



HOWDY HEALTH TEAM – BASED PHYSICAL ACTIVITY PROGRAMS MWV STATEWIDE TRAINING COHORT JANUARY 21ST, 2026

Achieve and maintain an active lifestyle.

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WHO I AM

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Group Fitness Instructor
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OUR WHY

“[This program] came at a perfect time of me trying to get back into a workout routine. I have been stuck in a all or nothing mentality for many years and have been trying to break through it. If I missed a day or didn't hit my personal goal, I had to give myself grace that there is always tomorrow. Getting up and just moving is all that matters...”

“This program lets us do more than just move our bodies. It brought my team together and helped us to bond more and have quality time together. We shared special moments that I'll never forget - like the time we all cracked up when danced at the gym. We learned so many dance steps. Though we worked up a sweat, what I value most are the memories we created and the bonds that will last beyond this program. Those special times are treasures we will cherish forever.”



OUR GOALS TODAY

Explore Howdy Health website and program offerings

Discuss program designs and key features

Highlight example steps to programmatic success for volunteers



TEAM-BASED PHYSICAL ACTIVITY PROGRAM GOALS

Primary Program Goal:

Achieve and maintain an active lifestyle through a team-based approach

Potential partners or sites:

Community-Wide: program recruited from multiple targeted groups, such as schools, worksites, churches, etc.

Site-Specific: program in a specific location or partner organization



QUICK REVIEW

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

Most of us are **not**...

DETERMINANTS OF PHYSICAL ACTIVITY

Personal Attributes: Demographics; Health Status; Physical Activity History; Psychological Traits; Knowledge, Attitude, and Beliefs

Environmental Factors: Access to Facilities; Time; Social Support

Physical Activity Factors: Intensity

Dishman & Buckworth, 1997



QUICK REVIEW

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

Most of us are **not**...

Simply telling people to **be more active** generally doesn't work...

So, what **does** work?



THEORETICAL FRAMEWORK - SOCIAL COGNITIVE THEORY

Concept	Definition	Example Program Strategy
Reciprocal Determinism	Interaction of the person, behavior and the environment	Locally sponsored events and activities*
Behavioral Capability	Knowledge and skill to perform a behavior	Education experiences* Self-selection of physical activity**
Expectations	Outcomes of the behavior	The individual**, team*** or secondary program goals*
Self - Efficacy	Confidence in one's ability to act and overcome barriers	Tracking and monitoring of mileage** Self-selection of physical activity**
Observational Learning	Occurs by watching the actions and outcomes of others' behavior	Team-based program design*** and program activities*
Reinforcements	Responses to a person's behavior that increases or decreases the likelihood of reoccurrence	Self-initiated rewards** and incentives*

*Program Implementer led; **Participant led; ***Program Design
US Department of Health and Human Services, 2018

Bonus:
Research suggests that group programs can lead to greater accountability, motivation, and social interaction



RECENT HISTORY AT A GLANCE - SINCE 2018

253
COUNTIES IN TEXAS REGISTERED

81,750+
HOWDY HEALTH ACCOUNTS

5,400+
HELP DESK TICKETS

350+ PARTNER GROUPS
PER YEAR

200+ LOCAL EVENTS PER YEAR

>8,750,000+
HOWDY HEALTH WEBSITE VIEWS
IN FY2024



830,000+

reached through
participation in Walk
Across Texas

TEXAS A&M
AGRILIFE
EXTENSION

H HOWDY
HEALTH

HOWDYHEALTH.TAMU.EDU

HOWDY HEALTH



**EDUCATIONAL CONTENT &
PROGRAM INFORMATION**

WEBSITE INCLUDES:

Program Information
Sync Blog Articles
Account Creation



**PROGRAM
PARTICIPANT
INTERFACE**

FEATURES INCLUDE:

Program Dashboards
Program Participation & History
Help Desk

H HOWDY
HEALTH

HOWDY HEALTH ACTIVE LIVING PROGRAMS



HOWDYHEALTH.TAMU.EDU

TEXAS A&M AGRILIFE EXTENSION
WALK ACROSS TEXAS

LEAGUE
(League Commissioner)

TEAM CAPTAIN A TEAM CAPTAIN B TEAM CAPTAIN C

Target Audience: Adult audience, each team member must register and join team

Team Size: Each team may have up to 8 team members

Evaluation: Pre-Program (Registration), Post-Program (Wrap – Up)

WALK ACROSS TEXAS PROGRAM DESIGN

Program duration: eight - week program

Data entered: mileage / daily (56 entries)

Mileage: daily distance (steps or miles) + activity minutes

Daily Limit: 10 miles for each section = 20 miles total per day

10-Day Deadlines: registration deadline, retroactive mileage entry deadline, final mileage and wrap-up deadline

Features: virtual progress map, program dashboard, history, and certificates





WALK THROUGH TEXAS HISTORY PROGRAM DESIGN

Program duration: four - week program

Data entered: mileage / daily (28 entries)

Mileage: daily distance (steps or miles) + activity minutes

Daily Limit: 10 miles for each section = 20 miles total per day

10-Day Deadlines: registration deadline, retroactive mileage entry deadline, final mileage and wrap-up deadline

Features: virtual progress map, program dashboard, history, and certificates



WALK ACROSS TEXAS YOUTH PROGRAM DESIGN

Program duration: four to twelve week program

Data entered: up to 10 team activities per week

Mileage: activities converted to mileage based on activity type, # of minutes, and # of participants

30 Day Deadline: final mileage and wrap-up due within 30 days of program end date

Features: program dashboard and history



VIRTUAL JOURNEY

TEAM PROGRESS MAP



Team Path Progress Map

Current team marker is located in Texas A&M University - College Station at mile 0.
Your team has 50 miles to go to the next goal marker, Texas A&M University - Kingsville at mile 50.

Team Path Markers Achieved		
Marker: Texas A&M University - College Station Marker Number: 19 Marker Mile: 0		
Marker Description  TEXAS A&M UNIVERSITY <small>For more information: CLICK HERE</small>		
<small>The Suicide Awareness & Prevention Office at Texas A&M University offers a variety of services for individuals, programs, departments, and student groups. Knowing the signs of suicide is important in helping someone who may be at risk. By offering your understanding, reassurance, and support, you can help your loved one or friend seek the help they need.</small>		
<small>(CAPS Intro Video Embedded)</small>		



WHAT COUNTS AS A MILE?



Daily Distance





Intensity:
How hard a person works to do the activity

Levels of intensity:
Light, moderate, or vigorous



Activity Minutes

Duration:
How long a person does an activity in any one session



VOLUNTEER ROAD MAP



Figure 2. Phases and steps of the PIE Program Change Model.



HOW CAN YOU BE INVOLVED?

Educational Workshops: offer workshops on health, wellness, and active living

Demonstrations: conduct hands-on demonstrations during events and activities*

Volunteer Support: offer support, advice, and encouragement throughout the program; assist in planning and setup for events and activities

Promotion and Outreach: engage with schools, churches, and community organizations; host booths; help distribute program materials

*if a qualified, licensed, or credentialed professional



QUESTIONS?

Stay connected! Follow us on social media:



@walkacrosstexas



@walkacrosstexas

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Stay up to date on the latest information for programs,
events and opportunities you can get involved in!

