



MWV Statewide Training Cohort - Walk Across Texas!

Mike Lopez
Family & Community Health Unit
Extension Program Specialist
979-845-6631
MLLopez@ag.tamu.edu
@TxExtMLL

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Session Overview

- Quick Review / Context
- Understand and define the distinct versions of *Walk Across Texas! (WAT!)*
- Describe tasks to successfully implement *WAT!*
- Identify best practices for MWV promotion of *WAT!*
- Know where to go to learn more!



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Quick Review / Context

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Texas...

Ranks **10th** as the state with the highest adult obesity rates

Ranks **5th** as the state with the highest high school student obesity rates

Ranks **11th** (Diabetes) and **23rd** (Hypertension) in obesity-related health issues

Ranks **17th** as the most physically inactive state

Trust for America's Health and Robert Wood Johnson Foundation (2019). *The State of Obesity: Obesity Rates and Trends*. <https://stateofobesity.org/> (accessed December 2019).

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Quick Review...

We know we **should** be physically active...

▼ Wide majority of Americans acknowledge they should walk more:



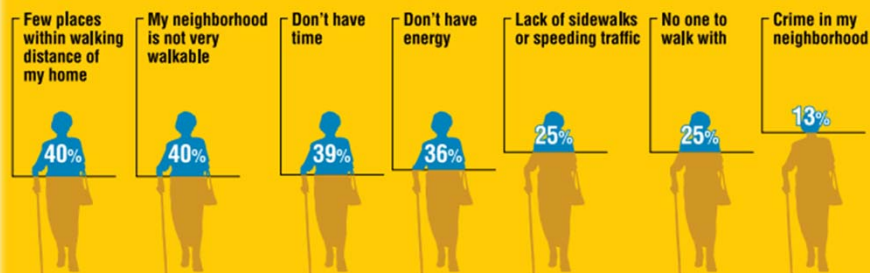
http://everybodywalk.org/media_assets/WalkingAsAWayOfLife1_Final.pdf

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Quick Review...

We know we **should** be physically active...most of us are **not**...

▼ Why Americans don't walk more:

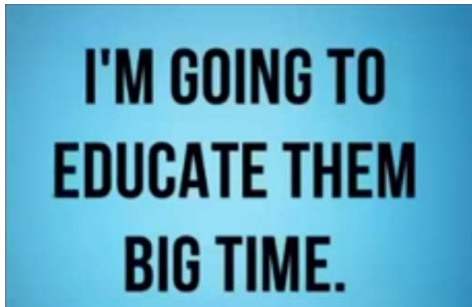


http://everybodywalk.org/media_assets/WalkingAsAWayOfLife1_Final.pdf

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Quick Review...

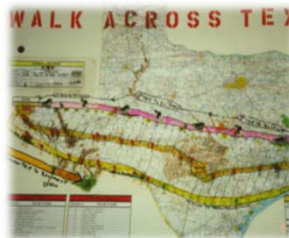
We know we **should** be physically active...most of us are **not**...
Simply telling people to **be active** doesn't *generally* work...



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So what does work?

- Positive PA outcomes in programs that include:
 - Self-monitoring
 - Goal setting
 - Modeling
 - Social Support
 - Providing Educational Content
 - Repeated Contacts
 - Regularly Updated Websites
 - Social Media Applications



Vandelandotte et al, 2014

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Walk Across Texas! Works Too!!

Study: Walk Across Texas! found to help adults increase and maintain physical activity

DECEMBER 11, 2019



Research article | [Open Access](#) | [Open Peer Review](#) | Published: 28 November 2019

Evaluation of Walk Across Texas! – a web-based community physical activity program

Mack D. Faries  Michael L. Lopez, Ethan Faries, Kristen Keenan & Stephen D. Green

BMC Public Health 19, Article number: 1588 (2019) | [Cite this article](#)

381 Accesses

Abstract

Background

In response to the chronic disease burden, web- and community-based programs have the potential to address targeted behaviors, such as physical activity (PA), using a novel approach with large audiences. The purpose of this study was to preliminarily evaluate an established team centered, web-based community PA program in Texas.

