

GO HEALTHY HOUSTON

2015-2018

IN REVIEW

Making the Easy Choice the Healthy Choice

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GO HEALTHY HOUSTON IN REVIEW: JANUARY 2015 - DECEMBER 2018



**“It’s going to take all of us,
working together, to make
this a great city.”**

Mayor Sylvester Turner



BACKGROUND

The Go Healthy Houston Task Force (GHH) was formed by Executive Order No. 1-8 on September 17, 2012 to address concerns and increase community awareness related to obesity. The Executive Order acknowledged that obesity is a significant health threat for the City of Houston (COH) and is directly associated with increased costs and lower productivity for individuals and companies.

The objectives of the Task Force are to foster within local government a culture that promotes laws, programs, policies and actions that increase healthier living through the promotion of:

- Access to affordable fresh and local, healthy and nutritious foods
- Awareness regarding the benefits of fresh fruits and vegetables, locally grown foods, sustainably produced foods, infant breastfeeding, the provision of healthy meals in schools, physical activity and maintaining a healthy weight
- Opportunities for physical activity and exercise for all ages

Through the leadership provided by the Houston Health Department (HHD) and the dedication of member organizations, GHH has secured grant and in-kind resources to implement many quality of life improvements related to healthy eating, active living and tobacco-free environments. Since 2014, HHD has been awarded annual grant funding from the Texas Department of State Health Services' Texas Healthy Communities Program. Through this program, Houston has achieved Gold level recognition for four consecutive years. Gold level recognition is the highest scoring level based on the presence of policies and environmental strategies and programs to promote health and reduce risk factors for chronic diseases.

The previous Go Healthy Houston report outlined activities and achievements of the Task Force from inception in 2012 through 2014. This report outlines activities, strategic collaborations and accomplishments of GHH from January 2015 through December 2018.

TASK FORCE OVERVIEW AND OPERATIONS

Vision, Purpose and Membership

Go Healthy Houston is a multi-sectoral organization that plays a catalyst role in addressing health issues in Houston. GHH functions at the systems level with decision makers appointed from stakeholder organizations. Member organizations represent healthcare, academia, local non-profit organizations, transportation, regional management districts, and local government including the Health, Planning and Development, Parks and Recreation, and Human Resources. These organizations work together to educate the community about the risks of obesity and the benefits of healthy eating, active living and tobacco free living. As part of this effort, GHH actively participates and collaborates with city, state and national initiatives that either directly promote these healthy behaviors or the policies, programs and projects that encourage and foster them. GHH adopted a set of priorities and aims which act as a guide for selecting initiatives to lend support and promote and/or to leverage resources for implementation.

Vision: Go Healthy Houston is a key contributor to Houston being known for its collaborative health community, creative solutions to urban health issues, and positive health outcomes

Purpose: The primary purpose of Go Healthy Houston is to engage with the community by:

- Being advocates for healthy living
- Identifying opportunities to collaborate to leverage resources
- Communicating information for health and wellness in the Houston area
- Influencing the Houston community to implement strategies to make 'the healthy choice the easy choice'

Meetings: The Task Force meets monthly to discuss new and current activities and opportunities for growth. Meetings provide an opportunity for members to provide feedback, leverage resources and learn about best practices from around the city and other areas of the country. Task force meeting agendas and meeting minutes are recorded, documented and stored

Committees: The Task Force has established four primary committees which are dynamic in nature. Committees meet on an as-needed basis and include task force members and representatives from collaborating organizations. The four committees focus on:

- **Healthy eating**
- **Active living**
- **Tobacco- free environments**
- **Communications**

GHH also supports and/or collaborates in city, state and national initiatives that either directly promote healthy eating, active living and tobacco-free environments or encourage the fostering of cultures that support policies, programs and projects that promote GHH priorities and aims.

Priorities:

Task Force Membership/Engagement – Go Healthy Houston membership is inclusive, engaged and vibrant in a way that attracts committed thought leaders and community members with energy and resources to share.

Infrastructure & Governance – GHH has a sustainable infrastructure that provides stability over time while remaining nimble in responding to emerging opportunities.

Funding/Resources - GHH has the needed resources through member organizations, partnerships, and funding opportunities to support GHH’s priorities.

Activities & Programs – GHH supports health related issues through partnerships and co-branding and sponsors a select number of activities that help the ‘healthy choice be the easy choice’ in Houston.

Communication – GHH builds awareness, energy, and support related to key health issues, helping others to see the benefits of ‘the health choice being the easy choice’ in Houston.

