

A TEXAS TOWN'S JOURNEY TOWARD BETTER HEALTH

Public Health Problem

- Georgetown, Texas scored low each time they participated in the Heart & Stroke Healthy City Recognition Program run by the Texas Department of State Health Services
- Promoting healthier lifestyles can help Georgetown meet health objectives for reducing the burden of chronic diseases such as heart disease and stroke.
- A local coalition taking action to advance physical activity, nutrition, and tobacco policies gives people of all ages the support needed to lead healthier lives and prevent disease.

Program

- Williamson County and Cities Health District where the town of Georgetown is located receives funding from the National Association of Chronic Disease Directors through its partnership with the Centers for Disease Control and Prevention, to implement Action Communities for Health, Innovation and EnVironmental Change (ACHIEVE) and advance leadership and action to reduce chronic diseases and related risk factors in the county.
- The Williamson County Healthy Hearts Coalition, now the WilCo Wellness Alliance, joined a national action institute and developed an action plan focused on health care provider exercise prescriptions, worksite wellness, tobacco cessation, and ¡Por Vida!, a healthy heart recognition program for restaurants.

Impact

- ACHIEVE helped the coalition leverage \$27,000 from county government to enable provision of smoking cessation classes for employees.
- The Commissioners Court recently banned smoking on all county government property.
- Three clinics, two private medical offices and a federally-qualified health center provide exercise prescriptions for their patients with diabetes using the *Exercise is Medicine* model, raising awareness of the need for and adoption of physical activity.
- The project also leveraged funding from United Way to provide personal training to residents receiving exercise prescriptions as a pilot to encourage adoption of physical activity habits.
- ¡Por Vida! is preparing to launch in Georgetown restaurants to help adults and children make healthier food choices by highlighting menu items that meet healthy nutrition guidelines.
- A worksite wellness toolkit and workshop are bringing local businesses onboard to promote employee wellness and chronic disease prevention.
- “Leaders from across this community are committed to an ongoing process that has great potential to make and keep our cities and county as healthy as they can be,” says Dr. Chip Riggins, Executive Director and Health Authority for the Williamson Cities and County Health District.

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