

**IT'S  
TIME  
TEXAS**

**UNITING  
for a  
Healthier  
Texas**



## Baker Harrell, PhD

Founder/CEO, IT'S TIME TEXAS

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Twitter: @itstimefounder



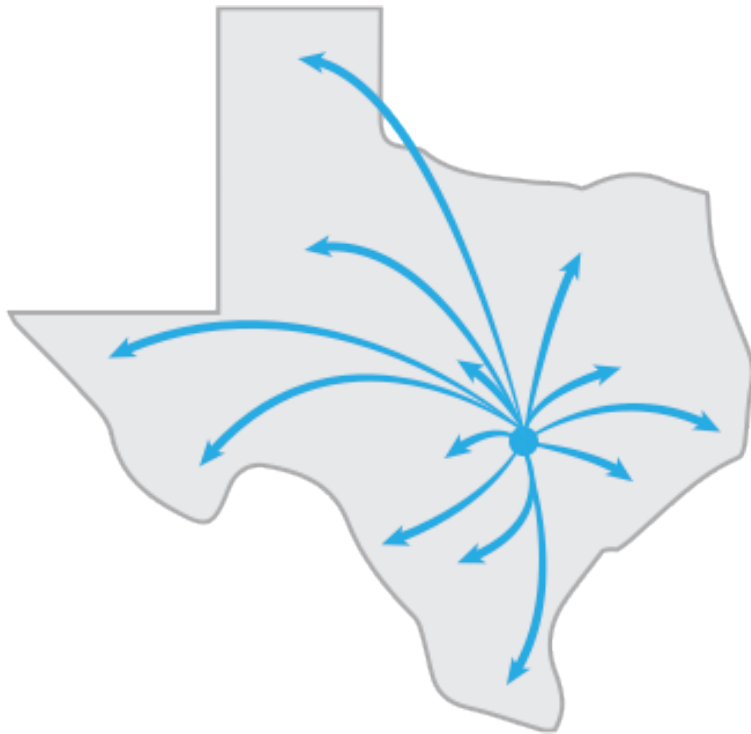
## Mission:

We Empower Texans to  
Lead Healthier Lives & Build  
Healthier Communities

# IT'S TIME TEXAS



# Leading the Fight for a Healthier Texas.



## 2017 Impact:



**1M+** Texans



**4,000+** Schools & Businesses



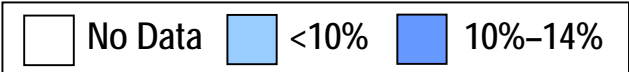
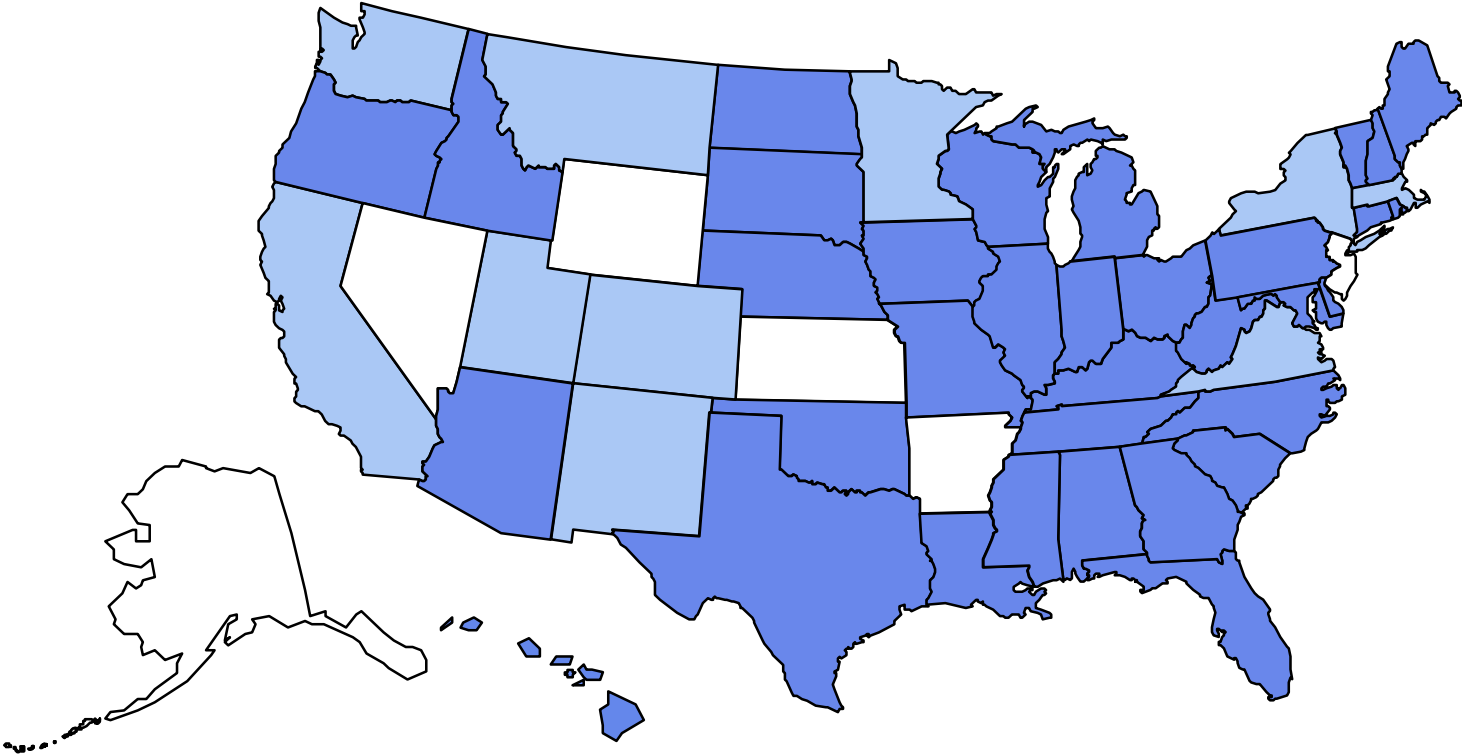
**500+** Communities

