

13th
ANNUAL



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

 TXCOMMUNITYCHALLENGE.ORG

Stronger Together:
*Harnessing the Power of Healthier
Texas Community Challenge*

AND JUSTICE FOR ALL

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mail:

U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or

fax:

(833) 256-1665 or (202) 690-7442;

email:

program.intake@usda.gov.

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HEALTHIER TEXAS

About Us

Healthier Texas is a statewide nonprofit dedicated to reducing preventable diseases and ensuring essential health resources are available to all Texans. With a focus on advancing health access, the organization addresses social and economic barriers that impact wellness, fostering healthier communities through innovative programs, strategic partnerships, and impactful advocacy.

Mission

To save lives, while reducing the incidence of preventable disease and increasing access to health for all Texans.

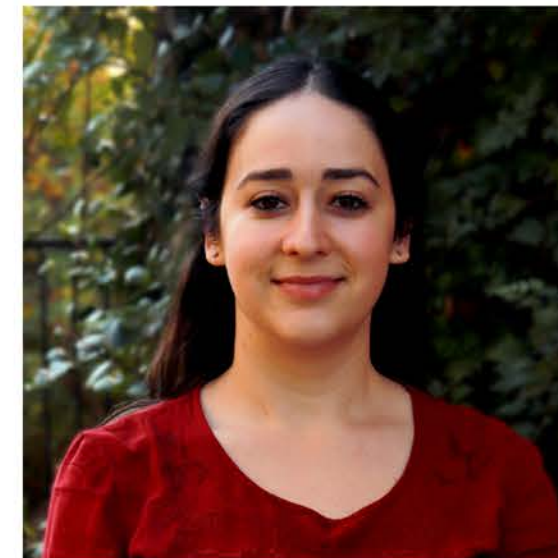
Community Challenge Team



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Outcomes

- 1** Participants will learn to confidently navigate the Community Challenge app.
- 2** Leaders will gain strategies to effectively engage participants, and participants will learn how to activate their community.
- 3** Attendees will learn how to access and use available resources.
- 4** Attendees will understand the 2025 Community Challenge and its updates.