- ◆ Promote access, equity, and awareness of opportunities for healthy eating, active living, and smoke free environments in Houston.
- ◆ Support policies that advance healthy eating, active living, and smoke free environments.

Aims:

IMPROVE

- Access to physical activity opportunities
- Access to healthy foods and beverages (for food insecure areas)
- Health in the Houston workforce

INCREASE

- Community-wide participation in obesity prevention initiatives
- Participation in physical activity opportunities
- Public awareness of GHH events, programs, and opportunities
- Access to smoke-free environments
- Use of best practices in schools related to physical activity and nutrition

- ◆ Enhance sustainability of GHH.
- ◆ Support and advocate for organizational, local and state policies promoting active living, healthy eating and smoke free environments.

Branding: The Task Force developed the ‘Go Healthy Houston’ logo in 2012 and has continued to apply it to outreach and promotional materials. The purpose of the logo is to create brand recognition and credibility for health-related activities and initiatives sponsored by GHH and its members. The logo serves as an umbrella or co-brand for partner organizations and helps the general public to identify evidence-based or best practices for initiatives and messages.

The words ‘Go Healthy Houston’ serves both as a brand and as a tagline for the initiative. Additionally, the tagline ‘Making the Healthy Choice the Easy Choice’ may be included with Go Healthy Houston initiatives. This tagline is nationally recognized by public health advocates and is an easy to understand, straight-forward message for the community.

Alongside Go Healthy Houston the ‘GO’ mark has grown with its own purpose of providing an easy and consistent brand that can be recognizable with programs such as ‘GO Snacks’ and ‘GO Walk Houston’. This brand addition provides an advertising strategy that directly reflects and ties programs with the desired portrayal of GHH. By creating this brand addition it resonates with the demographic, grows influence, and impacts public impressions of Go Healthy Houston.



“Making the Healthy Choice the Easy Choice.”

Website: The website, www.gohealthyhouston.org, was launched in 2012 and has become the hub to all projects launched, anchored or supported by Go Healthy Houston, providing landing pages for various campaigns and free digital and print media assets. The site is managed by HHD, providing accessible information to the community about healthy eating, active living and tobacco-free environment initiatives.

Social Media: Social media provides a channel for disseminating health promotion content, connecting with partners and community members. The Task Force has created and continued to manage social media accounts including Facebook, Instagram and Twitter. These include, Go Healthy Houston Facebook and Twitter, and Sunday Streets Facebook, Twitter and Instagram.

HEALTHY EATING

Go Healthy Houston supports and promotes programs, policies and actions that increase access to healthy eating opportunities including urban gardens, farmers markets, and healthy food retail that inspire and empower people of diverse backgrounds to grow, eat and buy local and organic food.

In 2015-2018, the GHH Healthy Eating Committee worked within the parameters of:

- Promoting local food and nutrition initiatives, including grassroots or community based organizations
- Addressing economic and other barriers to accessing healthy foods in low-income communities
- Promoting and supporting the Healthy Corner Stores Network
- Promoting and supporting fresh food financing initiatives
- Advising on the healthy vending initiative - Go! Snacks
- Promoting and supporting breastfeeding friendly initiatives
- Nutrition education

In the past four years, the Get Moving Houston Farmers Market distributed over **half a million pounds** of produce in underserved communities.

Get Moving Houston Farmers Markets:

The Get Moving Houston Farmers Markets program, held at 6 Houston Health Department Multi-Service Centers, provides access to fresh fruits and vegetables in communities classified as food deserts. Get Moving Houston Farmers Markets offer high quality produce at an affordable cost and accept payments via WIC Farmers Market Nutrition Program vouchers, Electronic Benefits Transfer (EBT), cash, credit, and other special incentive coupons or vouchers. The Get Moving Houston Farmers Markets program makes a significant impact in the communities it serves and has shown steady growth in the past 4 years, due in part to the implementation of innovative strategies, such as SNAP incentives and the fruit and vegetable prescription program - Fresh RX.

From 2015-2018, the Get Moving Houston Farmers Market program annually:



Distributed an average of
125,000
pounds of produce

Generated an
average
annual revenue of
\$88,000

Served
3,700
participants
each year

Hosted
approximately
50
Market Days
per year

SNAP and SNAP Incentives:

GHH member organization, Houston Health Department (HHD) was awarded the USDA SNAP Supplemental Support Grant in 2015-2018 which allowed HHD to provide technical assistance to farmers markets operating across Houston to accept SNAP as a form of payment. Expanding SNAP and EBT benefits in farmers markets expands access to fresh produce to low-income recipients. HHD partnered with GHH member Urban Harvest and other GHH member organizations to identify markets and farmers that could become SNAP vendors, conduct outreach and promote the opportunity for technical assistance. Through this effort, there are now 12 farmers markets and farm stands now accepting SNAP and another 7 seeking to accept SNAP benefits.

