

Howdy Health Team-Based Physical Activity Programs Implementation Guide Road to Implementation – Planning Your Program

Goal:

Plan and launch a successful Howdy Health Team-Based Physical Activity Program

Howdy Health (HH) Team-Based Physical Activity Program Descriptions:

Walk Across Texas! Adult (WAT! Adult)

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

Walk Across Texas! Youth (WAT! Youth)

- Eight-week program
- 832-mile goal
- Mileage entry: team / weekly
- Can be coordinated by internal or external clientele
- Unlimited number of youths, adult, or mixed participants per team

Walk Through Texas History (WTTH)

- Four-week program
- Multiple routes (soon) – work as a team to log steps and virtually travel Texas historical routes
- Step entry: individual / daily
- Each team member must register and join team
- Each team may have **up to 8 team members**

2+ Months Before Start Date:

Program Preparation

1. Identify implementation role:
 - County or Community – Wide: provide leadership or support to a community task force with members from targeted groups, such as schools, worksites, churches, etc.
 - Site Specific: provide support directly to a site, like trainings, program materials and resources to help support implementation of the program
2. Determine program version and curricula based on intended audience:
 - Walk Across Texas!: WAT! Adult or WAT! Youth

- Walk Through Texas History
- 3. Select resources:
 - Tutorials and training materials, program materials, marketing materials, review important website links, etc.

Form Task Force

1. Make a list of potential task force members
 - An existing committee may provide leadership or task force representation
 - Many Chambers of Commerce have a list of clubs, organizations, worksites, schools, medical clinics, etc.
 - Worksites, such as county employees, school districts, banks, and other local businesses
 - School P.E. teachers, student councils, counselors, nurses, School Health Advisory Councils, and PTAs or PTOs
 - 4-H clubs & leaders
 - Churches or other faith-based organizations
 - Clubs or organizations, like Family and Community Education (FCE), Family, Career and Community Leaders of America (FCCLA), Texas Extension Education Association (TEEA), etc.
 - Hospitals, clinics, home health agencies
 - Local physicians and other health providers
 - Local health department / district
 - Civic groups, such as Lions or Rotary
 - Members of local media
 - Local officials
2. Select date, time, and location for first task force meeting
3. Identify organizations that might be interested in participating
4. Call, email, or visit identified organizations (volunteers can help), explain the selected program and task force responsibilities, including any meetings.
5. Ask each organization to provide names of 1 – 2 people who might want to be on task force
6. Verify contact information for potential task force member
7. Reach out to task force members to confirm meeting information and purpose, date, time, and location of meeting

Task Force Meeting

1. Set Task Force Agenda
 - Sign-In
 - Introductions
 - Overview of selected program
 - Form subcommittees or identify roles & responsibilities based on program tasks
 - i. Promotion and Recruitment
 1. Create program promotion marketing materials
 - ii. Registration – *see Registration Guide*
 - iii. Program Activities
 1. Events – *see Event Guide*
 2. Communication
 3. Motivation – Prizes, Incentives, and Awards
 - iv. Program Completion
 - v. Evaluation
 - Determine follow up meetings before, during, and after program, if needed

1 Month Before Start Date:

Promote Program Information

1. Identify and list additional groups or organizations that might be interested in the program
2. Develop strategies to contact or share program information with each of these additional participant sites
3. Assign specific people to contact these sites
4. Solicit motivation items – prizes, incentives, and awards
5. Create or help establish league(s) for the selected program
6. Develop and provide necessary marketing materials. Important information to include:
 - a. Program – WAT! Adult; WAT! Youth; WTTH
 - b. Program talking points
 - c. Events
 - d. Highlight program features – activities, prizes, incentives, and awards
 - e. Partnerships or sponsors
 - f. Participant comments
 - g. Program website link
7. Highlight program or ‘save the date’ information. Local examples include:
 - a. Past program participants
 - b. Social media pages
 - c. Committees
 - d. Email listservs
 - e. Paper
 - f. News stations or media
 - g. Official letter
 - h. In-person visit
 - i. Bulletin board
8. Create recruitment / registration marketing materials

2 Weeks Before Start Date:

Promote Registration Information

In 2021, 52% of WAT! Adult program registrations happened in the two weeks leading to the program start date.

1. Provide everyone who is recruiting necessary program marketing materials. Important information to include:
 - a. Program – WAT! Adult; WAT! Youth; WTTH
 - b. Program start date
 - c. Registration steps
 - d. Local program registration deadline
 - e. League information i.e., league code(s)
 - f. Howdy Health registration / login link
 - g. Contact information
2. Host informational meeting
3. Final preparation for Kick-Off Event

Program Start Date:

Continue Registration Information Promotion

In 2021, 42% of registrations happened on (15%) or after the program start date.

Agent Road to Implementation Tips:

I learned that [planning] and providing a recipe each week of WTTH kept them motivated. I provided recipes using root vegetables (carrots, onions, potatoes) and other food items that might have been available during that trek through Texas history – Johanna

Continued contact and incentives with team captains and weekly prizes for walkers. – Lorie

Communication with participants during the program will help with engagement. It is recommended that you plan for this prior to the program. Some items to consider, how will you communicate with participants? How often? What will you share?

Have a person that will agree to be the captain so that they can encourage everyone else in the team to input their mileage daily. (Or at least weekly.) – Cory

Team Captain recruitment is important to focus on to expand your outreach. A Team Captain is responsible for the recruitment of Team Members and continued motivation during the program. Recruitment and encouragement of Team Captains will have a large impact on your program!

If you want to approach a large organization to have multiple teams participate, approach them well in advance. I approached the city government, and it took about a month to get them to officially create teams because of their process. Same with the county-it had to go through commissioner's court. Once they did, my team count jumped in a big way, having these large organizations participate. – Leslie

Partnered with a worksite wellness coordinator to serve as league commissioner helped motivate and get the entire organization involved. – Lizabeth

Some organizations may have to go through an approval process to participate in the program, which might take some time. Plan for this by reaching out to organizations early during the planning process.

Getting kayaks donated to use in partnership with our community recycling clean-up program while cleaning up the river was a hit. Also, provide BLT incentive items at the kick-off, midway, and wrap up celebration along with a quick hydration lesson. – Wendy

Such a unique local event that not only included physical activity but brought people together to help their community!

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This information was adapted from a previously developed Walk Across Texas! Implementation Guide. Thank you to the Agents and Extension Staff who reviewed and added to the document during the April 2022 Howdy Health Team-Based Physical Activity Training.