



GENERATION HEALTHIER TEXAS

A Groundbreaking, Collective Cause to Raise the Healthiest Generation in Texas' History



A Joint Initiative of It's Time Texas and the Texas Association for Health, Physical Education, Recreation & Dance

PURPOSE

It's Time Texas and the Texas Association of Health, Physical Education, Recreation, and Dance have partnered to create Generation Healthier Texas – **a groundbreaking, collective cause to raise the healthiest generation in Texas' history.**

Generation Healthier Texas will empower **all Texas students to become health champions** for their families, schools, and communities and will engage various stakeholders (including teachers, administrators, parents, policymakers, and business leaders) to **establish a culture of health in the Lone Star State.**

Texas' Students Are on Track to Become the **Least Healthy Generation in Our State's History**.

This Represents a Preventable Crisis That Threatens to **Shorten the Lives of Millions of Texans & Bankrupt Our State**.



- Nearly 40% of Texas Students Are Overweight or Obese
- 60% of All Current Texas Students Are Projected to Be Obese by the Age of 35
- 33% of All Texas Students Are Projected to Develop Type 2 Diabetes in Their Lifetime
- <25% of Texas Students Meet Recommendations for Physical Activity



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- Obesity Costs Texas Businesses More Than \$10 Billion Annually
 - By 2030, Texas Businesses Are Projected to Spend More Than \$32 Billion Annually on Obesity & Related Disease
 - Type 2 Diabetes Currently Costs Texas More Than \$12.5 Billion Annually

CHALLENGE



Despite numerous organizations working to improve school and student health, no statewide, collective effort to organize and catalyze this work exists.

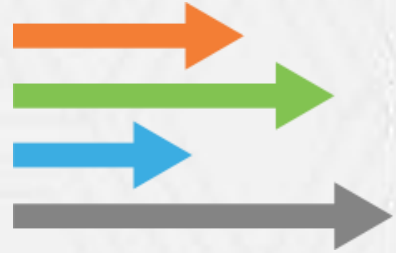


Although critical to improving health in Texas, the State's students and HPE professionals have been largely "left out" of the movement to turn the tide.



HPE is currently not viewed as a critical, core component of K-12 education and thus lacks strong support from policymakers, administrators, and the general public.

SOLUTION



Generation Healthier Texas provides a common platform to streamline resources and standardize health, physical activity, nutrition, and social and emotional learning education for all Texas students.