As SNAP recipients gained increasing access to farmer markets, HHD piloted the SNAP incentive program - **Healthy Houston Bucks** in October 2017 through the Get Moving Houston Farmers Markets. The Healthy Houston Bucks pilot program provided a 1:1 incentive match for up to \$20. A SNAP user could then receive \$40 worth of produce when using \$20 of their SNAP benefits. The pilot, launched in a community heavily impacted by Hurricane Harvey, recorded a record breaking 134 SNAP transactions in a single market. The pilot has continued during the 2018 market season and has doubled the number of SNAP transactions compared to 2017 market season. HHD and Urban Harvest continue to collaborate to identify funding opportunities to expand SNAP incentive programs to all markets accepting SNAP to increase access to and consumption of fresh fruits and vegetables for vulnerable community members.



Get Moving Houston Community Gardens:

The Get Moving Houston Community Gardens Program provides a hands-on experience in gardening to community members to encourage the consumption of fruits and vegetables and physical activity. The 15 gardens maintained through the program are located at HHD Multi-Service Centers and other City locations. Each garden potentially impacts 25,000 people living within a one mile radius. The Garden Manager, a noted subject matter expert in the community, provides technical assistance to community members and local organizations to develop both personal and community gardens. From 2016 to 2017, the program grew over 75% in average garden participation due to new partnerships that provided garden and nutrition education classes to the community. Between 2015-2018, the Community Gardens program:

- Built two new garden locations for a total of 15 gardens
- Harvested an average 5,500 pounds of fresh produce per year
- Hosted over 3,500 volunteers between 2015 - 2018

Healthy Corner Stores Network:

The Healthy Corner Stores Network supports selling fruits, vegetables and healthier snack options in corner and/or convenience stores, utilizing existing community resources to improve access to healthier foods within low-income, food desert communities. The Healthy Corner Stores Network provides training on healthy product procurement, product placement, and infrastructure support in addition to nutrition education, cooking demonstrations and sampling, marketing, and various cost-saving promotions. Since July 2014, GHH member organizations have partnered with CAN DO Houston, HHD and Harris County Public Health to facilitate this initiative.

As of 2018, the Healthy Corner Stores Network expanded to a total of 10 corner stores across 2 Houston communities (Sunnyside and North Pasadena). Each year, this initiative launches seasonal promotions with nearly 4,000 bilingual coupons to local area residents including apartments, senior living centers, day care centers and schools reaching over 10,000 residents.



CAN DO HOUSTON Food Demonstration - Pasadena Corner Store 2016



Houston Health Department Vending Machines - 2018

GO! Snacks Healthy Vending Program:

GO! Snacks Healthy Vending program systematically aims to promote and improve the food environment of work and school sites by increasing the availability of affordable healthy foods and beverages. In 2014, Go Healthy Houston worked to include healthy vending requirements and language in the vendor contracts for City of Houston vending machines. This language included strategies to market healthier products and to reduce the availability of unhealthy snacks and sodas and sugar-sweetened beverages. Beginning February 2015, the City adopted a City-wide, 50% healthy vending requirement in its snack and beverage vending machine concession contract. The GO! Snacks Healthy Vending program encourages healthy options for all City employees and visitors to City facilities.



ACTIVE LIVING

Go Healthy Houston supports and promotes laws, programs, policies and actions that increase green space and opportunities for physical activity, active transportation, and active living.

In 2015-2018, the GHH Active Living Committee worked within the parameters of:

- Promoting and supporting Cigna Sunday Streets
- Advising on and facilitating the process of developing the Houston Active Living Plan
- Promoting and supporting Age Friendly Communities
- Supporting Plan Houston, Houston Bike Plan and similar active living/transportation initiatives
- Amplifying active living campaigns

H O U S T O N ACTIVE LIVING PLAN



Houston Active Living Plan:

