

Working on Wellness (WOW) Hidalgo County



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Obesity Prevalence and Prevention Strategies

- Over 40% of Hidalgo County residents estimated to be 'obese' with future statistics expected to rise.



Working on Wellness (WOW)

- Build Partnerships
- Data/assessment driven
- Identify assets/in kind
- Feasible
- Sustainable efforts
- Measurable/documentated
- Overall result is an increase in community wide practices that promote and support healthy behaviors and robust environments





Background

- CDC Grant awarded to Texas A&M AgriLife Extension and Texas A&M Health Science Center School of Public Health
- Secondary data analysis
- Listening Sessions
- Initial Food Store and Physical Activity Assessments

Strategies to Accomplish Key Grant Objectives

- WOW Grant outcomes include increasing knowledge among coalition members, community residents, and spreading awareness
- Increase access to opportunities for physical activity
- Increase access to fresh fruits and vegetables



Unified Approach to Develop Lasting Changes

- WOW brings together community partners to leverage their expertise and strong relationships with local officials, community leaders, and residents, to improve access to healthy food and physical activity.
- This shared community approach enables the community to strengthen and to support changes in environment to improve access to healthy food and physical activity.



The Need for Strong Coalition Formation

- Coalition should aim to for small victories that snowball into big impactful changes
- Identify assets/in-kind
- Create and build new networks
- Project outcomes are enhanced and sustainable changes are made possible





San Carlos Mercado



Coalition Activities

- Weslaco, San Carlos and South McAllen all have farmer's markets in their priorities and needs
- Strickly Organic not a priority in some areas

Opportunities for You

- THE NEED AND WANT IS THERE!
- VENDORS NEEDED!
- SAN CARLOS MARKET THURSDAY, SEPTEMBER 22 @ SAN CARLOS COMMUNITY CENTER 4-6 PM
- THE MARKET AT WESLACO RETURNS! THURSDAY, OCTOBER 6 @ BOBBY LACKEY STADIUM 6-8 PM

UPCOMING MARKETS

Cuarto Jueves del Mes ~4:00-6:00 p.m.

**El Mercado
Comunitario de
San Carlos**

Todos son Bienvenidos!

Los Vendedores son Bienvenidos!

Rifa de premios!

Actividades para los niños!


Demonstración de alimentos saludables!

**VENTA DE VEGETALES
FRESCOS COSECHADOS
LOCALMENTE**

 San Carlos Community Center
230 N. 86th Street
Edinburg, Texas 78542



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 **BUY LOCAL**

**The Market
at Weslaco
Returns!**

**Thursday
October 6
6PM-8PM**

**Bobby Lackey Stadium
NW Parking Lot
784 Westgate Dr.
Weslaco, Texas 78596**

PosterMyWall.com



THANK YOU

ANY QUESTIONS?

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