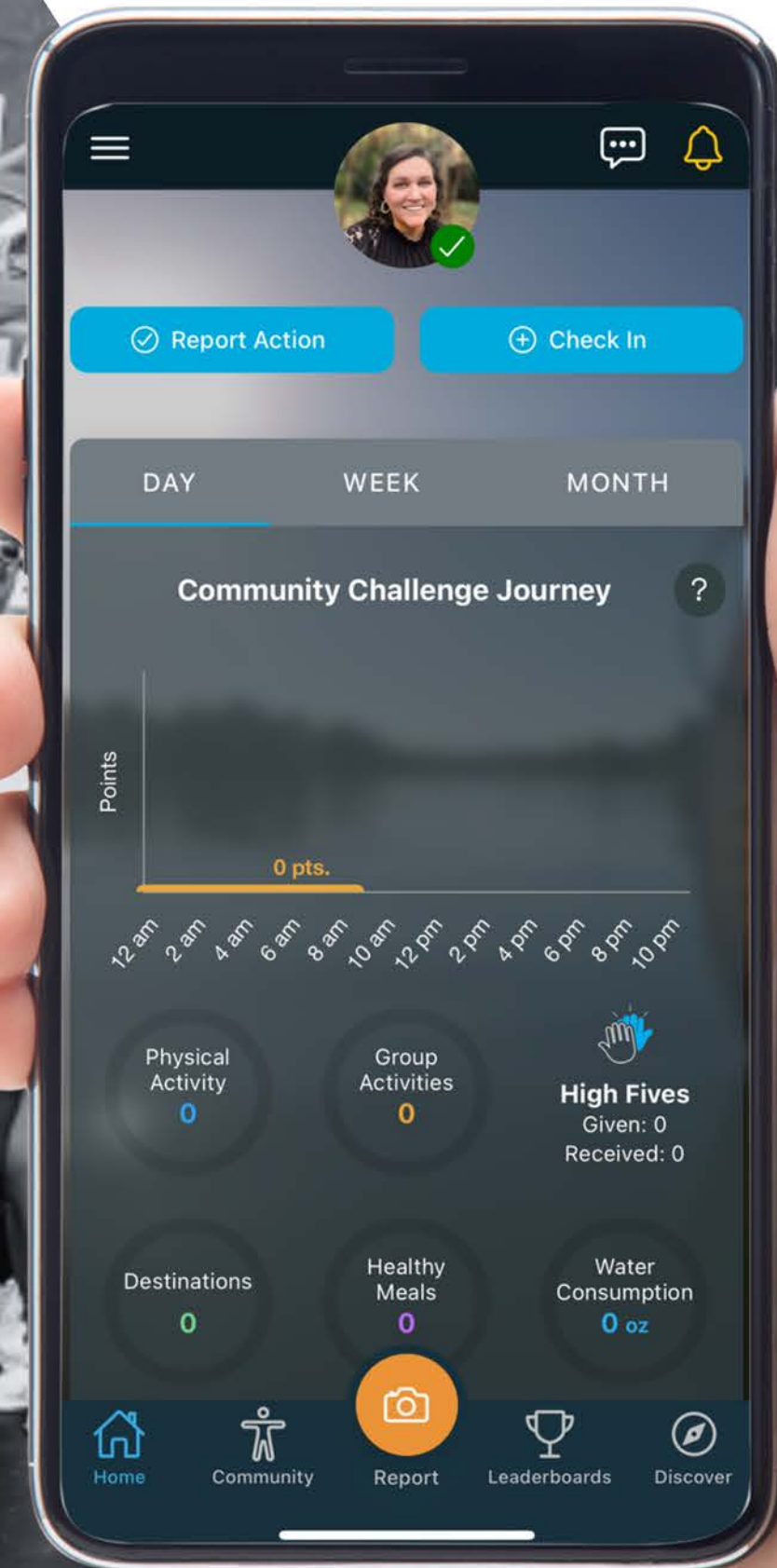


COMMUNITY CHALLENGE

POWERED BY HEALTHIER TEXAS

- ▶ **8-week health and wellness challenge promoting healthy habits and positive behavior change.**
- ▶ **Designed to inspire collaboration and create a culture of wellness within communities across the state.**
- ▶ **Empowers individuals, organizations, and communities to take actionable steps toward better health.**

txcommunitychallenge.org



Benefits of Participation

*What I liked most about the Community Challenge is that it **helped me in making time for my health & myself.***

*Also, **seeing and encouraging others** to do the same.*

2024 Community Challenge Participant



For Individuals

Improved health, motivation, and a sense of accomplishment.



For Organizations

Enhanced morale, productivity, and community presence.



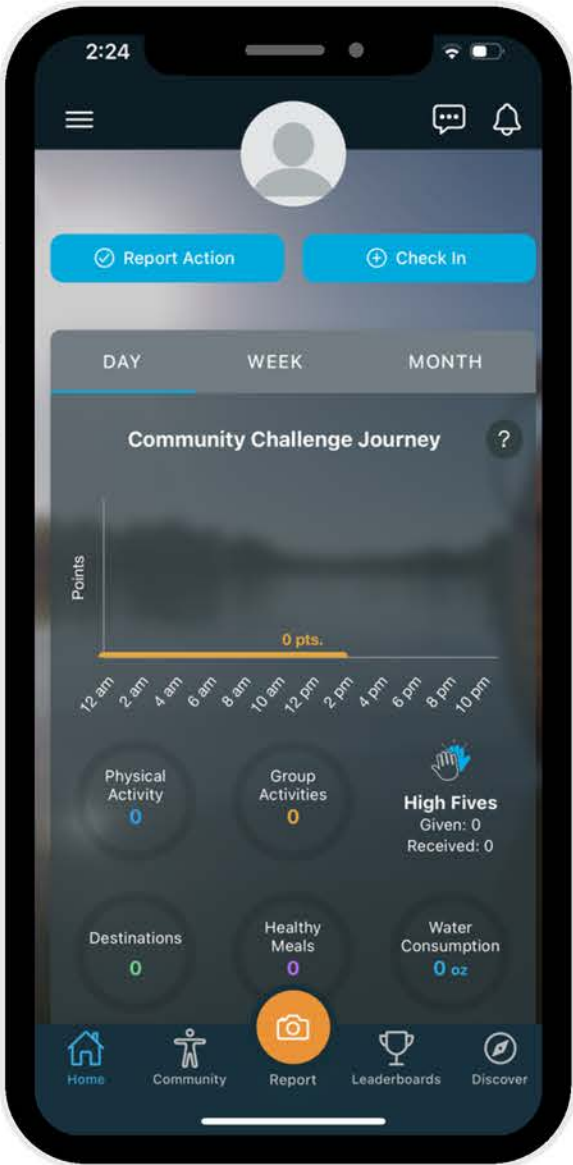
For Communities

Strengthened connections and healthier populations.