Press Release: <https://fch.tamu.edu/helping-adults-increase-maintain-activity/>

Study Link: <https://bmcpublihealth.biomedcentral.com/articles/10.1186/s12889-019-7918-3>

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Walk Across Texas!

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Walk Across Texas! Overview

Extension's Goal: "Help people of all ages and abilities to establish the habit of regular physical activity"



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Walk Across Texas!

Program Goal: Each team will walk (log miles) across Texas = **832 MILES!**



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Walk Across Texas! Adult

- Eight-week program
- 832-mile goal
- Mileage entry: individual / daily
- Each team member must register and join team
- Each Adult team may have **up to 8 team members**



WALK ACROSS TEXAS! : ADULT

Walk Across Texas! Adult is an eight-week program designed to help Texans establish the habit of regular physical activity. Each adult team may include up to 8 team members, all working together to reach the 832-mile goal.

Ready to take on the challenge? Grab your friends, family, co-workers and let's get started by registering below.

[View Tutorial Videos >>](#)

[Login](#)

[Register](#)

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Walk Across Texas! Youth

- Eight-week program
- 832-mile goal
- Mileage Entry: weekly / team
- Unlimited number of youth participants per team
- Adult teams can compete against youth teams
 - Same system, unlimited number of adult participants



WALK ACROSS TEXAS! : YOUTH

Walk Across Texas! Youth is an eight-week program designed to help our youngest Texans establish the habit of regular physical activity using a fun and motivating team approach. Each team may include an unlimited number of youth participants, all working together towards the goal of 832 miles.

We recommend WAT! Youth for schools, after-school clubs, 4-H clubs, and much more! Adult staff and teachers can also create adult teams to compete against the youth. To learn more and register, click below.

[View Tutorial Videos >>](#)

[Login](#)

[Register](#)

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Website Update

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Program Resources for Participants: <https://walkacrosstexas.org/>

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The screenshot displays the 'HOWDY HEALTH PROGRAMS' website. The header includes the 'HOWDY HEALTH' logo, navigation links (Programs, Help Desk, Tutorials, Register, Login), and the 'TEXAS A&M AGRILIFE EXTENSION' logo. The main content area features two program sections: 'WALK ACROSS TEXAS! : YOUTH' and 'WALK ACROSS TEXAS! : ADULT'. Each section includes a description of the 832-mile challenge, a 'View Tutorial Videos >>' link, and 'Login' and 'Register' buttons. A right-hand sidebar shows a user profile for 'Howdy Michael Lopez' with a 'WELCOME!' message and a notice about the system transition as of September 1st, directing new users to register and existing users to log in via a 'HERE' link. The browser address bar shows 'howdyhealth.org'.

Program Implementation: <https://howdyhealth.org/programs/>

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Getting Started – Major Tasks of a MWV

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Major *Potential* MWV Tasks

1. Identify your role
2. Select resources
3. Promote WAT! / Motivation / Communication
4. Organize Events and Incentives

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Identify Your Role – Agent Support

- Your primary role would be to support your local Agent with implementation
- Includes, but not limited to:
 - Co-meet with person(s) / group(s) that will be participating in the program
 - Assist with website navigation / basic program questions
 - Help direct and locate program materials
 - Tutorial videos / screenshots
 - Registration tips / support
 - Help with events, marketing, promotion or another specific task!

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Identify Your Role – Leading Implementation

- Your primary role would be to provide leadership of the program locally!
- Includes, but not limited to:
 - Establish WAT! Task Force / Committee
 - Meet with person(s) / group(s) that will participate in the program
 - Assist with website navigation / basic program questions
 - Prepare program materials
 - Help direct and locate program materials
 - Tutorial videos / screenshots
 - Registration tips / support
 - Lead events, marketing, promotion, etc.!

