

# HOUSTON COUNTY KICKOFF

March 5, 2024 in Crockett, Texas



- 7 Attendees
- 5 Organizations Represented
- 37 Potential Partners

## Motivation for making your local environment healthier



For my kids/family



Overall healthier community



General health/ quality of life



Prevent illness/death



Attracting new residents



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

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

“to access healthy food in your community”

- Neighborhood
- Better lighting
- Parks
- Parking lot at Walmart
- Davy Crockett Park
- Around square
- Forest Lawn Cemetery
- Busy streets

- Food banks
- School
- Food park
- Variety in restaurants (choice)
- Home cooking
- Grocery store
- Direct from farm

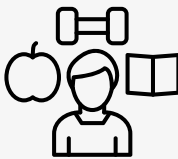
## Barriers faced in creating local change



Lack of access to resources



Lack of knowledge



Resistance to lifestyle change



Lack of interest amongst community



Lack of funding



# ENVIRONMENT MAPPING

Mapping access to healthy food and physical activity



## Healthy Food

HEB  
Walmart  
Crockett  
High School  
Crockett  
Elementary School  
Crockett Civic  
Center

## Unhealthy Food

HEB  
Walmart  
McDonalds  
Brookshire  
Brothers

## Physical Activity

Evergreen  
Memorial Park  
Bethel Missionary  
Baptist Church  
Davy Crockett  
Memorial Park  
The square  
Martin Luther King  
Park  
Crockett High  
School

# SYSTEM PARTNERSHIP MAPPING



# OPPORTUNITY EASE/IMPACT\*

## Communication: Park Use Promotion

Avg. Ease: 8.0  
Avg. Impact: 7.0



## Health Communication Campaign

Avg. Ease: 6.0  
Avg. Impact: 6.8



## Active Friendly Environment Workshops

Avg. Ease: 5.8  
Avg. Impact: 7.0



## Connectivity

Avg. Ease: 7.0  
Avg. Impact: 4.8



## Park Systems

Avg. Ease: 7.8  
Avg. Impact: 4.8



## Site Planning

Avg. Ease: 7.6  
Avg. Impact: 6.6



## Healthy Food Access Workshops

Avg. Ease: 4.8  
Avg. Impact: 4.6



## Produce Rx/Voucher Program

Avg. Ease: 7.6  
Avg. Impact: 5.6



## Healthy Concession & Vending

Avg. Ease: 6.6  
Avg. Impact: 4.2



## Food Policies

Avg. Ease: 5.0  
Avg. Impact: 3.6



## Food Pantry Assessment

Avg. Ease: 7.3  
Avg. Impact: 6.5



## Food Policy Task Force/Council

Avg. Ease: 5.0  
Avg. Impact: 4.0



## Farmer's Market EBT Access

Avg. Ease: 6.0  
Avg. Impact: 4.4



## Family Healthy Weight Program

Avg. Ease: 4.8  
Avg. Impact: 3.6



\*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.