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Leading the Fight for a Healthier Texas.




2016 Impact:


-  **5m+** Texans
-  **4,000+** Schools & Businesses
-  **500+** Communities



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Mission:
We Empower Texans to
Lead Healthier Lives &
Build Healthier
Communities




**WHY WE
EXIST**

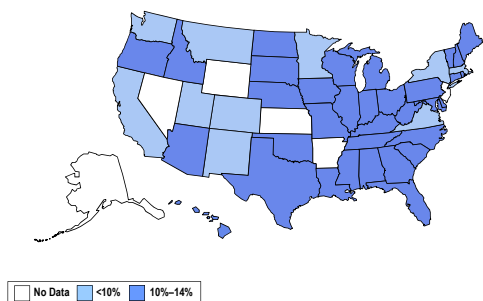


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**Unhealthy Has
Become Our
New Normal.**

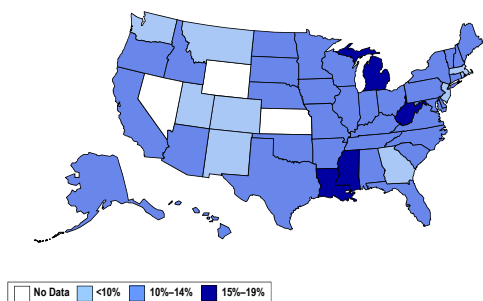


Obesity Trends* Among U.S. Adults, BRFSS 1990 ⁽¹⁾
(*BMI ≥30, or ~ 30 lbs. overweight for 5' 4" person)



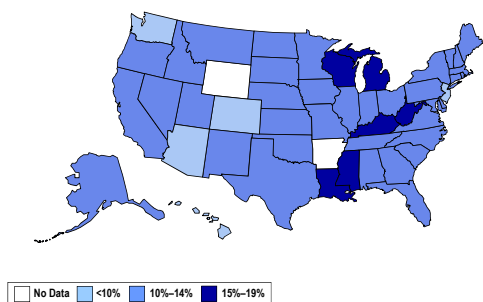
Source: Behavioral Risk Factor Surveillance System, CDC.

Obesity Trends* Among U.S. Adults, BRFSS 1991
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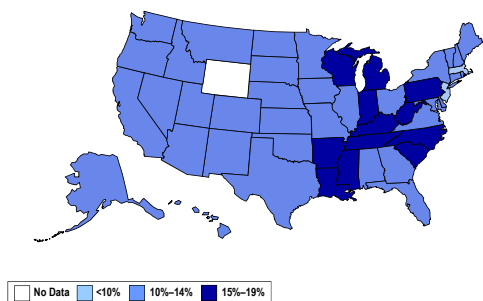
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Obesity Trends* Among U.S. Adults, BRFSS 1993

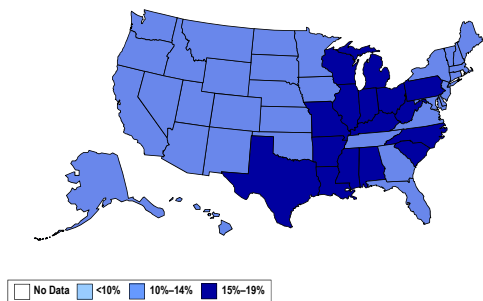
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Source: Behavioral Risk Factor Surveillance System, CDC.

Obesity Trends* Among U.S. Adults, BRFSS 1994

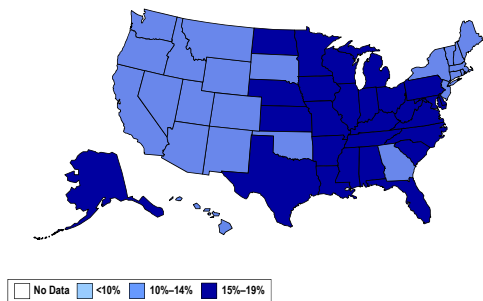
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Source: Behavioral Risk Factor Surveillance System, CDC.