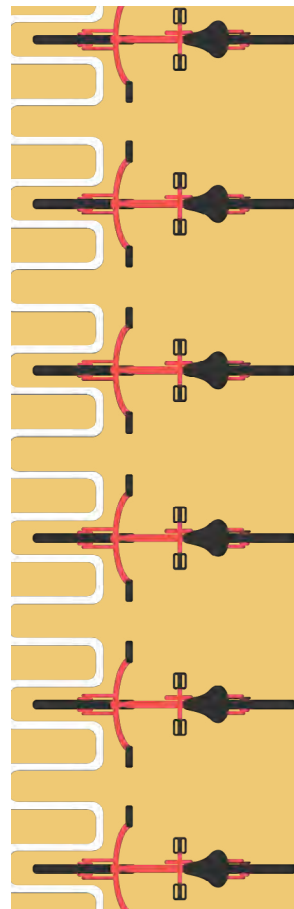
The Houston Active Living Plan is a living document that functions as a user-friendly guide, listing recommended strategies from community stakeholders to advise local and governmental activities towards an increasingly physically active community. In 2017 GHH Active Living Committee, led by Houston Parks and Recreation Department (HPARD)

convened key partner organizations in a Visioning Workshop and Plan Development Workshop to identify program and policy recommendations to increase opportunities for physical activity in Houston. The identified themes, goals, strategies, partners and potential indicators serve to aid organizations and communities to achieve specific, measurable objectives related to increasing active living opportunities. The Active Living Plan was launched in June 2017.

Houston Bike Racks Program:

The Houston Bike Racks program is a pilot initiative to support bicycling safety and physical activity by providing and delivering free bike racks to organizations within Houston city limits. GHH member organizations, HHD, Houston Planning & Development Department and the Department of Public Works and Engineering collaborated to launch the program in 2017 and have since achieved the following outcomes:

- Developed cross-city department bike rack distribution process and protocols
- Distributed 75 total bike racks to date for a potential reach of 30,635
- The Houston Bike Racks Program was selected and highlighted via poster presentation at two national public health conferences
- The Houston Bike Rack Program/HHD presented to the City of Houston Bicycle Advisory Committee at the City Hall Annex in October 2018
- Hosted an innovative Bike Rack Program summer project engaging over 35 Houston youth on topics including Community Health, Mobility, and the Built Environment



Houston Bike Plan:

In March 2017, City Council and Mayor Sylvester Turner adopted the Houston Bike Plan. The Houston Bike Plan is the first Bike Plan for Houston in over 20 years, serving as an update to the City's Comprehensive Bikeway Plan originally adopted in 1993. GHH member organizations PDD facilitated the development process for the plan with GHH member organizations HHD and HPARD serving on the Technical Advisory Committee. The plan includes information related to health impacts of increased opportunities for physical activity through improved mobility options for cyclists. The Bike Plan's vision is for the city of Houston to be a safer, more accessible, Gold Level Bike-Friendly city by 2027. This improved citywide network will serve a broader spectrum of people who bike at all skill levels, providing more transportation choices, with both on-street and off-street facilities and building upon current efforts such as the Bayou Greenways Initiative to create a well-connected citywide bicycle system.

Cigna Sunday Streets:

In 2013, GHH member organization HHD worked with other GHH member and non member organizations to lead the planning and pilot implementation of Sunday Streets HTX in 2013. Due to the success of the pilot and overwhelming popularity, Cigna, a GHH member, became the title sponsor for Cigna Sunday Streets, initially for 3 years (2014 -2016) and then continuing for an additional 3 years (2017-2019). This open streets initiative demonstrates the ability to promote physical activity, active living, and healthy food with the added benefit of promoting local businesses and providing Houstonians with an opportunity to socialize with each other.



Hosted
30 EVENTS

between
March 2013 - December 2018

Between
5,000-15,000
participants in each event

Average
85 MIN
physical activity per event

60%
of participants spent more than
\$10 at each event

90%
of participants expressed Cigna Sunday
Streets made them feel positive about
the City of Houston

Let's Move:

In 2012, Magnolia Park residents identified the need for safe physical activity for adults and their families and potential sites and partners. GHH member organization CAN DO Houston supported this community driven solution by facilitating the implementation of group fitness and Zumba sessions at local parks and schools and integrating nutrition education and healthy recipe sampling into these sessions.

CAN DO supported the training and certification of two community participants to coordinate this initiative within the Magnolia Community. The success of this community-led effort inspired replication in the Independence Heights community in 2015, which will soon be implemented alongside the monthly food fairs in this community.

- Over 600 participants ranging from 5 to 88 years of age.
- Improved hip-to-waist ratio, body mass index (BMI), flexibility, muscular strength, and cardiovascular endurance in participants.
- Additional participants reported improvements in blood pressure, social support, family dynamics, smoking cessation, elimination of medication.

