Working on Wellness (WOW) Hidalgo County







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/documented
- 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

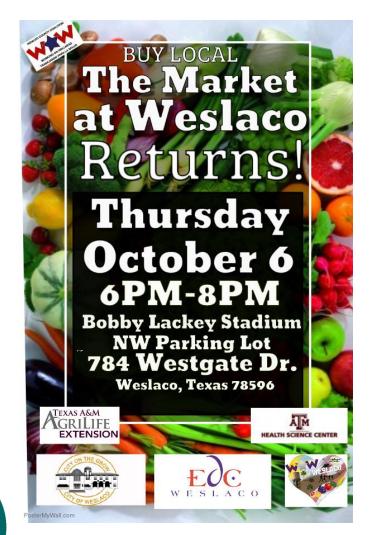
- Weslaco, San Carlos and South McAllen all have farmer's markets in their priorities and needs
- Strickly Organic not a priority in some areas

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







THANK YOU

ANY QUESTIONS?

Andrea Valdez
County Extension Agent
Texas A&M Agrilife Extension Service- Hidalgo County
956-383-1026
Andrea.valdez@ag.tamu.edu