Obesity Trends* Among U.S. Adults, BRFSS 1995

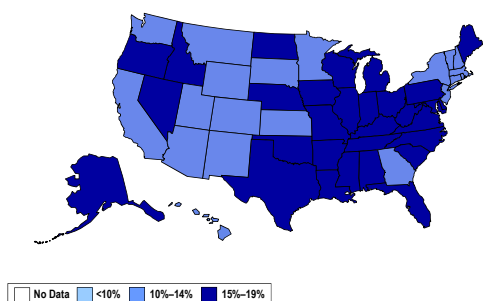
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Obesity Trends* Among U.S. Adults, BRFSS 1996

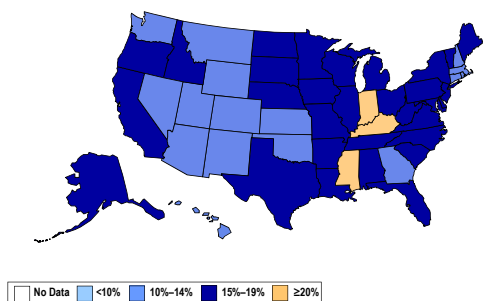
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Source: Behavioral Risk Factor Surveillance System, CDC.

Obesity Trends* Among U.S. Adults, BRFSS 1997

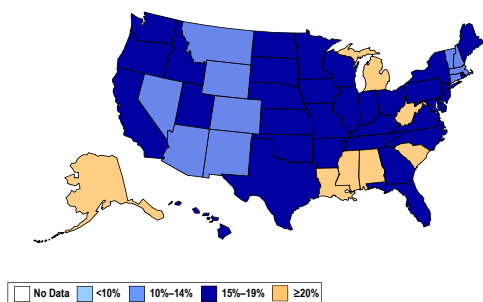
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Obesity Trends* Among U.S. Adults, BRFSS 1998

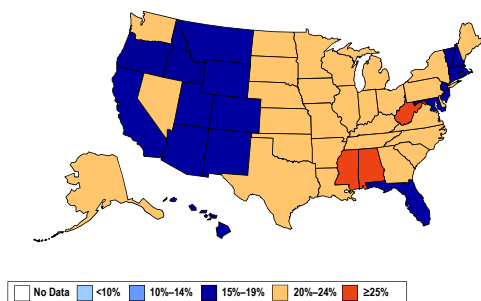
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Source: Behavioral Risk Factor Surveillance System, CDC.

Obesity Trends* Among U.S. Adults, BRFSS 2002

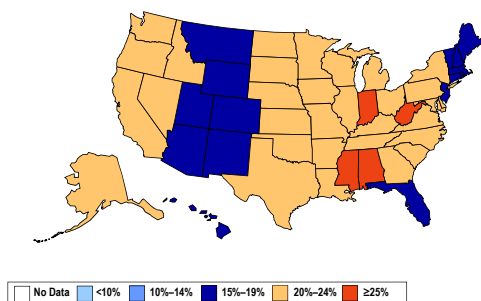
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Source: Behavioral Risk Factor Surveillance System, CDC.

Obesity Trends* Among U.S. Adults, BRFSS 2003

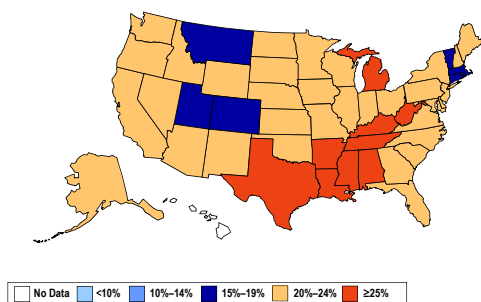
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Source: Behavioral Risk Factor Surveillance System, CDC.

Obesity Trends* Among U.S. Adults, BRFSS 2004

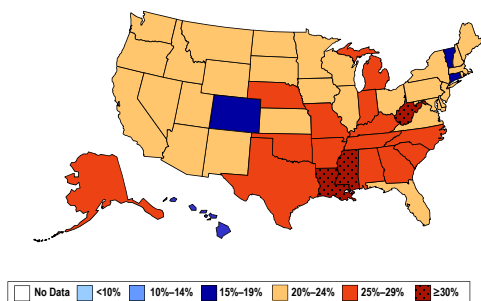
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Source: Behavioral Risk Factor Surveillance System, CDC.

