

CHEROKEE COUNTY KICKOFF

March 5, 2024 in Alto, Texas



Motivation for making your local environment healthier



Chronic disease



Health & wellness



Legacy/family



Teaching healthy habits



It is home

11 Attendees

8 Organizations Represented

27 Potential Partners

“Tell us about typical environments in your community...”

“to take a walk to everyday places in your community”

Rusk footbridge

Downtown

Neighborhood streets

Rusk walking trail

Track at the school

Road running/county roads

“to access healthy food in your community”

Grocery store

Market

Gardening

Farmers market

Instacart

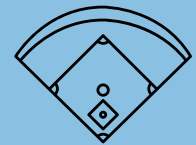
Food pantries



Existing related local initiatives:



Food pantry/
distribution centers

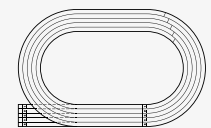


Little league complex
renovation/expansion

Nutrition and physical activity issues that most affect Cherokee County constituents:



Need a park



Need more places
to exercise

ENVIRONMENT MAPPING

Mapping access to healthy food and physical activity



Healthy Food

Jones Farm Produce
Alto ISD
Brookshire Brothers
Tractor Supply and
Garden Center
Personal residences

Unhealthy Food

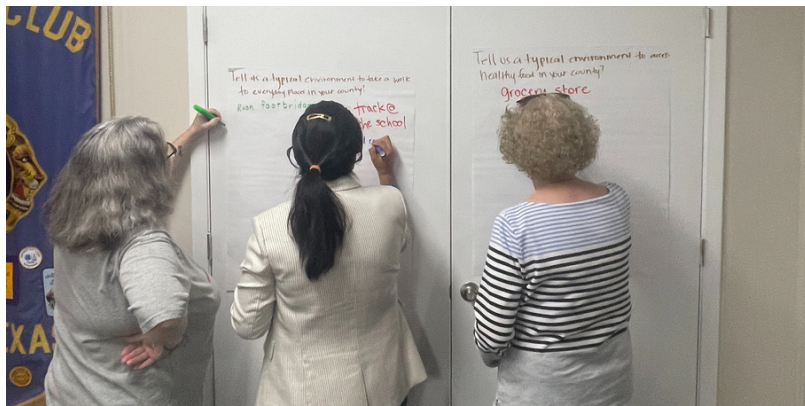
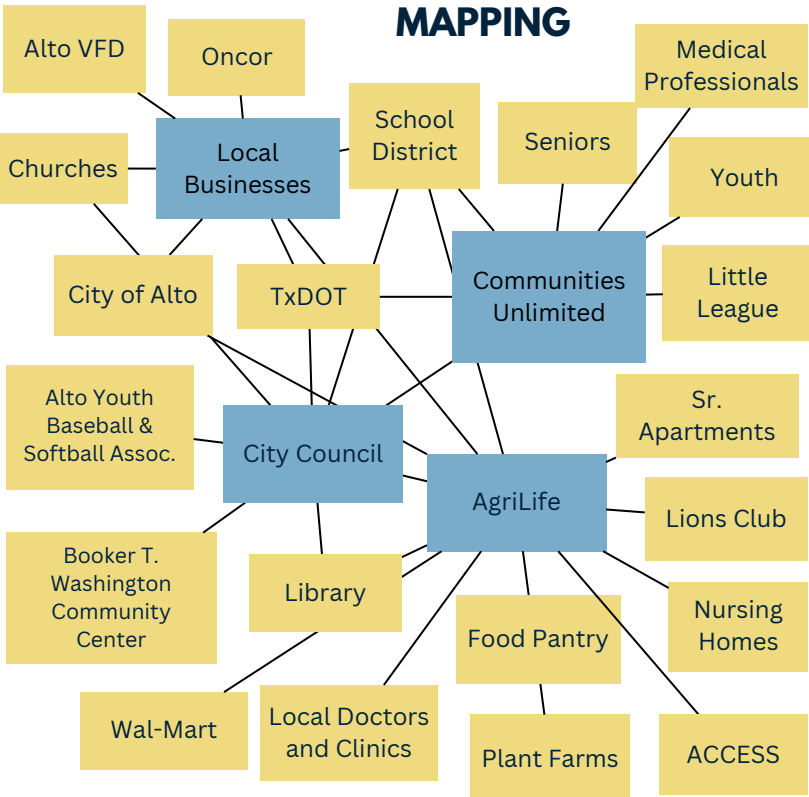
Taqueria Cindy
Rise Up Coffee
House
Miss Mollie's Diner
Donut Palace
Brookshire
Brothers

Physical Activity

Cam'Ron Matthews
Field

Alto Ballpark

SYSTEM PARTNERSHIP MAPPING



Extension programs of Texas AgriLife Extension Service are open to all people without regard to race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity or any other classification protected by federal, state or local law The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.

OPPORTUNITY EASE/IMPACT*

Communication: Park Use Promotion

Avg. Ease: 5.6
Avg. Impact: 10



Health Communication Campaign

Avg. Ease: 4.8
Avg. Impact: 8.8



Active Friendly Environment Workshops

Avg. Ease: 7.3
Avg. Impact: 8.5



Connectivity

Avg. Ease: 5.6
Avg. Impact: 8.6



Park Systems

Avg. Ease: 4.2
Avg. Impact: 9.2



Site Planning

Avg. Ease: 4.6
Avg. Impact: 9.2



Healthy Food Access Workshops

Avg. Ease: 5.8
Avg. Impact: 9.2



Produce Rx/Voucher Program

Avg. Ease: 4.6
Avg. Impact: 9.2



Healthy Concession & Vending

Avg. Ease: 4.0
Avg. Impact: 6.8



Food Policies

Avg. Ease: 4.6
Avg. Impact: 7.4



Food Pantry Assessment

Avg. Ease: 6.2
Avg. Impact: 8.2



Food Policy Task Force/Council

Avg. Ease: 3.0
Avg. Impact: 6.0



Farmer's Market EBT Access

Avg. Ease: 5.8
Avg. Impact: 8.4



Family Healthy Weight Program

Avg. Ease: 3.8
Avg. Impact: 8.6



*Participants were asked to rate the ease and the impact of the opportunity on a scale from 1 to 10, with 10 being high. Data regarding individual responses will be provided at a later date