# THE CASE FOR A COLLECTIVE APPROACH

**IT'S  
TIME**  
TEXAS

# Obesity Trends\* Among U.S. Adults, BRFSS 1990 (1)

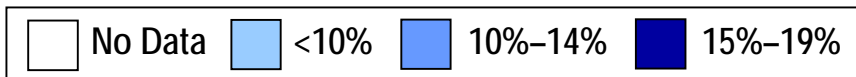
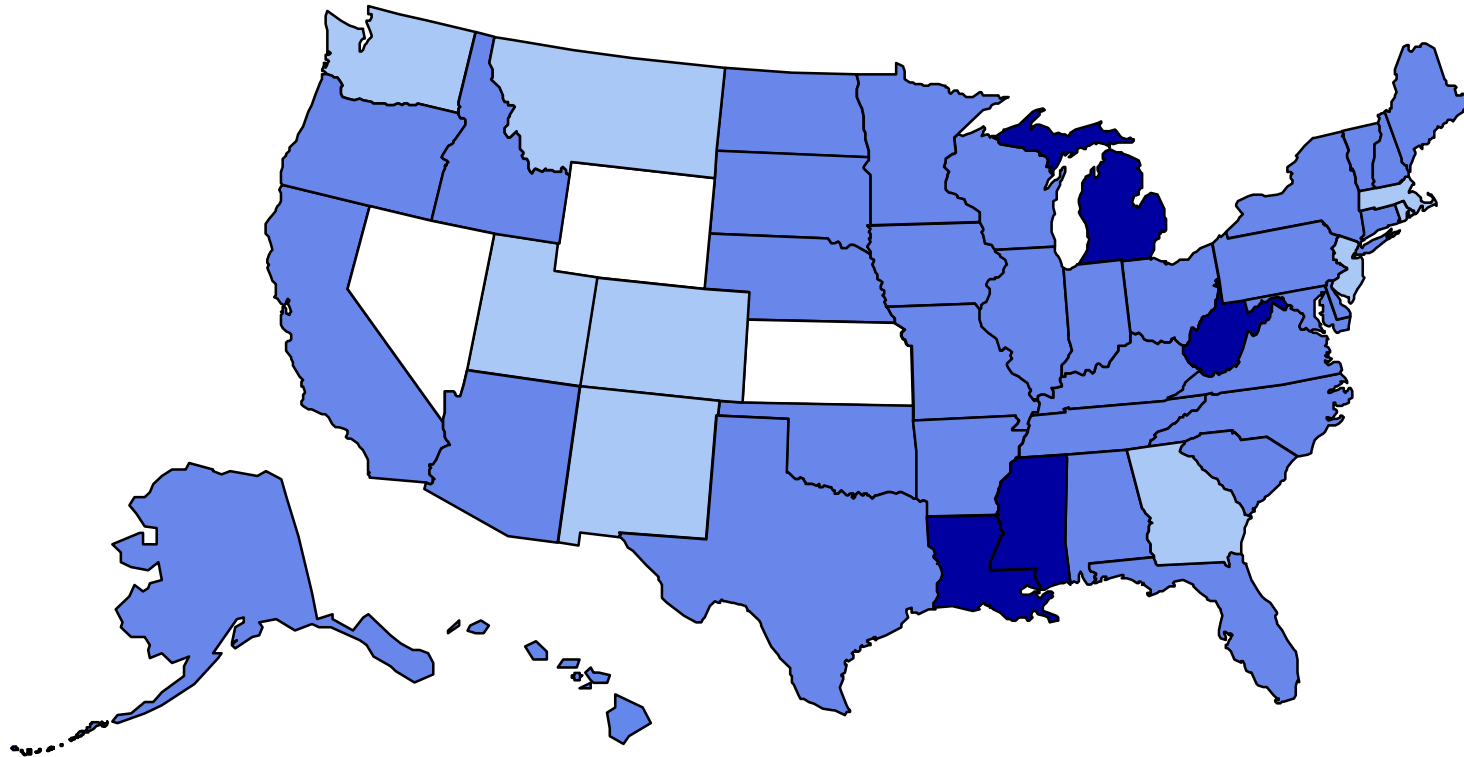
(\*BMI  $\geq 30$ , or ~ 30 lbs. overweight for 5' 4" person)



Source: Behavioral Risk Factor Surveillance System, CDC.

# Obesity Trends\* Among U.S. Adults, BRFSS 1991

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)

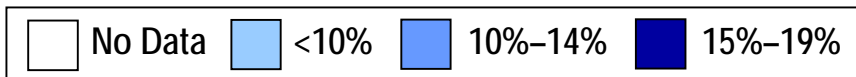
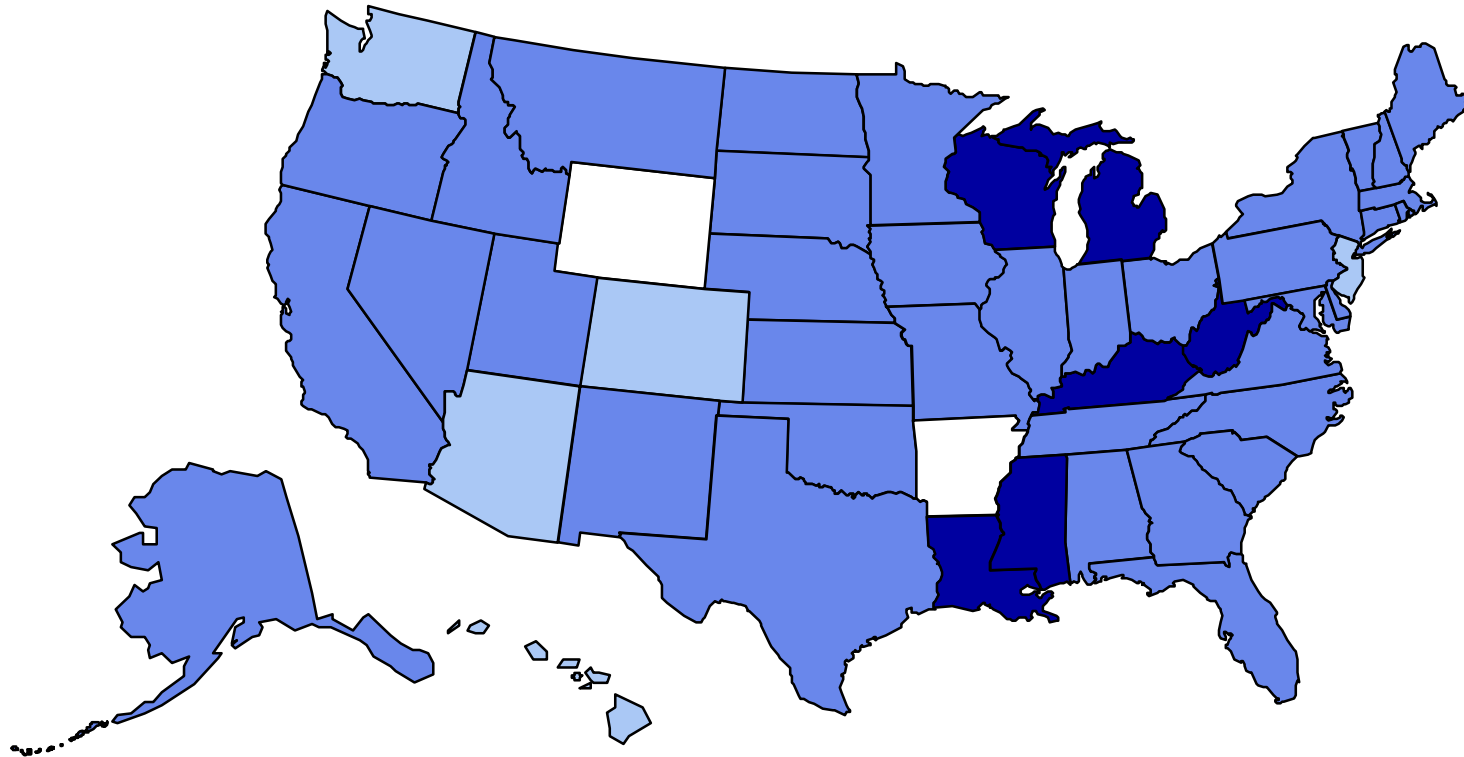