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Select Resources

Adult audience

- Community wide
- County Employees
- Worksites
- HOA's / Apartments
- Friends and Family
- Schools – Teachers / Staff



Training & Participation Materials

- Tutorial Videos
- Registration Guide

Marketing

- Media Resources
- Press Releases

Wrap Up & Awards

- Certificates



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[View Tutorial Videos >>](#)

[Login](#)

[Register](#)

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Select Resources

Youth audience

- Schools
- After School Clubs / Programs
- 4-H Clubs



Training & Participation Materials

- Tutorial Videos
- Registration Guide

Marketing

- Media Resources

WAT! Activities

- Teacher Lesson Plans
- Parent Newsletters

Wrap Up & Awards

- Certificates



WALK ACROSS TEXAS! : YOUTH

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Motivating Participants!!

Regular communication with site coordinator or participants

- Weekly report updates
- Parent newsletters
- Evidence-based resources or publications
- Dinner Tonight! Videos or other Extension Programs

Events

- Assemblies
- Family 'Nights' – Fitness, Museum, Game, Dance...
- Field Days / Fairs
- Virtual Tours
- 5K or Fun Run / Walk – Bubble, Glow, Zombie, Superhero...
- Weekly walking groups



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Event Planning Guide

Pre-Event Planning

- ◊ Recruit / Invite Planning Committee (PC) Members
- ◊ Set roles and responsibilities

4-6 Month Prior to Event

- ◊ Set Date and Time of Event
- ◊ Select Venue (Review Venue Check-list)
 - ◊ Submit venue contract for approval/signature
- ◊ Secure Venue – Deposit (if applicable)
- ◊ Prepare Budget
- ◊ Permits/Liability Insurance (if applicable)
- ◊ Make list of media & potential corporate sponsors (if applicable)
- ◊ Start/Obtain In-kind Donations (water, food, volunteers, etc.)
- ◊ Draw tentative Site Plan
- ◊ Assign Duties (Legal/Logistics, Sponsorship/Donation, Marketing/PR, Budget)
- ◊ Plan for Plan B (Inclement weather)
- ◊ Create/Obtain Forms for Sponsors & Exhibitors (if applicable)
- ◊ Create/Print Promotional items, Save-the-Date promotions & Event Flyer
- ◊ Create/Print Promotional items, Save-the-Date promotions & Event Flyer
- ◊ Begin Sponsorship requests

Marketing & Media Guide

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Hosting Events

Plan special events that will get media attention and get participants excited about the program

Activities

- Determine what type of event(s) to host
- Select Dates and Locations
- Create Agendas / Activities



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Types of Activities

- Walking the “first mile”
- Pedestrian & Bicycle safety
- Demonstration of warm up stretches
- Zumba / Yoga / Tai Chi
- Have local merchants & businesses have stations
- Celebrate local culture or activities



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Incentives and Door Prizes

Attract and motivate participants to complete the challenge

- Healthy lifestyle items i.e. bandanas, desk bicycles, etc.
- Golden Shoe Award / Shoe Animal
- Donated gift cards
- Create a WAT! Participant Card
- Subscriptions to local fitness centers



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Low or No-Cost Prizes

- Certificates
- Highlight on webpage / social media
- Name posted on bulletin board
- Lunch with local dignitary
- Article in local newspaper
- Healthy Celebration or Party



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Support and Next Steps

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We are here to help!

Variety of ways to get support:

- Help Desk
- FAQs
- Training Videos / PPT
- WAT! State Staff
- And, of course, your Host County Extension Agent(s)!!



RESOURCE

WAT! : FREQUENTLY ASKED QUESTIONS

Who is the Walk Across Texas! program for?

Is Walk Across Texas! really free?

Is there a mobile app available for the Walk Across Texas! program?

How can Walk Across Texas! work for a company or work site?

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Connect with US!

For more resources, updates, and information
Like us on Facebook and Follow us on Twitter!

- <http://www.facebook.com/walkacrosstexas>
- <https://twitter.com/walkacrosstexas>
- @walkacrosstexas
- #walkacrosstexas



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