Walking School Bus:

In 2015, GHH member CAN DO began a **walking school bus**, a group of children walking to school with one or more adults and a safe way for children to get physical activity. This developed due to Houston's Magnolia Park residents having previously identified stray dogs, poor lighting, and infrastructure as barriers to safe physical activity opportunities. Though HPARD offered after-school activities at Mason Park, they were underutilized because kids could not safely get there. Parents wanted options for their kids. CAN DO Houston, HPARD and HISD partnered to launch the Briscoe-CAN DO Bus. HISD considered parent requests for assistance and adjusted their budget to fund a bus twice a week to transport students from Briscoe Elementary to Mason Park. Due to its success, HISD increased the bus to three days each week and student participation continues to grow. Participating students prospered in both health and academic performance while parents, plus school administration, desired greater access. Over 50 unique students participate each year and preparation has begun for school-wide implementation.

Walking School Bus accomplishments:

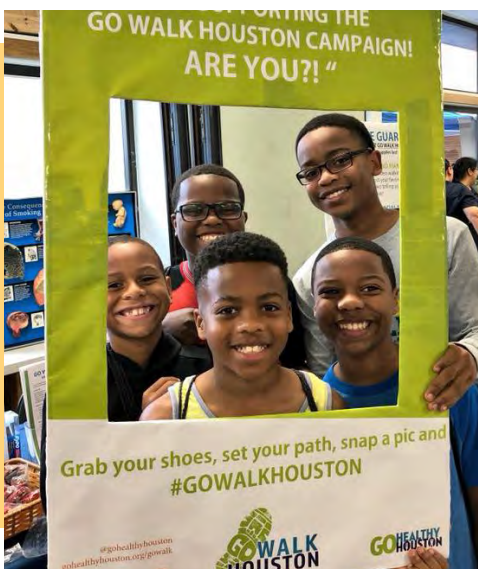
- Since 2015, CAN DO has increased access to Mason Park activities to five days a week through active transportation.
- Improvements in or maintenance of child weight status plus a reduction in the number of students in an obese weight status category have been observed.
- Based on the walking school bus success, Briscoe Elementary implemented its first 'Walk to School Day' in the Spring of 2017.



Go Walk Houston group walk at Sam Houston Park - April 4th, 2018

GO Walk Houston Campaign:

GHH launched the city-wide walking campaign Go Walk Houston in April 2018, adapted from the Surgeon General’s Step It Up Campaign. GHH, in partnership with HHD and the Houston Parks and Recreation Department, developed and launched **“Go Walk Houston Day”**, April 4th, which was recognized by a signed proclamation by City of Houston Mayor Turner in 2018. The Go Walk Houston messaging campaign was developed with digital and print promotions including 3 strategically selected radio ads, 10 electronic billboards in Harris County, a Go Walk Houston website, hashtag and email address, registration forms, social media toolkit and additional outreach strategies and activities to promote walking in Houston. The Go Walk Houston Call to Action provides a guide to how partners across all sectors can work together to improve walking and walkability for all Houstonians. The Go Walk Houston campaign continues to encourage all Houstonians to walk more everyday and provides resources to support individuals in their quest for healthy, active living.



Houston Health Day - April 7th, 2018

88k

Public post impressions

3,595

Go Walk Houston campaign webpage views

541

Individual participants in campaign

48

GWH Toolkit Downloads

19k

GHH Twitter impressions

11k

GHH Facebook impressions



TOBACCO-FREE ENVIRONMENTS

Go Healthy Houston focuses on additional healthy living goals beyond obesity-prevention strategies. GHH has specifically provided expertise, technical assistance and branding to smoke-free initiatives and policies.

In 2015-2018, the GHH Tobacco Committee worked within the parameters of:

- Promoting and supporting local smoke-free initiatives and campaigns
- Identifying potential smoke-free projects or activities

Houston Boots Smoking:



In September of 2015 – More than 40 businesses, hospitals and advocacy organizations joined the Houston Health Department to kick off the ‘#Houston Boots Smoking’ campaign and raise awareness about the smoking cessation resources available to help Houstonians kick the cigarette habit.

HHD hosted partner calls and discussed tobacco topics and potential activities that could be promoted during HBS week. HHD also developed promotional items, flyers, banners and coordinated a news conference. The week-long event began on Monday, September 21 with a news conference at the Historic Oaks of Allen Parkway Village’s Community Center at 1600 Allen Parkway where organizers presented a proclamation from the mayor and celebrated the second anniversary of the Houston Housing Authority going smoke-free. Go Healthy Houston member of the Houston Health Department was a keynote speaker for the news conference event in addition to speakers from the American Lung Association and the Houston Housing Department.