Source: Behavioral Risk Factor Surveillance System, CDC.



# Obesity Trends\* Among U.S. Adults, BRFSS 1992

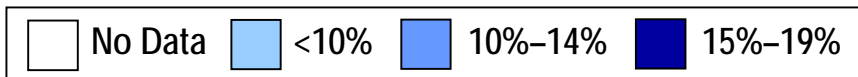
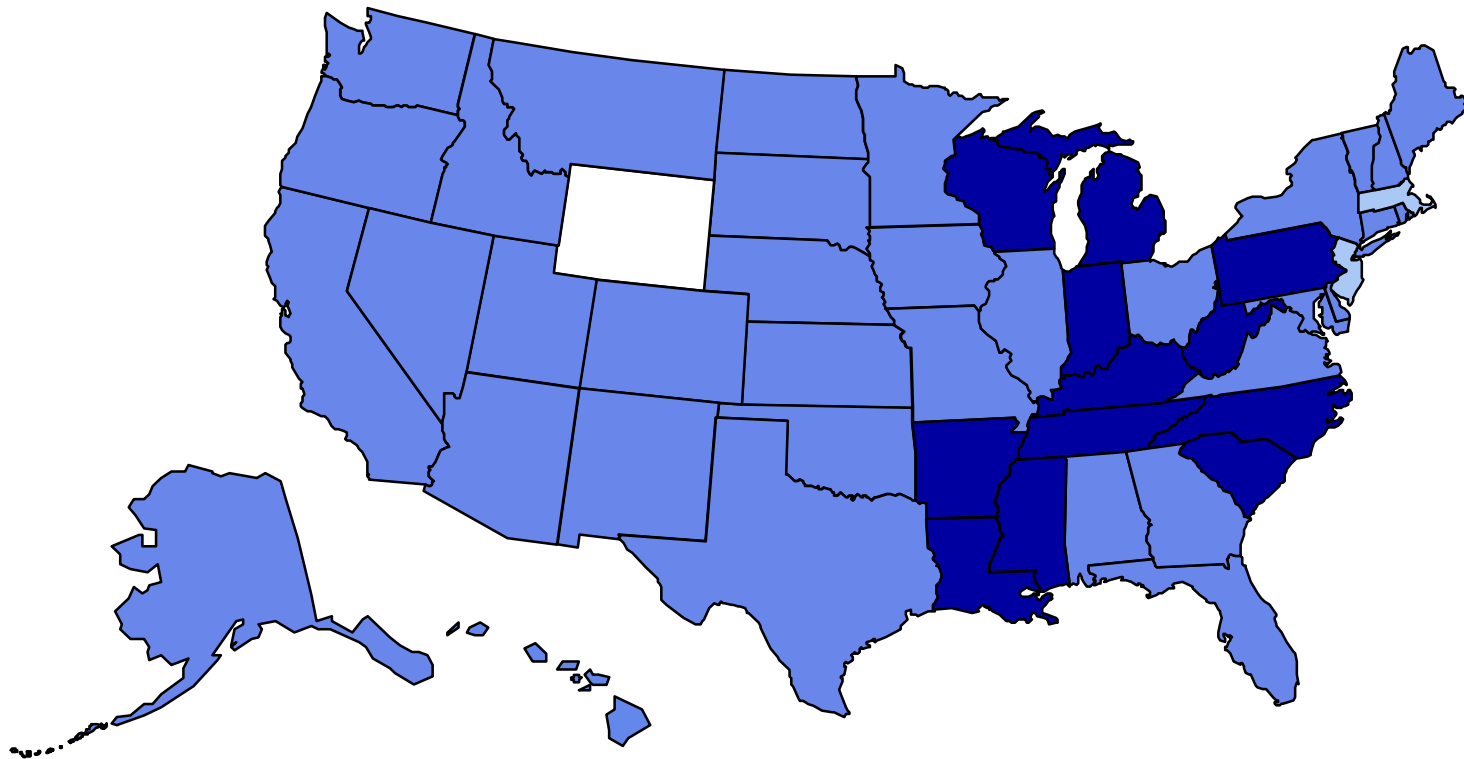
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Source: Behavioral Risk Factor Surveillance System, CDC.