Obesity Trends* Among U.S. Adults, BRFSS 2005

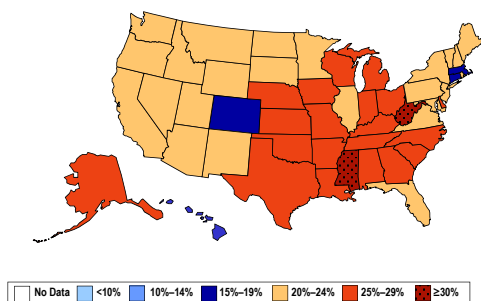
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Source: Behavioral Risk Factor Surveillance System, CDC.

Obesity Trends* Among U.S. Adults, BRFSS 2006

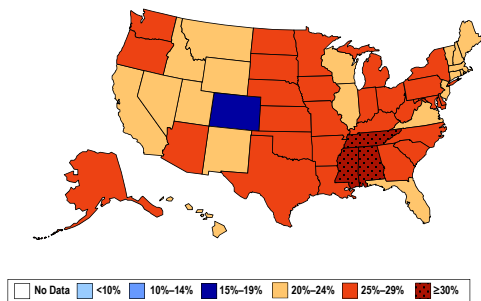
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Source: Behavioral Risk Factor Surveillance System, CDC.

Obesity Trends* Among U.S. Adults, BRFSS 2007

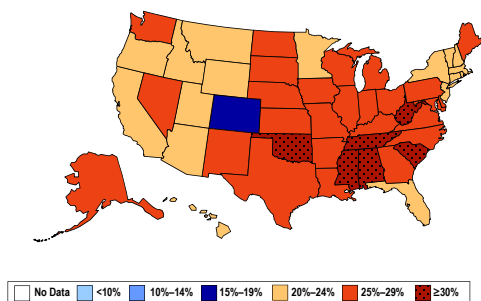
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Source: Behavioral Risk Factor Surveillance System, CDC.

Obesity Trends* Among U.S. Adults, BRFSS 2008

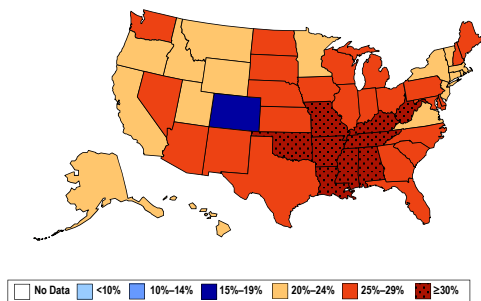
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Source: Behavioral Risk Factor Surveillance System, CDC.

Obesity Trends* Among U.S. Adults, BRFSS 2009

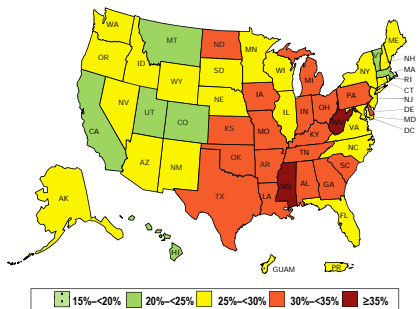
(*BMI ≥30, or ~ 30 lbs. overweight for 5' 4" person)



Source: Behavioral Risk Factor Surveillance System, CDC.

Prevalence* of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2013

*Prevalence estimates reflect BRFSS methodological changes started in 2011. These estimates should not be compared to prevalence estimates before 2011.




Source: Behavioral Risk Factor Surveillance System, CDC.



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In 1990, No U.S. State Had
a Prevalence of Obesity
Above 15%.




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In 2015, No U.S. State Has
a Prevalence of Obesity
Less Than 20%.