400

People visited Houston Boots smoking Page

182

individuals downloaded content for their use

Letter to the FDA to Ban Flavors in E-cigarettes/Vaping Products:

In October 2018, GHH member organization HHD, joined the call to urge the FDA to move swiftly on banning flavors in e-cigarettes/vaping products by signing on to a letter to the FDA Commissioner. This letter was developed by the Big Cities Health Coalition and was signed by health departments from 20 large cities and counties from across the country.

COMMUNICATIONS

Communication is an essential component to the Go Healthy Houston Task Force. The Task Force promotes and supports many member and non member organization initiatives through the Go Healthy Houston Website and various social media platforms. GHH has also acted as the brand or face for initiatives that promote healthy eating, active living and tobacco free living through online communications, presentation events, and digital and print publications and materials. GHH Taskforce members and member agency support staff also routinely attend and present at local, state and national conferences and meetings on the programs, policies and projects developed and implemented for information sharing, peer-to-peer networking, and training public health professionals across cities, Texas and the nation.

In 2015-2018, the GHH Communications Committee worked within the parameters of:

- Developing a communication strategic plan to build awareness and energy around key health issues
- Developing strategies for communicating with city leaders
- Identifying appropriate infrastructure to support GHH internal and external communications
- Developing communications components for activities and priorities



Go Healthy Houston Restaurants Week:

In August of 2014, 2015, and 2016, GHH partnered with Houston Restaurants Weeks to identify restaurants that offered healthy menu options. Restaurants that met healthy criteria were branded as **Go Healthy Houston Restaurants** with point of decision prompts identifying the healthy menu options. A Go Healthy Restaurant menu included non-fried foods, 2-3 servings of fruits and vegetables and a fruit dessert. This partnership provided the public with nutrition education and exposed Houstonians to the Go Healthy Houston brand and message. Over 100 local restaurants submitted menus to be reviewed and over 30 restaurants were designated Go Healthy Houston Restaurants.



HRW Participant Hungry's Social Media post - 2016

7,827

Go Healthy Houston
webpage views

2,574

Unique participant
interaction

Wellness Wednesdays Messages Initiative:

The Wellness Wednesdays Messages initiative was developed by GHH members to provide local Houston students and parents bilingual wellness information to help live a healthier lifestyle. The Wellness Wednesdays pilot program was developed in 2017-2018 and implemented over an 8-week period in Spring 2018 throughout the YES Prep Public Charter School system in Houston reaching over 11,000 students, and their families, in 18 schools. The Wellness Wednesdays materials were shared with YES Prep parents, students, and staff in the following ways: digitally through the school website, Instagram page and digital menu boards, in print through campus parent notes and with information for students to review while standing in line for breakfast and lunch; and verbally through communication from each campus to parents and families.

Drink Up:

In 2013, the Drink Up campaign was created by Partnership for a Healthier America to promote and encourage the consumption of water as part of a healthy lifestyle. In July 2015 - December 2017, GHH partner organization, HHD implemented a mixed methods campaign strategically incorporating promotional signage and decision prompts near point-of-sale locations and HHD Multi-service centers. The campaign also incorporated the licensed Drink Up campaign material on social media and media such as, but not limited to, billboards, print ads, web banner ads, table tents, and posters placed in key locations. Simple and clear messaging, plain language, and short hashtags were utilized to improve health literacy. The Drink Up campaign engaged the local community on the importance of choosing healthier beverage options in a fun, easy to understand manner.



Drink Up Houston poster and table tent example

Gained
39,984

individual impressions through

112

#DrinkUpHouston
social media posts

Approximately

21,045

views on the Drink Up Banner
on Go Healthy Houston Facebook and
Twitter pages during a

6 Month

period

Print materials were distributed to

14 sites with **190**

posters distributed and posted

Website and Social Media Presence:

The website and social media handles are managed by GHH partner organization, HHD. All member organizations contribute information to be shared and/or promoted.

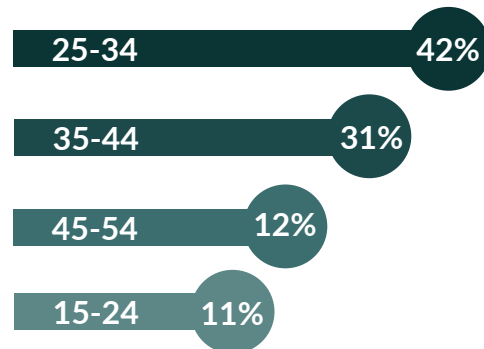
The GHH website, www.GoHealthyHouston.org, has been visited by more than **40,000 individual** users between 2015 - 2018. In May, 2017 the website reached a landmark **200,000 page views** and has continued to rise steadily. The website reaches beyond Houston based organizations with **35%** of incoming traffic coming from neighboring cities including **Austin, Dallas, and San Antonio**. Through website analytics, GHH is able to better understand it's demographic, which in turn makes developing social marketing material to the audience more effective.