# Obesity Trends\* Among U.S. Adults, BRFSS 1993

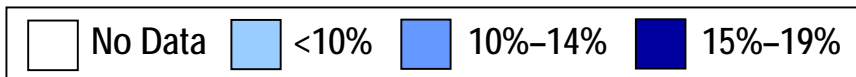
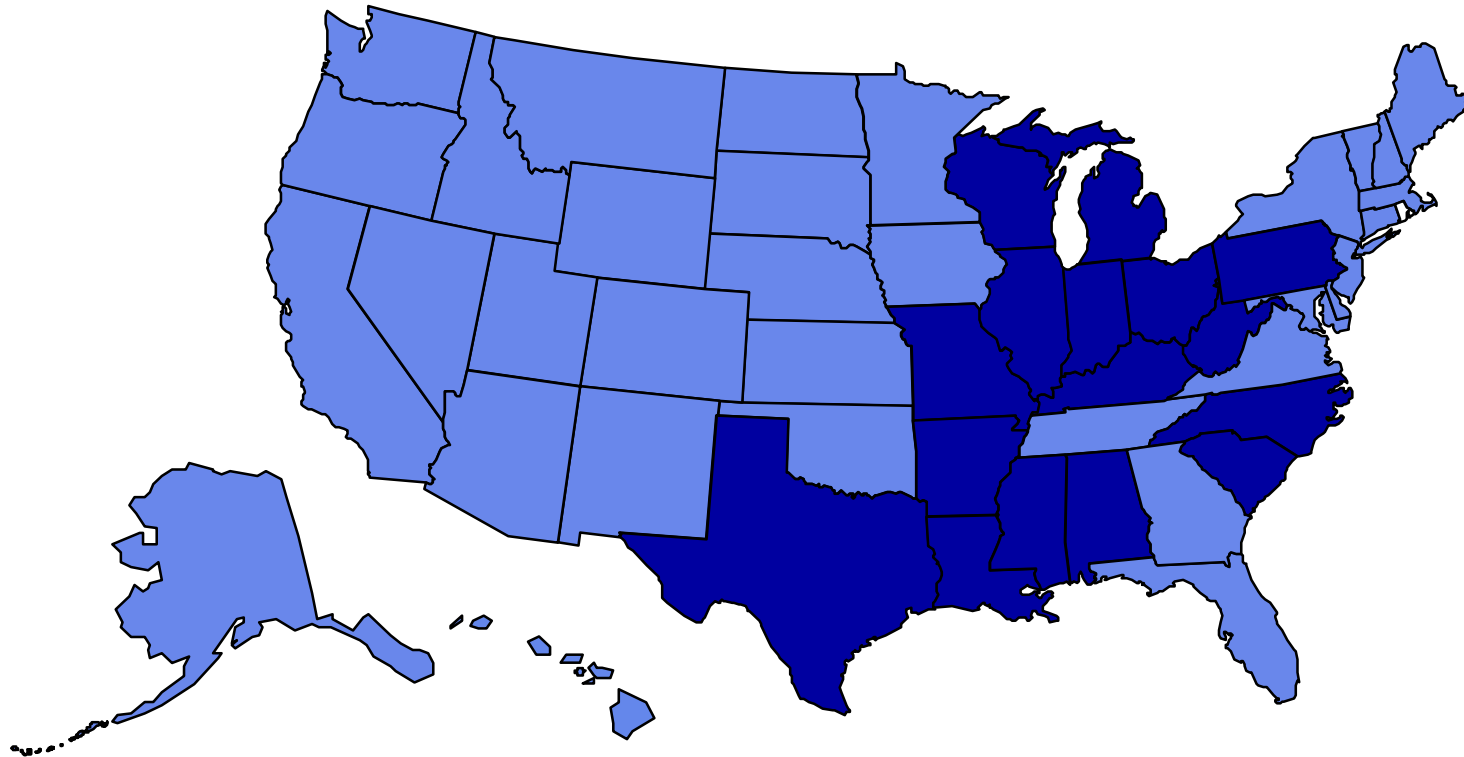
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Source: Behavioral Risk Factor Surveillance System, CDC.

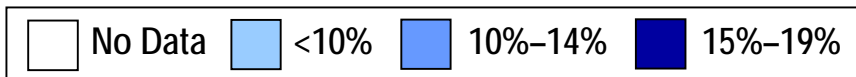
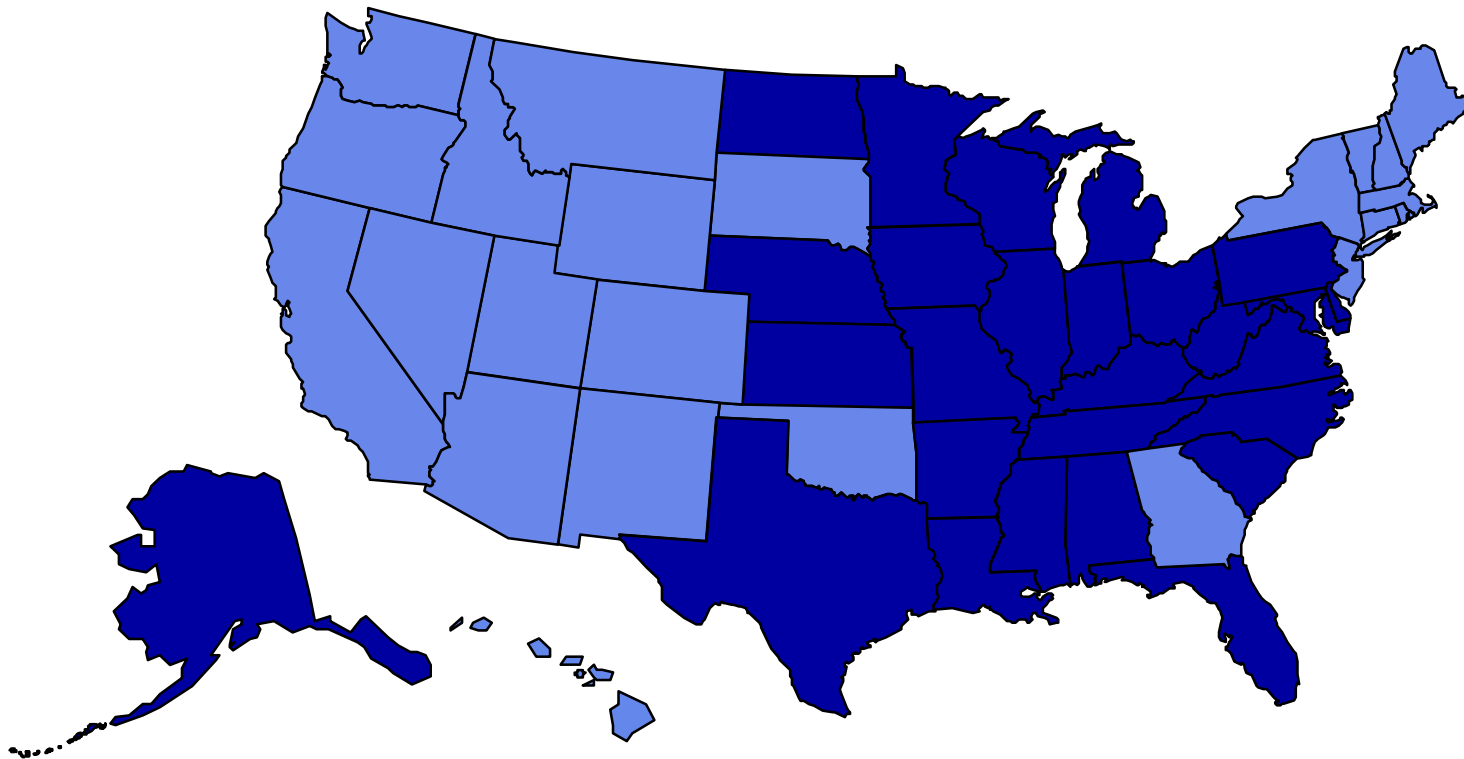
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(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



