13th Annual Healthier Texas Community Challenge offers a unique opportunity for over 25,000 Texans to unite in the pursuit of improved health through simple lifestyle changes; and

WHEREAS, research shows that it takes an average of 60 days for new habits to become ingrained; and

WHEREAS, the Community Challenge not only promotes healthy habits but also fosters greater individual and community engagement; and

WHEREAS, by increasing community participation, we empower more residents to prioritize their health and well-being; and

WHEREAS, together, we can cultivate a healthier Texas, commencing with the Healthier Texas Community Challenge 2025.

NOW, THEREFORE, I, [Proclaimer Name], do hereby proclaim January 13, 2025, as **“Healthier Texas Communities Day”** in the City of [City Name], and encourage all citizens to participate in the Healthier Texas Community Challenge, running from January 13, 2025, to March 9, 2025. This challenge serves as a vital platform for our community to come together in promoting health, advancing health equity, and developing Health Champions who will motivate those around them to lead healthier, longer lives. Every Texan, regardless of their location, deserves access to essential health resources, because the journey to health begins here. PROCLAIMED this ___ day of January 2025.

CITY GOVERNMENT PROCLAMATION TEXT TEMPLATE 2

WHEREAS, [CITY NAME] is committed to promoting the health and well-being of all its citizens; and

WHEREAS, the path towards a healthier Texas, begins one step at a time though every day Texans; and

WHEREAS, Healthier Texans build stronger communities, and stronger communities create a healthier Texas, a healthier Texas is a better Texas.; and

WHEREAS, the 13th Annual eight-week Community Challenge, hosted by Healthier Texas, is an opportunity to join and encourage more than 25,000 fellow Texans to take simple actions to improve their health; and

WHEREAS, various researchers have concluded that on average, it takes 2 months before a new behavior becomes solidified; and

WHEREAS, the Community Challenge encourages and rewards healthy habits leading to enhanced individual participation and community involvement; and

WHEREAS, increased community involvement will encourage more of our community to get involved and prioritize their health and well-being; and

WHEREAS, together we will build a healthier Texas, starting with the Healthier Texas Community Challenge 2025.

NOW, THEREFORE, I, [Proclaimer Name] do hereby proclaim **January 13th, 2025**, as: **“Healthier Texas Communities Day”** in the City of [CITY NAME], and urge the community to participate in the Healthier Texas Community Challenge, which begins January 13, 2025 and continues until March 9, 2025. The Community Challenge is an opportunity to join as a community and build a healthier state, increase health equity, and create Health Champions that will inspire those around them to lead healthier, longer lives. Healthier Texas believes that every Texan, regardless of zip code, deserves access to health tools, because health starts here.

PROCLAIMED this ___ day of January 2025.

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PROVEN STRATEGIES for Community Challenge - SUCCESS -



Set Clear Participation Goals

Example: Set a target for how many people within your organization will participate and how many points they aim to log during the challenge (e.g., “Our goal is to have 100 participants and 20,000 points by the end of the challenge.”).

Why It Works: Clear goals create a sense of purpose and accountability, motivating people to stay engaged.



Appoint Wellness Ambassadors

Example: Designate a few enthusiastic staff members as “Wellness Ambassadors” to promote the challenge, answer questions, and encourage others to participate. They can send reminders, organize group activities, and lead by example.

Why It Works: Ambassadors help keep the challenge visible and can address any barriers to participation.



Create an Internal Team Challenge

Example: Organize internal competitions between departments, teams, or branches. Offer prizes for the team that logs the most healthy habits (e.g., “The winning department gets a wellness day or gift cards”).

Why It Works: Friendly competition can increase engagement and make it fun for participants.



Host Weekly Group Activities

Example: Hold a weekly walking group, yoga class, or virtual fitness break. Participants can log their activities for extra points.

Why It Works: Providing group activities builds a sense of community, keeps participants motivated, and offers structured opportunities to log healthy habits.



Create an In-House Wellness Leaderboard

Example: Set up a friendly competition among employees by tracking Community Challenge points and displaying them on a visible leaderboard.

Why It Works: A little friendly competition can motivate employees to stay active and engaged, while also building camaraderie.



Leverage Internal Communication Channels

Example: Use your organization's email newsletters, Slack channels, intranet, or bulletin boards to provide ongoing updates, success stories, and tips for earning more points. Highlight milestones (e.g., “We've logged 5,000 points this week!”).

Why It Works: Regular communication keeps the challenge top-of-mind and encourages sustained participation.





Incorporate Wellness into Daily Routines

Example: Encourage staff to incorporate small wellness breaks into their workday, like standing meetings, stretching breaks, or walking meetings, and remind them to log these activities in the Community Challenge app.

Why It Works: Making wellness part of the routine normalizes healthy behaviors and makes it easier to log activities regularly.



Offer Virtual Participation Options

Example: For remote workers or geographically dispersed teams, organize virtual challenges like step-count competitions using fitness trackers, virtual group workouts, or online nutrition workshops.

Why It Works: Virtual options make it easier for everyone to participate, regardless of location, and create a sense of inclusivity.



Celebrate Progress Publicly

Example: Publicly celebrate weekly or milestone achievements on social media, newsletters, or during meetings. Share stories of how participants are benefiting from the challenge (e.g., "John from HR reached his goal of attending 10 Stronger Texas Classes this month!").

Why It Works: Public recognition fosters a sense of achievement and motivates others to stay active in the challenge.



Track and Share Data on Progress

Example: Use data from the Community Challenge app to show overall progress, including how many points have been earned and how many participants have been active. Share this data regularly with the organization.

Why It Works: Data transparency builds excitement, helps people see the collective impact, and encourages those who haven't yet participated to join in.



Provide Incentives for Participation

Example: Offer small incentives like gift cards, fitness gear, or extra time off for those who log the most points, hit specific fitness goals, or participate consistently throughout the Community Challenge.

Why It Works: Incentives provide an extra layer of motivation for participants to stay engaged and hit their goals.



Host a Challenge Kick-Off and Closing Event

Example: Start the challenge with a fun kick-off event, such as a group walk, health fair, or lunch-and-learn about wellness. Close the challenge with a celebration event where top performers or teams are recognized.

Why It Works: Kick-off events build initial excitement, while closing events provide a sense of closure and accomplishment, fostering long-term commitment to wellness.



Incorporate the Challenge into Existing Wellness Programs

Example: If your organization already has a wellness program or initiative, tie the Community Challenge into it. For example, use existing fitness programs or health initiatives to help participants log points.

Why It Works: Integrating the challenge into established programs builds on existing participation and reinforces long-term wellness habits.





 **COMMUNITY
CHALLENGE**
POWERED BY **HEALTHIER TEXAS**

CONTACT US

@HealthierTX



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