DEMOGRAPHICS

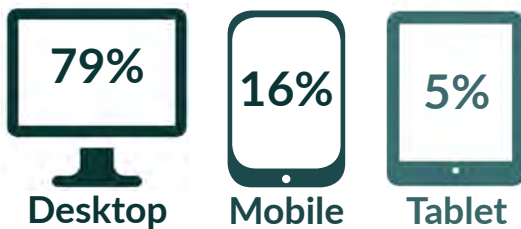
Gender



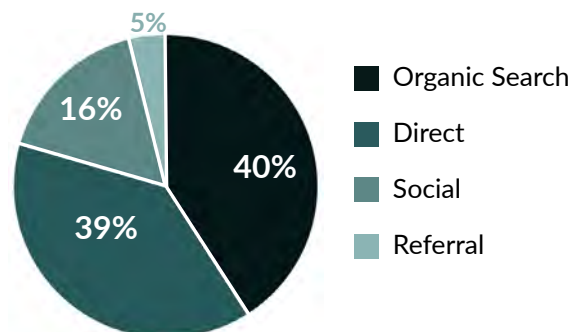
Age



Device Usage



How they reached us



GO HEALTHY HOUSTON INITIATIVES IN THE NEWS:

GHH relies on partner organizations and local media channels for earned media. Earned media includes newspaper articles, television, radio and various promotional advertisements.



HEALTHY EATING

[SNAP and D-SNAP Benefits Increasing For Houston Farmer's Markets](#) - Patch.com: Article - October 17, 2017

[Houston Restaurant Weeks Promotion](#) - Go Healthy Houston: Carra Moroni promotion interview

[Houston tries to slim down with food, fitness](#) - USA Today: Laura Ungar & Jayne O'Donnel article - September 29, 2015



ACTIVE LIVING

[GO Walk Houston and City of Houston Parks Promotion](#) - Shadston Pittman City of Houston Parks Interview

[Getting Active with Cigna Sunday Streets](#) - KHOU 11 News segment - October 7, 2018

[Houston's Northside shines, even with Sunday Streets rains](#) - Houston Chronicle: Dug Begley - Article - October 7, 2018

[Cigna Sunday Streets kicks off 2018 festivities in the Heights](#) - Houston Chronicle: Andrea Leinfelder - Article - March 25, 2018

[Sunday Streets signifies a return to normal life post Harvey](#) - Houston Chronicle: Brian Rogers - Article - October 1, 2017

[When Streets Close, Doors Open Up: Sunday Streets HTX Born in the Rain](#) - Offcite.org: Raj Mankad - Article

[Member Spotlight: Offcite.org and Sunday Streets HTX](#) - Association of Architecture Organizations - Article

[Sunday Streets Heads West to the Energy Corridor](#) - Houstonia Mag: Katharine Shilcutt - Article - September 29, 2016



TOBACCO-FREE ENVIRONMENTS

[Income Inequality and Life Expectancy: The Role of Tobacco Prevention Public Policies](#) - GHH Go-Chair and HHD Tobacco Liasion interview (July 2018)

[What's the Effect of Houston's Smoking Ban, Ten Years Later?](#) - Houston Matters NPR 88.7 - Dr. Faith Foreman Radio interview

[Texas Heart Institute joining "Houston Boots Smoking"](#) - Texas Heart Institute - September 15, 2015



CROSS CUTTING: COLLABORATIONS, PROGRAMS, PROJECTS AND POLICIES

Go Healthy Houston actively seeks to form partnerships between community, private, and nonprofit entities across Houston to support programs, policies and actions that similarly aim to increase healthier living. Go Healthy Houston's strategic alliances enhance the sustainability, reach, and impact of these strategies to leverage resources to jointly promote health and reduce risk factors for chronic diseases in Houston, Texas. Through collaborative efforts and partnerships, GHH Taskforce members and member agencies work to ensure a healthy environment and vibrant communities, today and into the future.