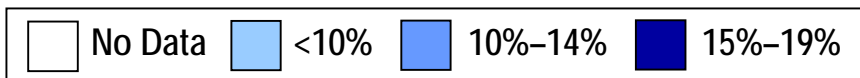
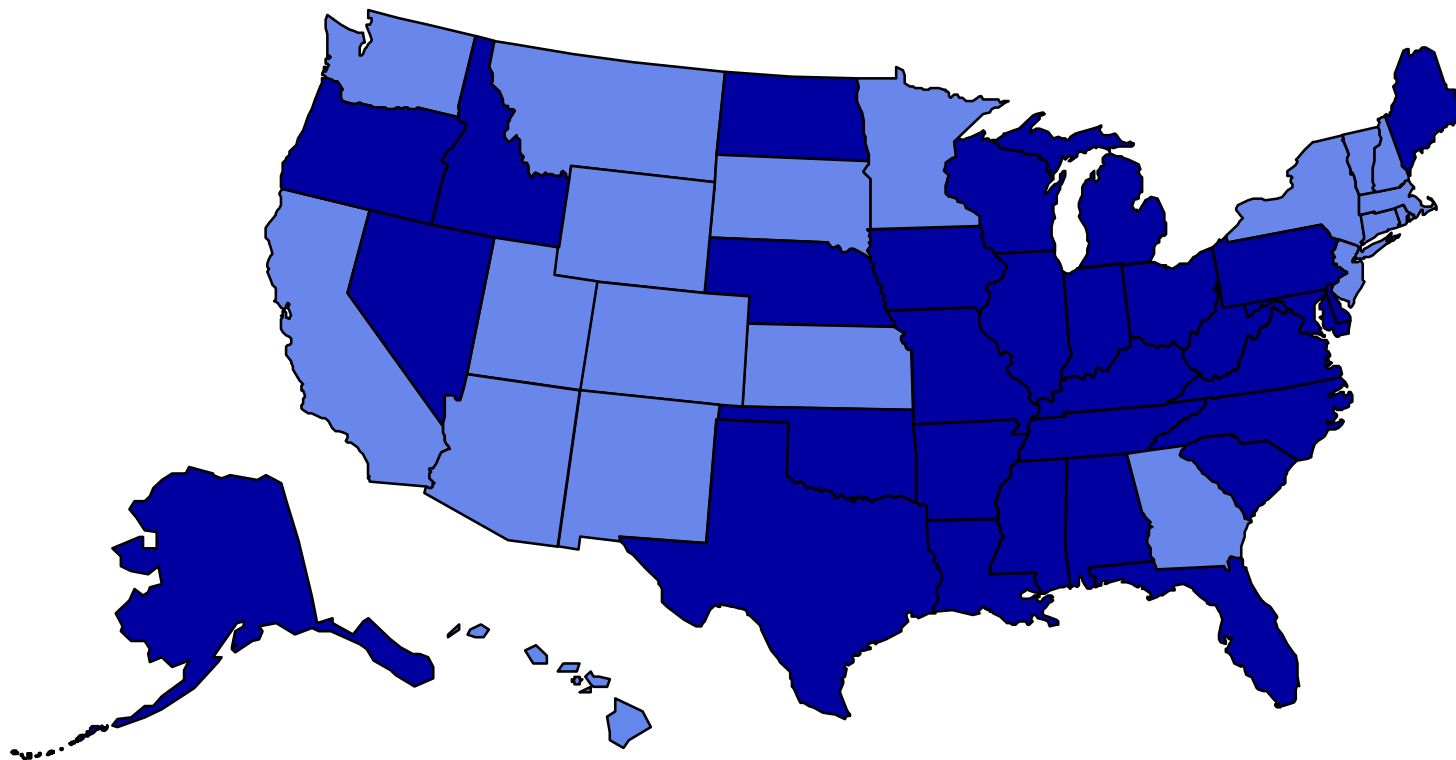
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(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