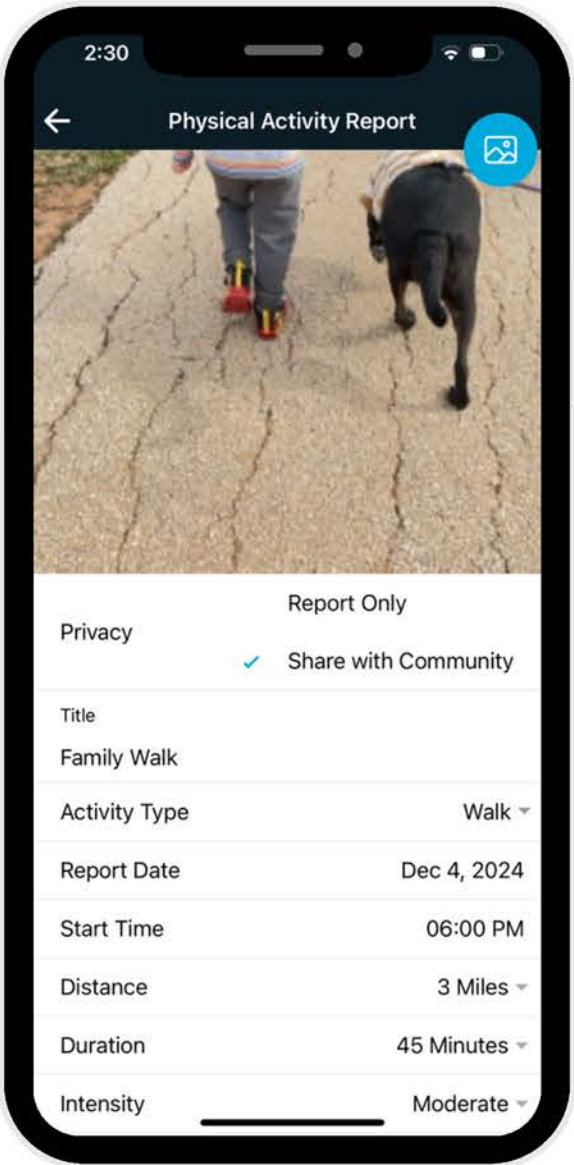
The App in Action



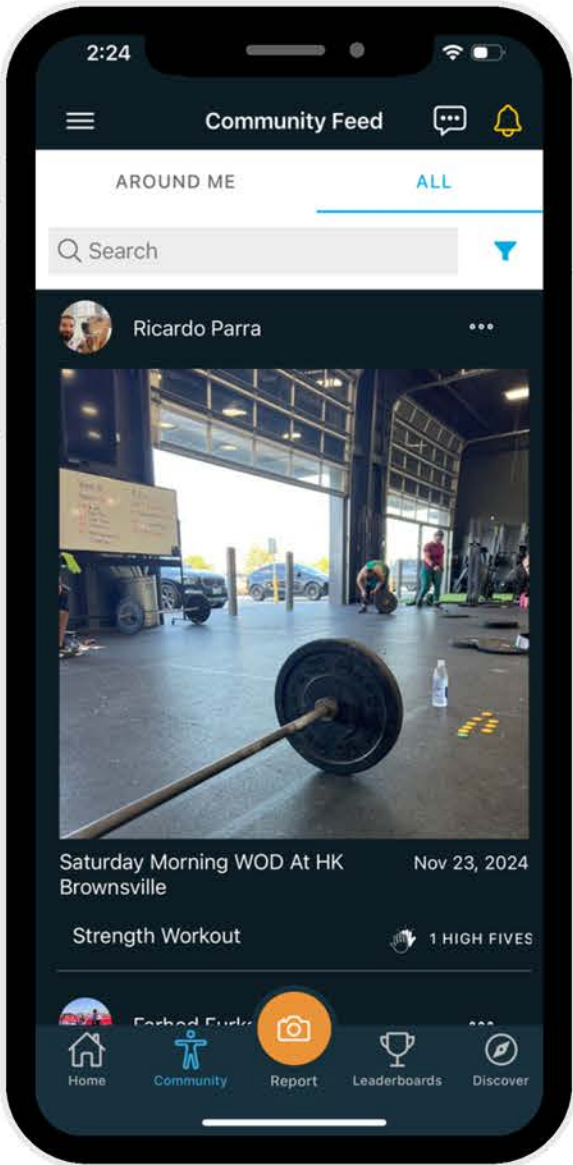
Home



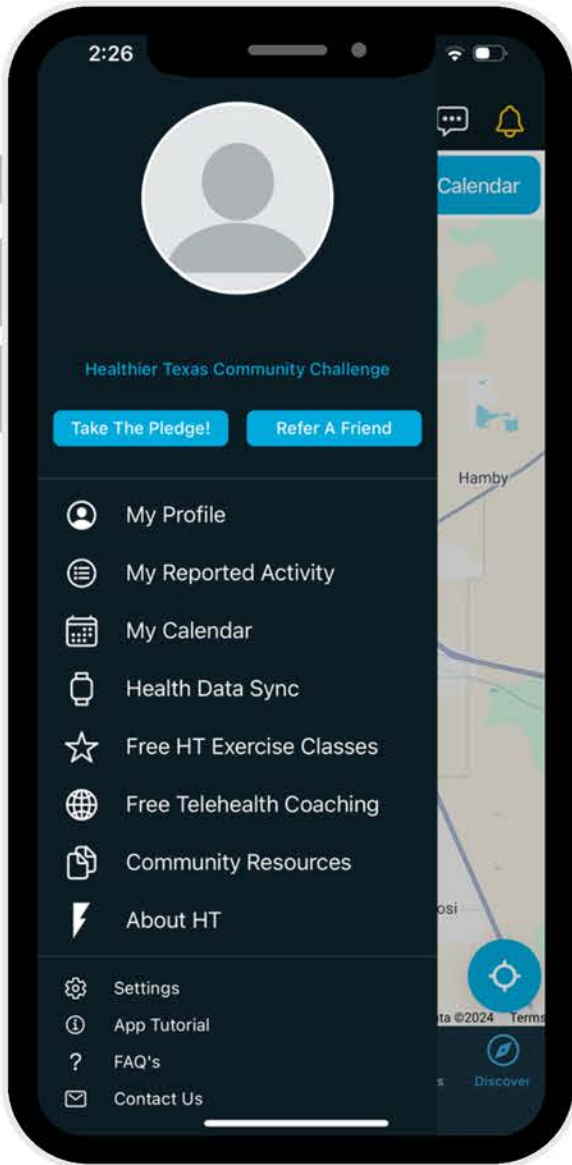