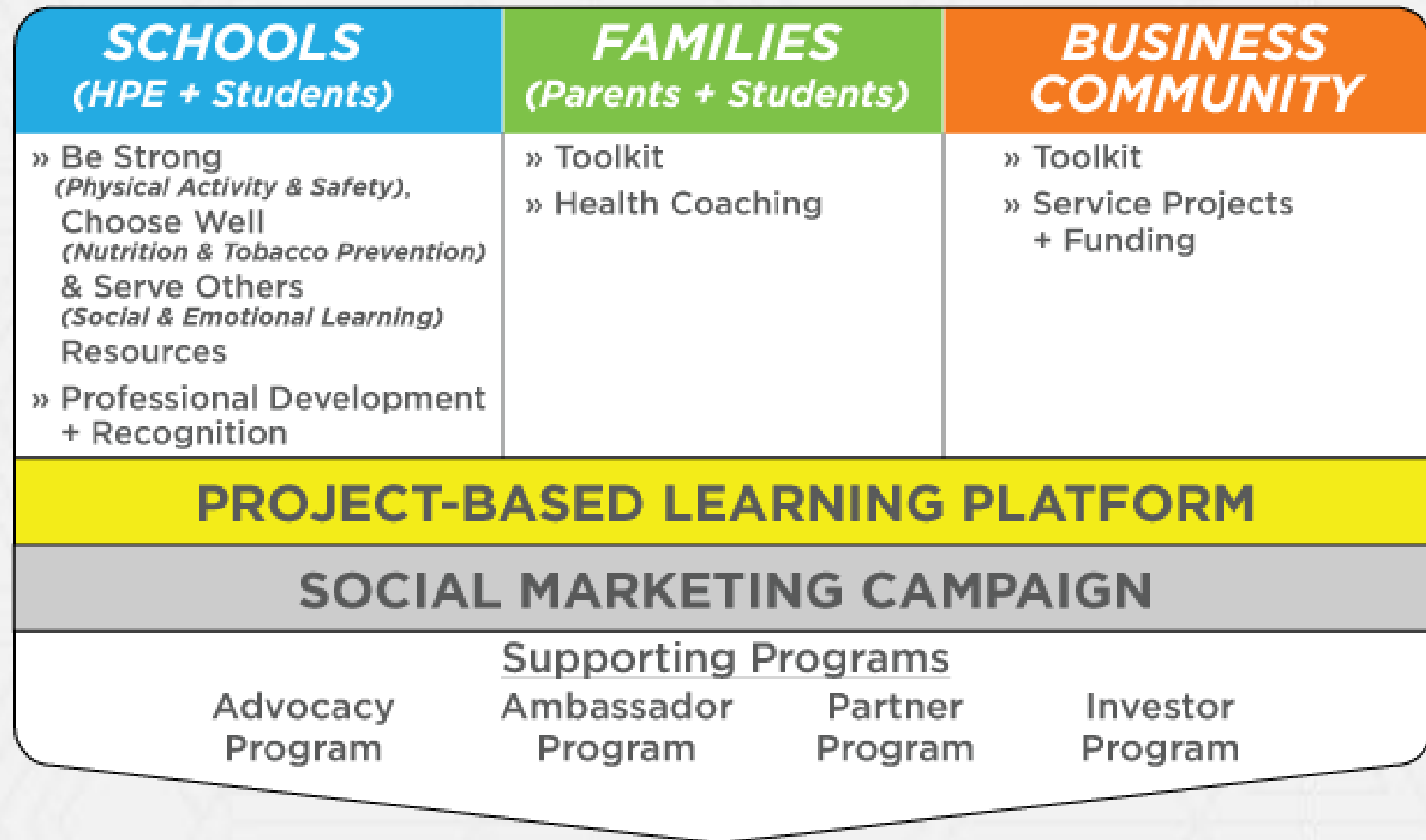
Generation Healthier Texas empowers students and HPE professionals to become change agents for good health in their schools, homes, and communities.



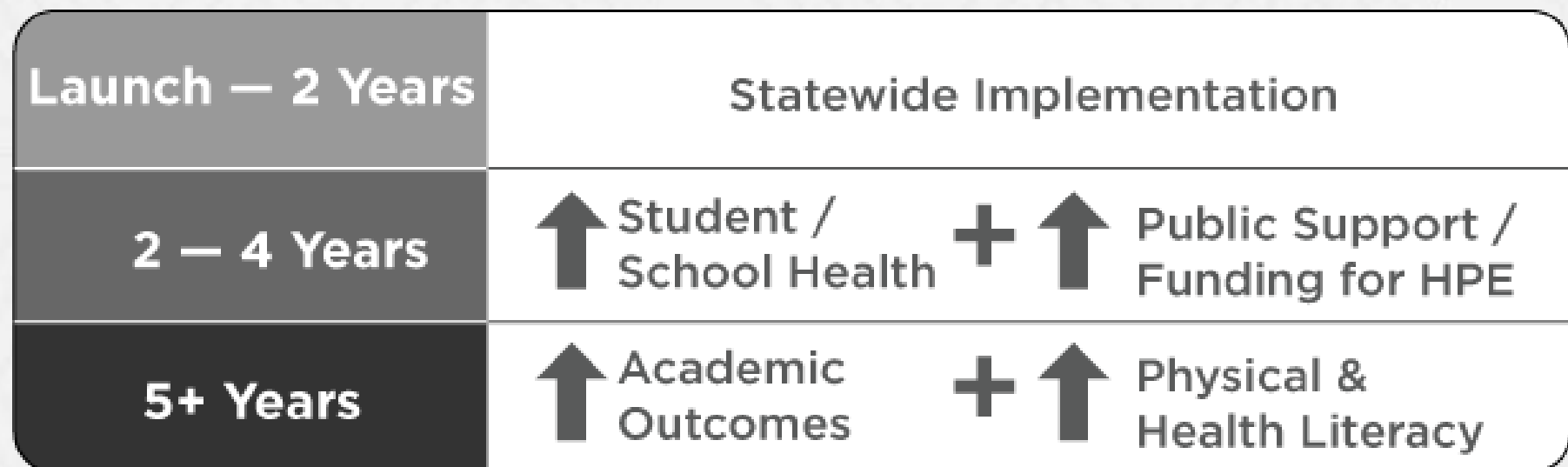
Generation Healthier Texas is a unifying cause that creates increased funding, public support, and capacity for Texas' HPE community.