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

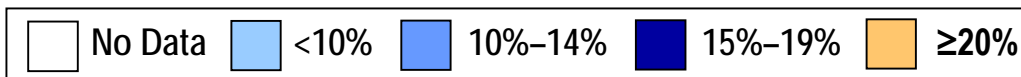
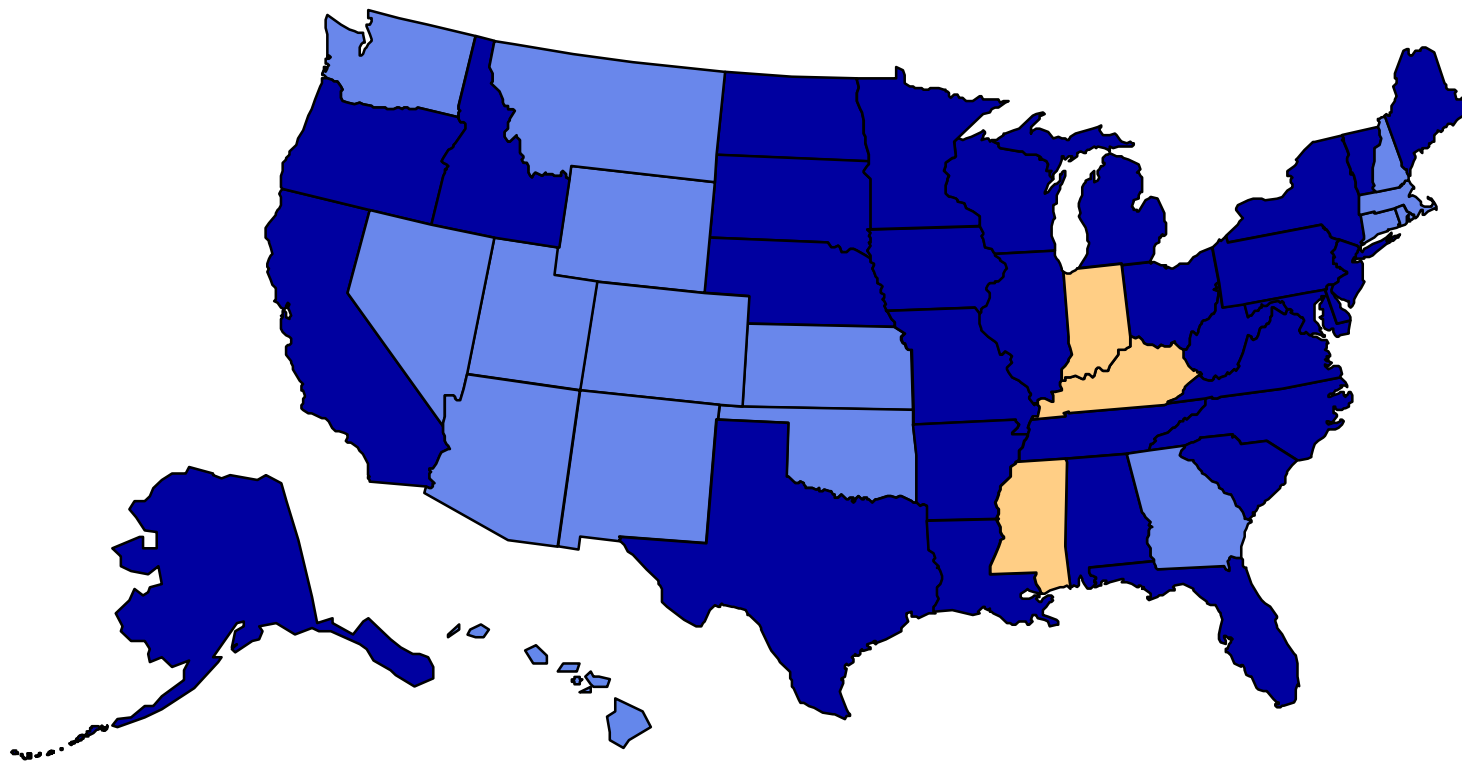
(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



Source: Behavioral Risk Factor Surveillance System, CDC.

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

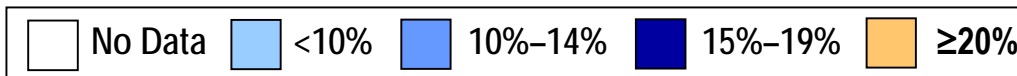
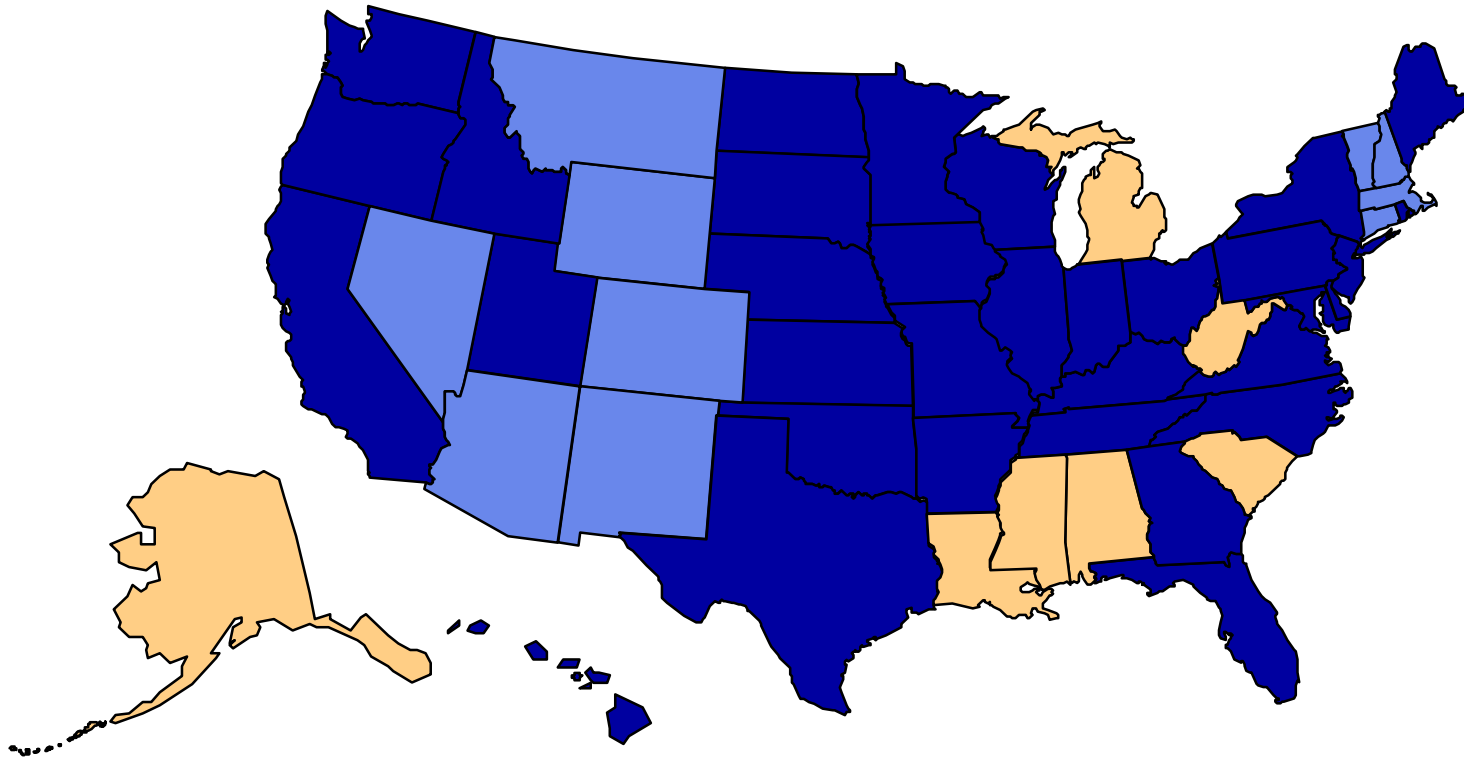
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Source: Behavioral Risk Factor Surveillance System, CDC.