Report



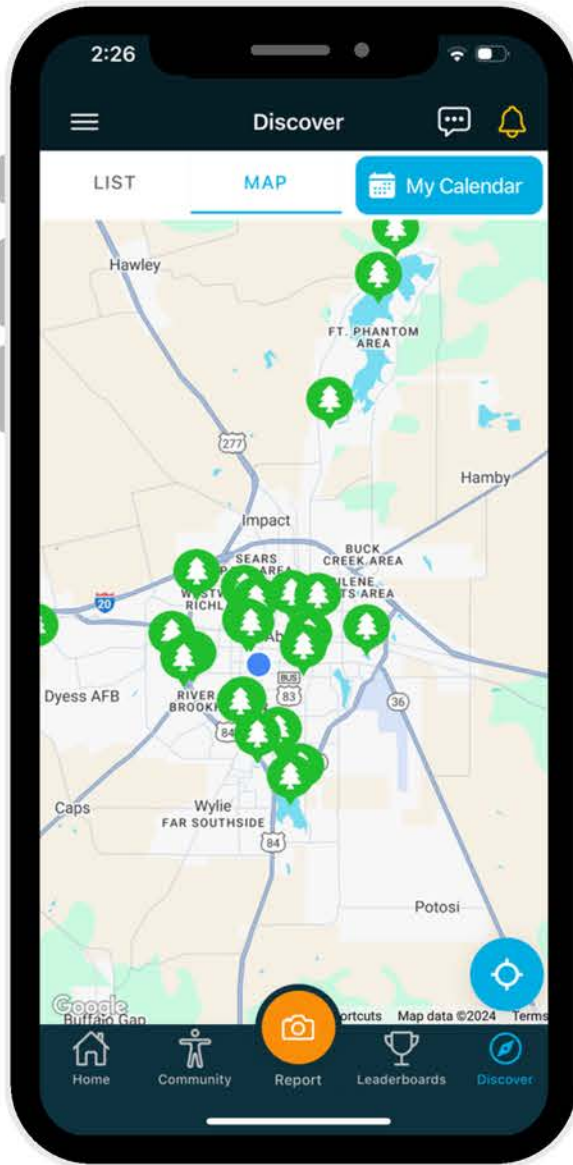
Community



Resources



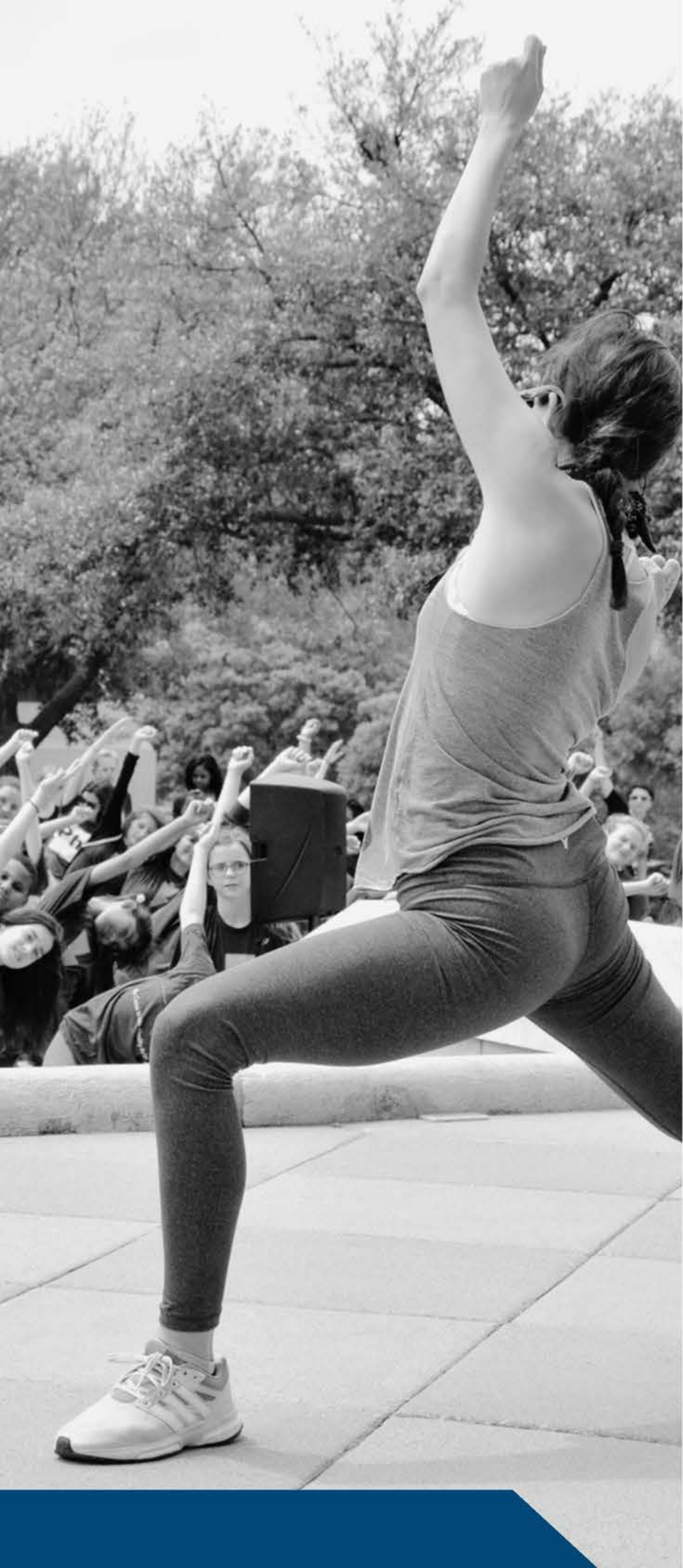
Discover





How Points Work:

Your Path to Success



Participant Points

Individual Participant Points Framework

Early Registration: 500 points if registered before January 13th.