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Percentage of
Overweight/Obese
Adults:
~70%



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Annual Healthcare
Cost of Obesity :


**\$147 - \$210
Billion**



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Percentage of Adults
with Diabetes:


~10%



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Percentage of Eligible
Texans Unfit for Service
in the Military, Police, and
Firefighting Forces:


~33%



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Projected Percentage
of Overweight/Obese
Adults by 2030:


90%



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Percentage of
Overweight/Obese
Youth:


>33%



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Percentage Increase
of Type 2 Diabetes in
Youth 2001 – 2009:


30%



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Percentage of Youth Born in the
Year 2000 Projected to Develop
Type 2 Diabetes:


33%



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Unhealthy Students:

- Have Lower Test Scores
- More Regularly Miss School
- Have More Disciplinary Issues
- Are Less Likely to Graduate on Time




**WHY
WE'VE BEEN
LOSING THE
FIGHT**




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**We Have Been Trying
to Solve Our Most
Intractable, Systemic
Problems...**



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**With Isolated,
Incremental
Approaches.**



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TRADITIONAL APPROACH



THE CASE FOR A COLLECTIVE APPROACH

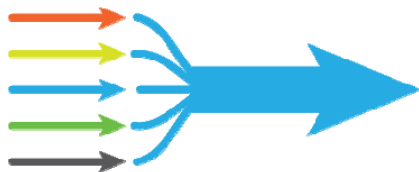


**We Now Know What
Works:**

**Community-Wide,
Collective Efforts**



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COLLECTIVE IMPACT APPROACH




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Collective Impact:

**Structured, Collaborative Action by
Individuals and Organizations
Across Sectors to Address a
Complex Societal Issue**


- John Kania & Mark Kramer



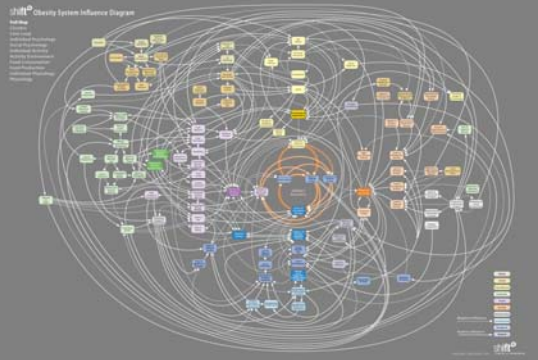

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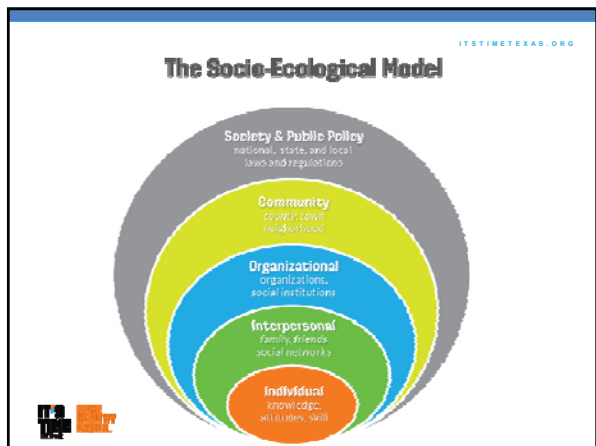
5 Core Components of the Collective Impact Model:

- Neutral “Backbone” Organization
 - Common Agenda
 - Shared Measurements
 - Common Action Plan
 - Regular Communication



J/IRP Client System Influence Diagram



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Mayor's Health & Fitness Council Model:

- Best Practices
- Neutral "Backbone"
 - Special Influence
- Requires Collaboration
 - Sustainable

IT'S TIME TO MOVE

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IT'S TIME TO MOVE MAKE HEALTHY EASIER

JOIN OUR CAUSE • COMMIT TO HEALTH • HEALTHY TOOLS • INITIATIVES & EVENTS • OUR IMPACT • ALLIES & PARTNERS

MAYOR'S HEALTH & FITNESS COUNCILS

Mayor's Health & Fitness Councils are structured to bring together key community stakeholders and city leaders, as well as local individuals, organizations, agencies, churches, and businesses that share the vision of a healthier community.

SCROLL BELOW

Mayor Betty Price - Fort Worth, TX

itstimetexas.org/mhfc

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Let's Connect:

- Website: www.itstimetexas.org
- Facebook: facebook.com/itstimetx
- Twitter: [@itstime](https://twitter.com/itstime)
- Instagram: instagram.com/itstimetx