MODEL

Action Areas



Impact Areas



MODEL: Schools

Resources

- Supports the Whole School, Whole Community, Whole Child Model
- Includes Free K-12 Curricula and Resources to Empower Students to **Choose Well** (Nutrition & Tobacco Prevention), **Be Strong** (Physical Activity & Safety) & **Serve Others** (Social & Emotional Learning)
- All Resources Will Be Available Through Website

Professional Development

- Master Trainers Will Be Recruited in Regions Across the State Who Will Train the HPE Community to Implement the Curricula/Resources & Project-Based Learning Platform

Recognition

- Educators, Administrators & Students Will Be Featured & Celebrated Throughout the Year for Their Participation

Funding

- ITT & TAHPERD Will Recruit Texas' Business Community to Provide Annual Funding to HPE Programs

MODEL: Families

Toolkit

- Includes Free Resources That Empower Families to ***Choose Well, Be Strong & Serve Others*** (Extension of K-12 Curricula & Resources & WSCC Model)
- Emphasis on Healthy Behaviors & Healthy Home Environment
- Also Includes Resources to Help Parents Support Their Students' Projects (Project-Based Learning Platform)

Health Coaching

- Families Receive Free Access to ITT's Health Coaching (Living Healthier) Program
- Includes Coaching Via Telephone (ITT's Health Coaches) & SMS (Text Message)
- Health Coaching Reinforces the Resources in the Family Toolkit

MODEL: Businesses

Toolkit

- Includes Resources to Empower Local Businesses to Successfully “Adopt” & Support HPE Programs/Schools
- Emphasis on Businesses Providing Annual Financial Support to HPE Programs & GHT
- Also Includes Turnkey, “Done in a Day” Service Projects That Businesses Can Complete in Conjunction with HPE Programs

Service Projects

- Through GHT, ITT & TAHPERD Will Help HPE Programs and Business Connect & Will Recommend a Variety of Service Projects That They Can Collaboratively Complete Each Year

Fundraising

- Participating Businesses Will Be Asked to “Sponsor” an HPE Program and GHT
- As “Sponsors”, Businesses Will Provide Annual Financial Support (Amount Based on Annual Revenue) to “Adopted” HPE Program(s) and GHT

MODEL: PBLP

Overview

- A Key Innovation of GHT
- The Project-Based Learning Platform (PBLP) Links All Primary Audiences (Students, HPE, Schools, Parents & Businesses)
- Led by HPE Teachers & Working Together With Fellow Students, Teachers & Their Parents, K-12 Students Develop Projects to Improve Their Health, the Health of Their Families, the Health of Their Schools & The Health of Their Communities
- Harnesses the Curricula & Resources of GHT & Is Based Upon the WSCC Model

Grades 1 – 5

- Student Projects Focus on Student & Family Health

Grades 6 – 8

- Student Projects Focus on School Health

Grades 9 – 12

- Student Projects Focus on Community Health (Service Projects & Student Ambassador Programs)