Activation: 1,000 points for logging the first healthy action.

Health Champion Pledge: 1,000 points

Surveys: 2,000 total points

Pre-survey, Post-survey, Marketing: 500 points each

Bonus for completing both pre & post: 500 points

In-App Referrals: 500 points per activated referral account

Daily Actions: 50 points per action, up to 15 actions per day

Badges: 24 badges available, 39,000 total points

Webinar Attendance: 250 points per webinar



Partner Points

Partner Organization Points Framework

Partner Pledge: 5,000 points Community

Leader Pledge: 5,000 points per leader

School Leader:

1 Superintendent per District
1 Principal per School

Civic Leader:

1 Mayor per Community
1 per City Council Member

Registration Events: 5,000 points per event

(max 10 events; 10+ attendees required, photos submitted)

Community Leader Video: 5,000 points per submission



Resources

Support Along the Way

Challenge Chats

- ▶ Live weekly webinars hosted by our team of health coaches
- ▶ Every Monday at noon during Challenge
- ▶ Receive 250 points per webinar attended

Week 1: Nutrition 101 - *January 13th*

Week 2: Move Well, Live Well: The Power of Physical Activity - *January 20th*

Week 3: No Limits: Overcoming Barriers to Stay Active - *January 27th*

Week 4: Beyond the Label: Smarter Eating Made Simple - *February 3rd*

Week 5: Plan, Shop, Succeed - *February 10th*

Week 6: Color Your Plate: Adding Variety to Your Diet - *February 17th*

Week 7: Eating for Health - *February 24th*

Week 8: Active for Life: Goal Setting for Lasting Health - *March 3rd*



Stronger Texas

- ▶ Free Fitness & Nutrition Classes
- ▶ Special Themed Sessions
- ▶ Virtual and Bilingual

Class formats:

**Cardio & Strength | Kickboxing
MixxedFit | Yoga | Zumba | Pilates**



Badges

Badges motivate participants by recognizing milestones and rewarding consistent effort. They encourage ongoing engagement, celebrate progress, and foster a sense of achievement throughout the Community Challenge.

Gold badges pictured below, but bronze, silver, and gold badges are available for each category.



Menu Manager
Log Healthy Meals



Aqua Ace
Oz. of Water



Nutrition Master
Log Healthy Meals



Hydration Hero
Log Healthy Meals



Active Traveler
Miles of Physical Activity



Inspiration Icon
High-fives received



Endurance Achiever
Minutes of Physical Activity



Cheer Champion
High-fives Given





Social Media @healthiertyx

Follow us on social media and explore our weekly blogs for tips, inspiration, and updates throughout the Community Challenge. These platforms offer quick, shareable content to keep you motivated and engaged. Don't forget to tag us so you can be featured!



Email Updates

Receive exclusive insights, announcements, and resources directly to your inbox. These updates ensure you have the tools and information needed to stay on track and make the most of your Challenge experience.

Enhance Your Experience

- ▶ **Partner:** Organizations or businesses that commit to supporting the Challenge at a larger scale by engaging their community or workforce, using resources to promote and encourage participation.
- ▶ **Ambassador:** Individuals passionate about promoting the Challenge in their community, sharing resources, and motivating others to participate, often through social media or local events.
- ▶ **Leader:** Community leaders, such as elected officials or influencers, who publicly commit to advocating for health and wellness, leading by example and encouraging others to take action.
- ▶ **Health Champion:** Individuals who personally commit to their own health journey, setting goals and inspiring others to adopt healthy behaviors within their networks.





FAQ

- ▶ Who can join the Community Challenge?
- ▶ When is the last day to register for the Community Challenge?
- ▶ What happens if I miss a few days of logging my habits?



Questions?

Let's go!!

#CommunityChallenge2025

Thank You

CONTACT US

@HealthierTX



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