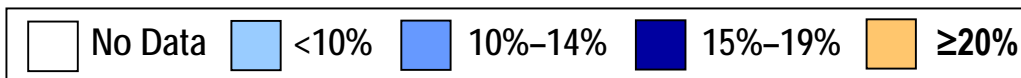
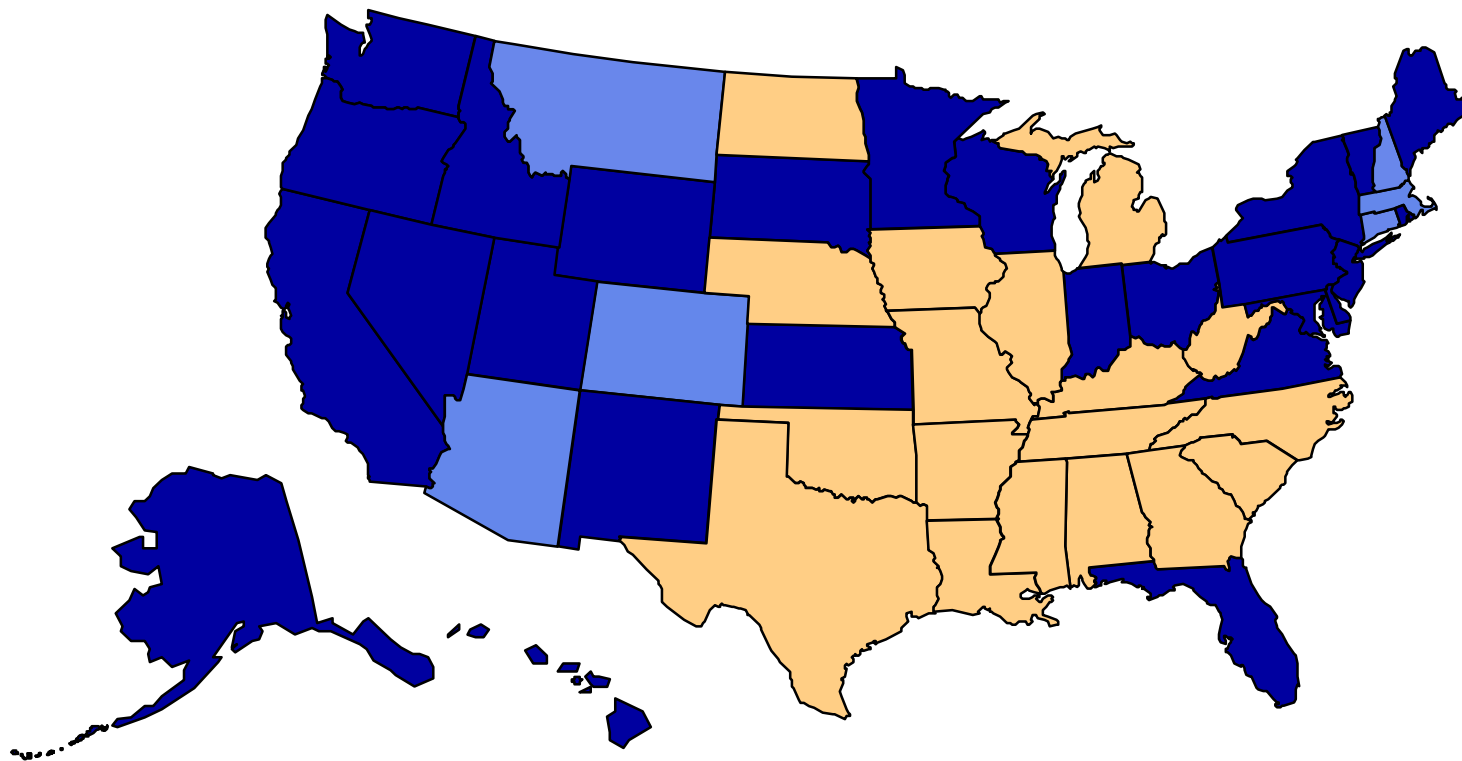
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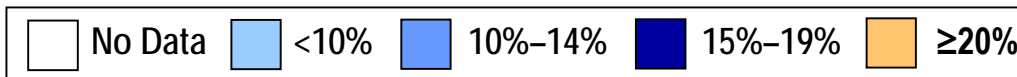
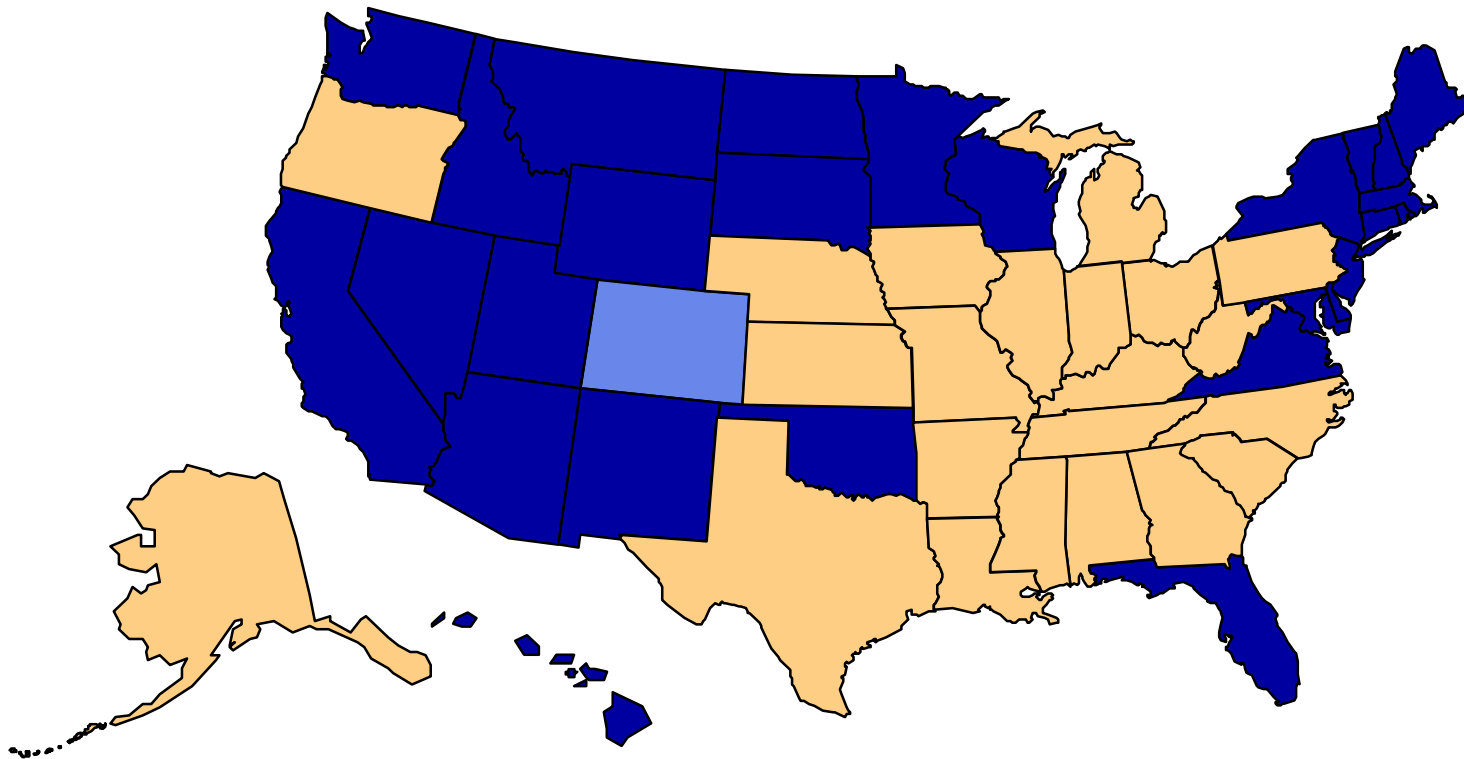