MODEL: Supporting Programs

Advocacy Program

- A Multifaceted Program to Lay the Groundwork for the Cultural & Policy (Local & State) Changes Needed to Advance GHT & to Create the Conditions Necessary for High Quality HPE

Ambassador Program

- A Comprehensive Program to Engage Influencers at All Levels (Including Celebrities/Athletes, Policymakers, Administrators, Business Leaders & Youth) in Championing GHY

Partner Program

- Partners Represent Companies, Agencies & Organizations That Work in Close Collaboration with TAHPERD & ITT to Advance the Cause by Committing Significant In-Kind Support (Including Planning, Project Development, Implementation & Promotional Support)

Investor Program

- A Program to Create a Sustainable Future for GHT by Establishing Year-Round Mechanisms to Generate & Grow Financial Support from Individuals, Companies, Government & Grantmakers

LEADERSHIP

TAHPERD and ITT have partnered to create a **unifying cause** to raise the **healthiest generation in our state's history** by **harnessing student leadership**, **streamlining resources through a common platform**, and **mobilizing support from diverse stakeholders**.



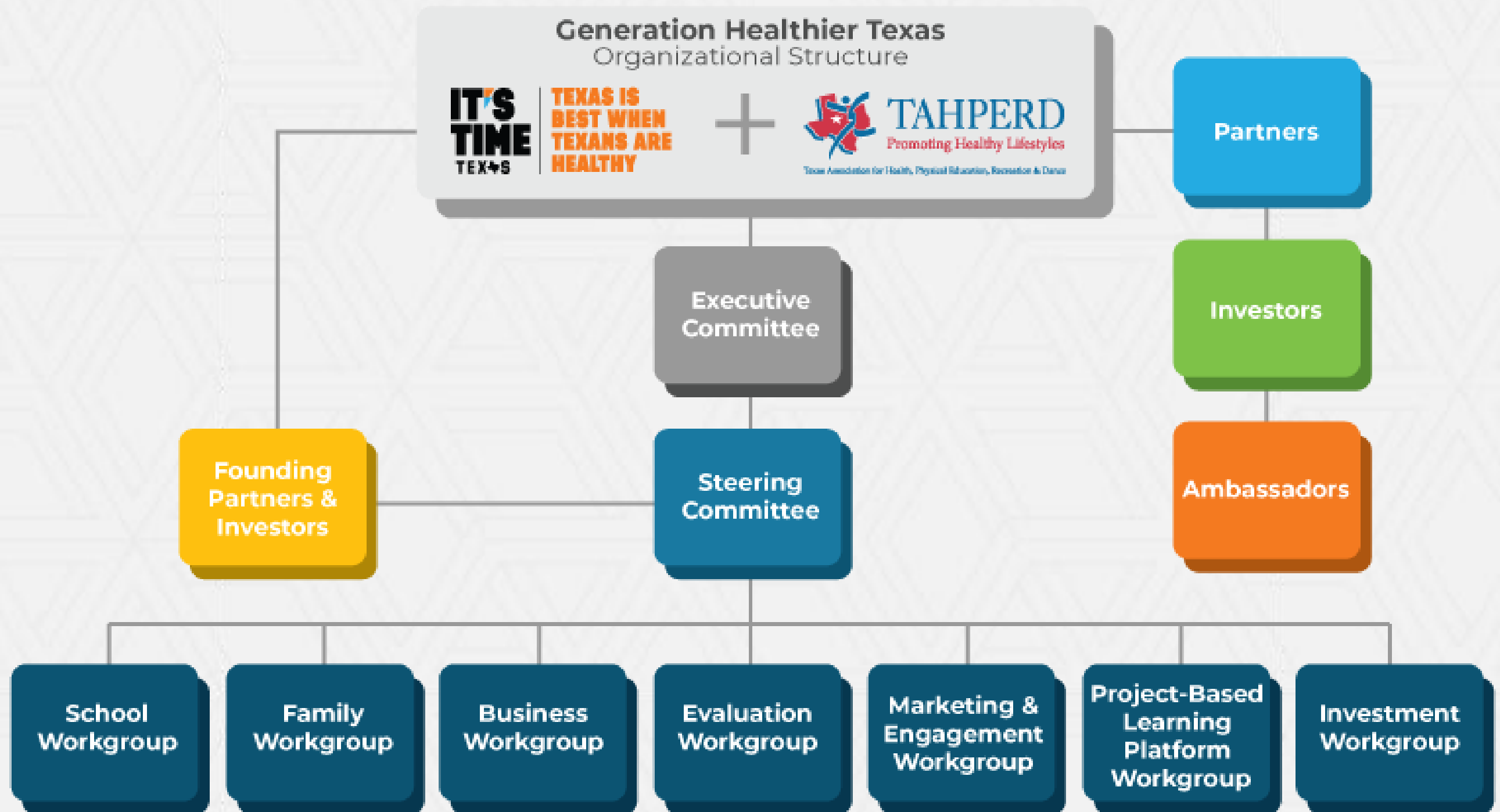
- Represents HPE Professionals Across Texas Who Directly Impact the Health of More than 5M Texas Students
- Membership Includes More Than 3,000 HPE Professionals (Key Influencers & Decision-Makers)
- Only Texas-Based, Professional Organization Providing Professional Development to the State's HPE Community
- Expertise: WSCC Model; Curriculum & Instruction; Professional Development; SEL & School Policy