Complete Communities:

City of Houston Mayor Sylvester Turner launched the Complete Communities initiative in early 2017 which seeks to revitalize Houston's under-resourced communities. Complete Communities engages a wide array of local stakeholders to commit to enhancing access to quality and affordable homes, jobs, well-maintained parks, improved streets and sidewalks, grocery stores, good schools and quality transportation options. Complete Communities is lead by Planning and Development, a GHH member. Additional GHH organizations serve as primary stakeholders and are committed to positively impacting this initiative. In May 2018, The City of Houston presented the Complete Communities Action Plans to the City Council Economic Development Committee in Council Chambers at City Hall. Public comment was taken and community members were asked to come speak to their involvement in the formulation of the plans. HHD Chronic Disease program staff were present in all Complete Communities kick-off events to engage community members and obtain insights for needs and future programming.



- Third Ward: Team-Up 2 Clean-Up, 3rd Ward Citizens Patrol received a grant from Houston LISC and received a Proud Partners Award from Keep Houston Beautiful for their neighborhood clean-up efforts
- Third Ward: The Blodgett Urban Gardens at Texas Southern University received a Certificate of Recognition from Keep Houston Beautiful as well as the Houston LISC grant below
- Gulfton: YES Prep School received Renovated Sports Field made possible in part by a \$100,000 grant from the Houston Texans through the National Football League Foundation Grassroots Program in association with Houston LISC
- All 5 Complete Communities: The Mayor's Office of Cultural Affairs (MOCA) provided \$10,000 to fund Mini Mural art installations on traffic control boxes throughout each of the five Complete Communities. MOCA worked with neighborhood leaders and groups in identifying locations. The neighborhoods also participated in discussions with local artists that shaped the artwork reflected at each location
- 20 Bikes racks from the Houston Bike Racks Program have been distributed in these communities

AARP Age Friendly/Livable Community Action Plan for Houston:

In 2017-2018, Go Healthy Houston and HHD were among several community partners engaged to draft the AARP Age Friendly/Livable Community Action Plan for Houston, Texas. GHH was the facilitator for a letter of Mayoral support required to launch the AARP initiative in 2016. Community partners included city departments, local non-profits, community development organizations, and long-time Houston volunteers and residents who all convened to participate in a series of partner workshops and develop strategies within nine community features or “domains”. Together the partners identified programs, policies and practices that exist currently and what is needed to make Houston an Age Friendly/Livable Community. Go Healthy Houston led a session in the Outdoor Spaces and Buildings domain by sharing strategies from the Houston Active Living Plan that addressed subjects such as sidewalks, parks, accessible buildings and pathways.

Let’s Move! Cities, Towns and Counties:

Let’s Move! Cities, Towns and Counties was developed by former First Lady, Michelle Obama to promote policy and environmental changes at the local government level to prevent childhood obesity. The City of Houston earned two gold medals, two silver medals and three bronze medals from the National League of Cities for its participation in the Let’s Move! Cities, Towns and Counties initiative. Houston’s participation, coordinated by Go Healthy Houston and HHD, earned the City gold medals in three of the program’s five goal areas. The awarded goal areas include the following:

- Goal III: Smart Servings for Students
- Goal IV: Model Food Service
- Goal V: Active Kids at Play

The City of Houston was awarded the gold medals based on the promotion of its Summer Food Service Programs and After-School Meal Program in the community to increase participation, and by its Parks Master Plan proposal. Both initiatives are managed by the Houston Department of Parks and Recreation.

The background of the entire page is a photograph of the Houston City Hall building. The building is a large, classical-style structure made of light-colored stone or concrete. It features a prominent clock tower at the top with a clock face. Below the clock tower are several rows of windows. The building is situated behind a large, rectangular reflecting pool that shows a clear reflection of the building and the sky. There are trees and a few people visible in the foreground around the pool. The sky is a pale blue with some light clouds.

SUMMARY

Go Healthy Houston has had six successful years from 2012 through 2018. Through the leadership of the Houston Health Department, GHH has been able to create a credible brand and has been involved in policy level strategies that address obesity at a City-wide level. The majority of funding and resources have come through grant dollars or in-kind resources provided by member organizations. These grants focus on chronic disease prevention strategies that are evidenced-based and with the potential to impact entire communities, neighborhoods or the city as a whole. The future direction of GHH includes continuation of forging alliances and partnerships to address health issues in Houston, Texas and working together to educate the community about the risks of obesity and the benefits of healthy eating, active living and tobacco free living. It's going to take all of us, working together, to make this a great city where the easy choice is the healthy choice.

NOTES



GO HEALTHY HOUSTON

www.GoHealthyHouston.org



HOUSTON HEALTH
DEPARTMENT