

# WEBB COUNTY KICKOFF

March 6, 2024 in Laredo, Texas



## Motivation for making your local environment healthier



Health/  
quality of life



Long life/prevent  
illness



Overall healthier  
community



Future of the  
community

8 Attendees

4 Organizations Represented

31 Potential Partners

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

Lack of access to parks (transportation)

Healthy food costs

No access to dietician  
(dietary restrictions)

Limited resources/funds

Language barrier (culture & beliefs)

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

### “to take a walk to everyday places”

Local parks

Shopping centers

Local rec centers

Parks to nearby businesses

### “to access healthy food”

HEB

Restaurants

Meal prep businesses

## Existing related local initiatives:

Creciendo Juntos Coalition

Healthy Living Program

El Aguila Rural Transit

El Metro Public Transportation

LISD Food Expo

Rec Centers

Community Parks

Girls & Boys Club

School Districts

## Barriers faced in creating local healthy changes:



High food prices



No experience with  
food preparation



Lack of funding



Special diets/allergies



# ENVIRONMENT MAPPING

Mapping access to healthy food and physical activity



## Healthy Food

United South High School  
United ISD  
Personal Residences  
Laredo County Club  
HEB

## Unhealthy Food

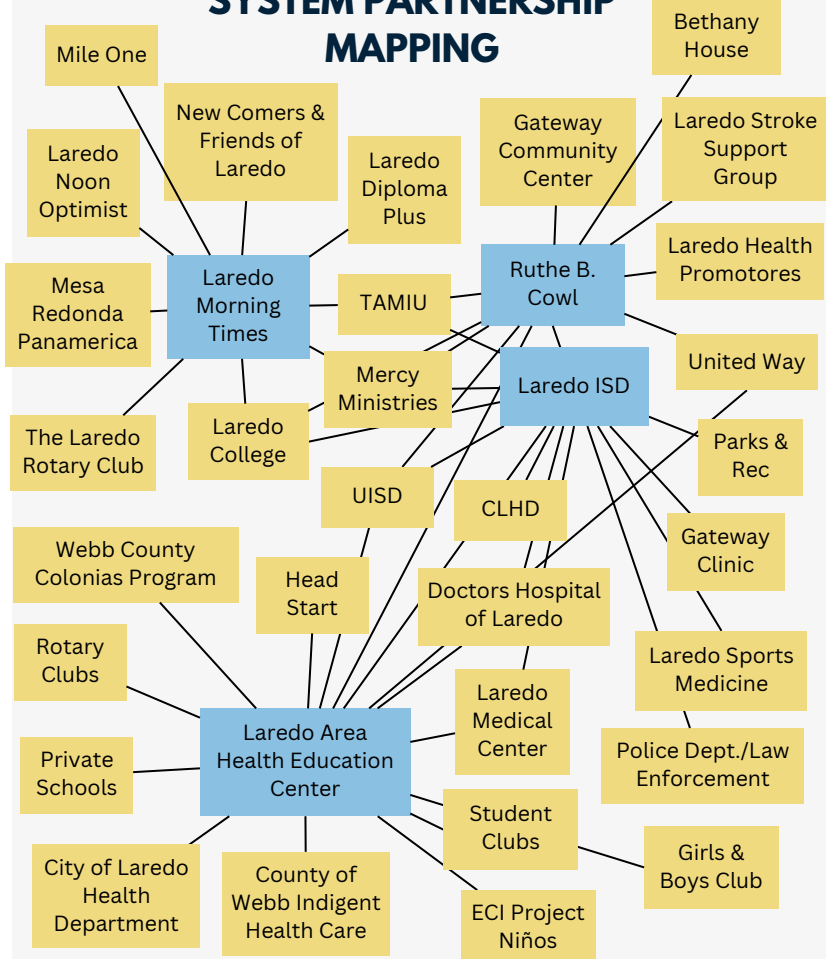
United South High School  
Dollar General  
Personal Residences  
HEB

## Physical Activity

Santa Fe Park  
Laredo College South Campus  
Lyndon B Johnson High School  
El Eden Recreation Center  
Concord Hills Park  
Independence Hills Park  
Dryden Park  
Bill Johnson Student Activity Center  
Slaughter Park  
Winfield Park  
Retama Park



# SYSTEM PARTNERSHIP MAPPING



# OPPORTUNITY EASE/IMPACT\*

## Communication: Park Use Promotion

Avg. Ease: 8.3  
Avg. Impact: 5.7



## Health Communication Campaign

Avg. Ease: 6.7  
Avg. Impact: 3.0



## Active Friendly Environment Workshops

Avg. Ease: 8.7  
Avg. Impact: 5.0



## Connectivity

Avg. Ease: 7.7  
Avg. Impact: 5.0



## Park Systems

Avg. Ease: 8.3  
Avg. Impact: 6.3



## Site Planning

Avg. Ease: 8.3  
Avg. Impact: 5.7



## Healthy Food Access Workshops

Avg. Ease: 10.0  
Avg. Impact: 4.7



## Produce Rx/Voucher Program

Avg. Ease: 10.0  
Avg. Impact: 5.0



## Healthy Concession & Vending

Avg. Ease: 10.0  
Avg. Impact: 3.7



## Food Policies

Avg. Ease: 9.3  
Avg. Impact: 7.3



## Food Pantry Assessment

Avg. Ease: 10.0  
Avg. Impact: 7.3



## Food Policy Task Force/Council

Avg. Ease: 9.3  
Avg. Impact: 8.3



## Farmer's Market EBT Access

Avg. Ease: 8.0  
Avg. Impact: 4.7



## Family Healthy Weight Program

Avg. Ease: 9.6  
Avg. Impact: 7.3



\*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.

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