**TEXAS IS
BEST WHEN
TEXANS ARE
HEALTHY**

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- Currently Impacts the Health of More Than 1M Texans in Over 500 Communities Across the State
 - Established Partnerships with Leading Companies, Agencies & Organizations Across Texas
 - Recognized Leader of the Movement to Establish a Culture of Health in Texas
 - Expertise: Collective Impact; Cause/Social Marketing; Fundraising; Tech/Digital Media; Marketing & Communications, Program Development & Implementation; Advocacy & Project Management

STRUCTURE



FOUNDING INVESTORS



Founding Investors commit to a minimum investment of \$100k/year for at least 3 years to support the development, launch, and expansion of Generation Healthier Texas.



Founding Investors are invited to serve on Generation Healthier Texas' Steering Committee and support the development and advancement of the cause.



Founding Investors commit to supporting the recruitment of other Investors, Partners, and Ambassadors.

CATALYST INVESTORS

Catalyst Investors commit to supporting the development and advancement of Generation Healthier Texas with an **annual contribution of \$5k - \$99k**.

Catalyst Investors receive benefits commensurate with their investor “type” (below) and level of support.

Catalyst Investor Types:



INDIVIDUALS



**CORPORATE
SPONSORS**



GRANTMAKERS

FOUNDING PARTNERS



Founding Partners commit to providing a minimum of \$100k/year in financial support and/or in-kind services for at least 3 years to aid the development, launch, and expansion of Generation Healthier Texas.



Founding Partners agree to serve on Generation Healthier Texas' Steering Committee and support the development of the cause.



Founding Partners commit to support the implementation Generation Healthier Texas' for a minimum of 3 years.



Founding Partners agree to extensively promote Generation Healthier Texas through their various channels for a minimum of 3 years.

PHASES

PHASE 1	FORMATION	2018
PHASE 2	PLANNING & DEVELOPMENT	2019
PHASE 3	LAUNCH & IMPLEMENTATION	2020-2021
PHASE 4	EVALUATION & GROWTH	2022+

PHASE 2

TIMELINE

12-Month Project Planning & Resource Development Timeline

Q1 (January – March 2019)

- Assemble Executive, Steering & Planning/Development Committees
- Identify Planning & Project Development Consultants
- Secure First Half (\$100k) of Target Development Funding
- Begin Securing Founding & Resource Partners

Q2 (April – June 2019)

- Begin Planning & Project Development Work
- Secure Remainder (\$100k) of Target Development Funding
- Continue Securing Founding & Resource Partners
- Begin Securing Launch Ambassadors
- Begin Securing Launch Districts

Q3 (July – September 2019)

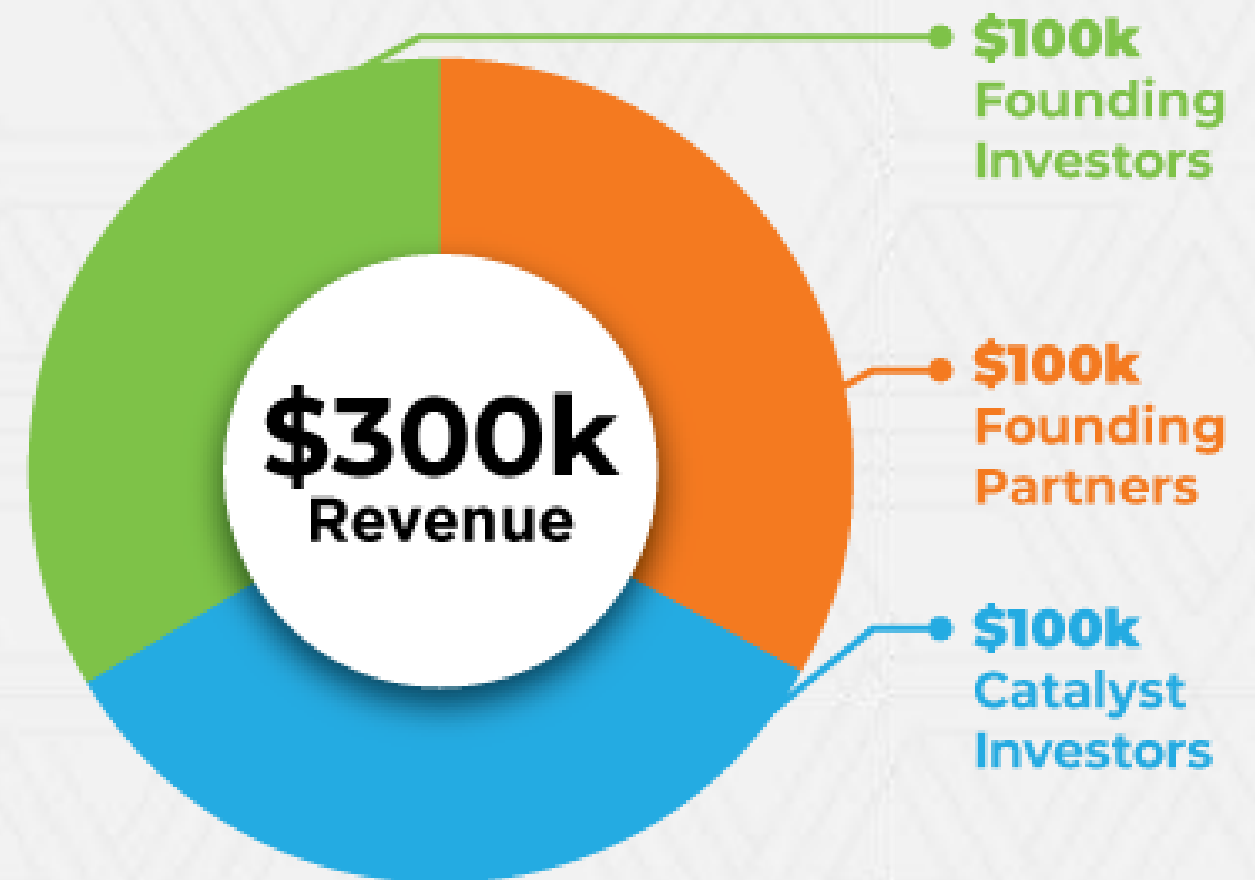
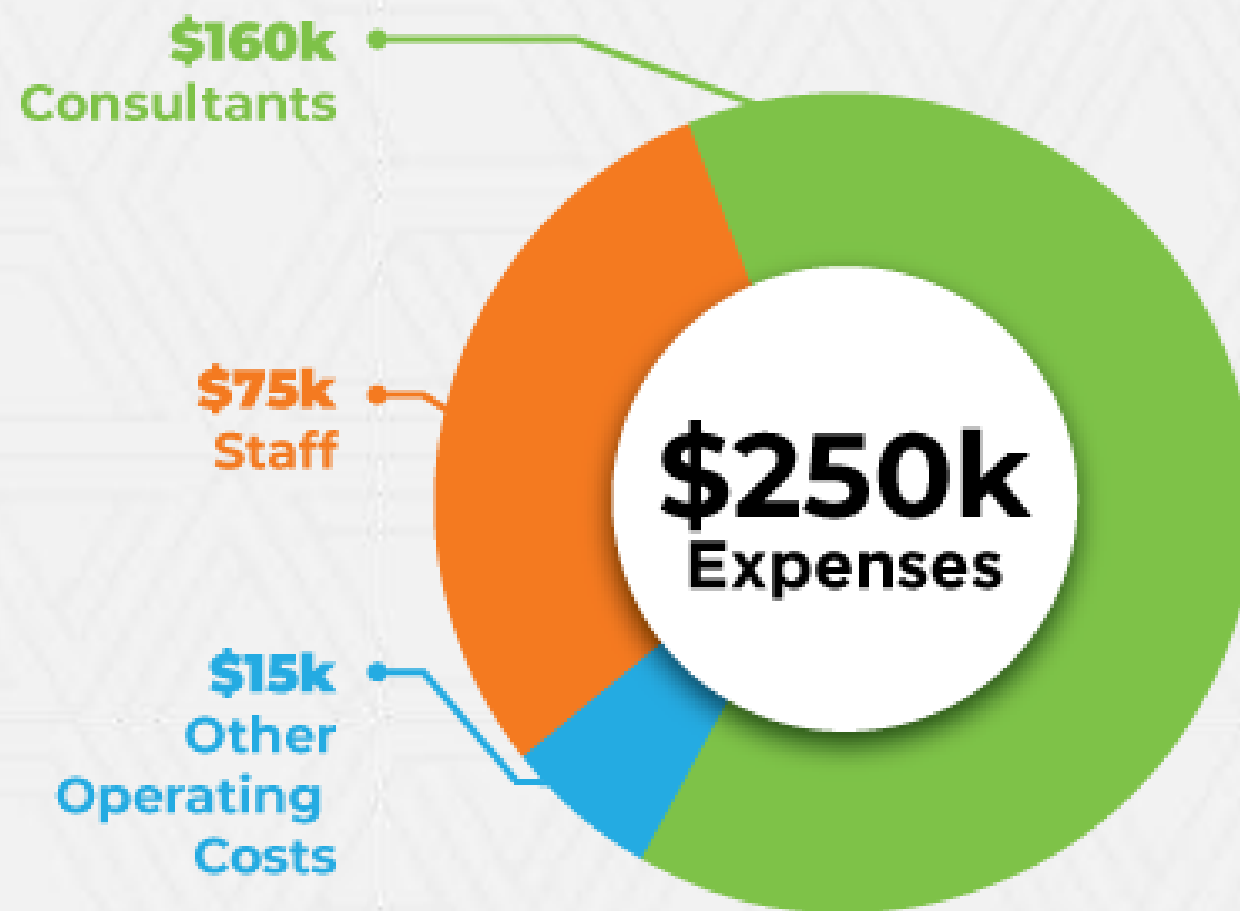
- Finalize Core Planning & Project Development Work
- Continue Securing Launch Districts
- Begin Securing Multi-Year Funding
- Finalize Founding & Resource Partners
- Finalize Launch Ambassadors

Q4 (October – December 2019)

- Announce **Cause** at ITT & TAHPERD Conferences/Press Event
- Continue Securing Launch Districts
- Continue Securing Multi-Year Funding

PHASE 2 BUDGET

12 MONTH PLANNING & RESOURCE BUDGET





THANK YOU

LEADERSHIP TEAM

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