Source: Behavioral Risk Factor Surveillance System, CDC.



# Obesity Trends\* Among U.S. Adults, BRFSS 2000

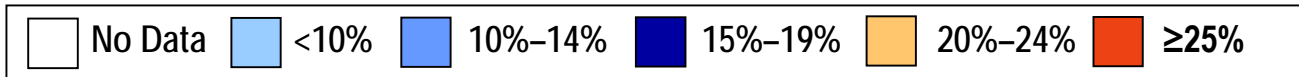
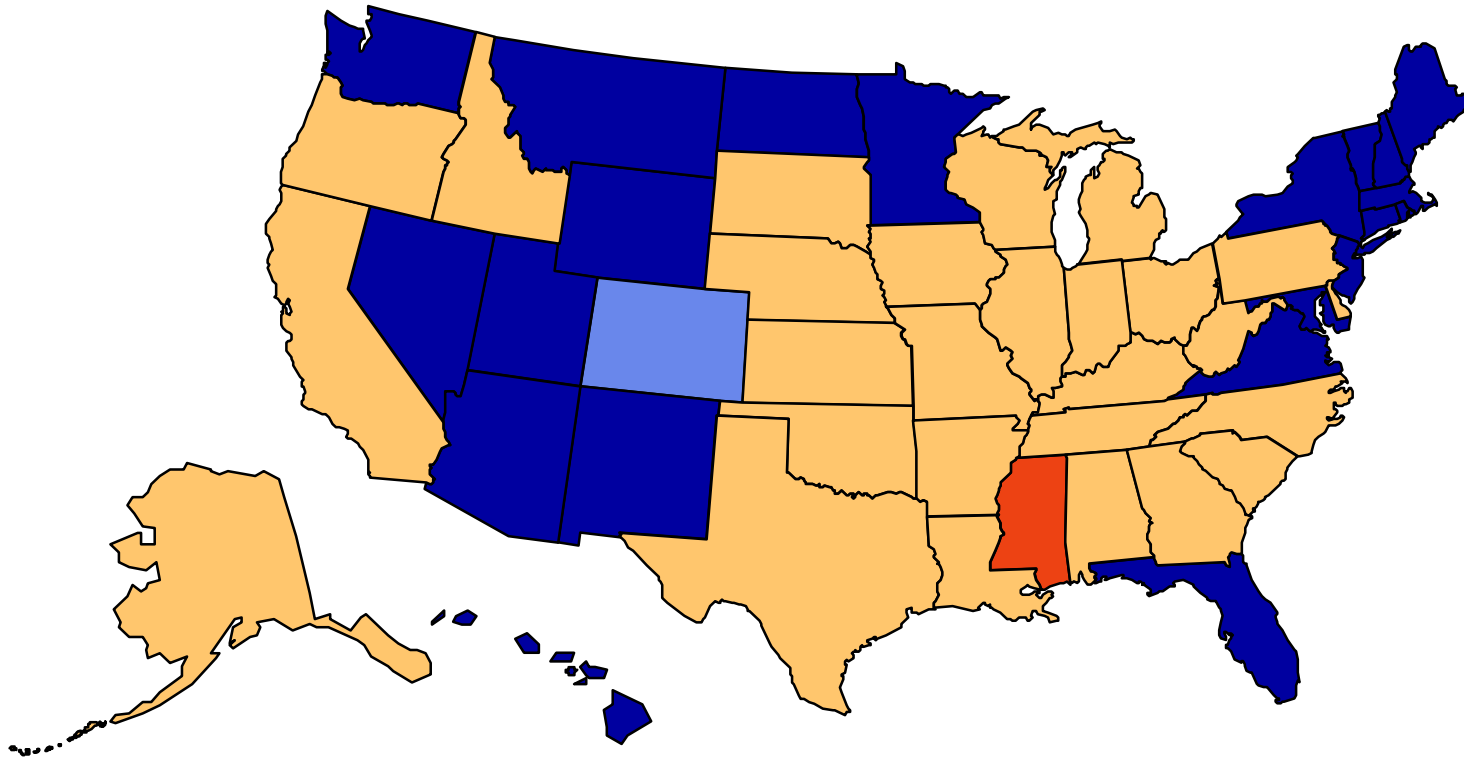
(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



Source: Behavioral Risk Factor Surveillance System, CDC.

# Obesity Trends\* Among U.S. Adults, BRFSS 2001

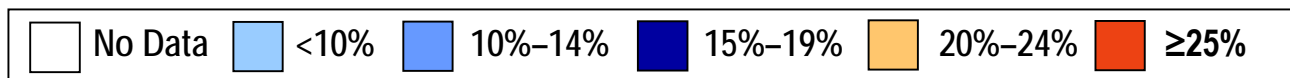
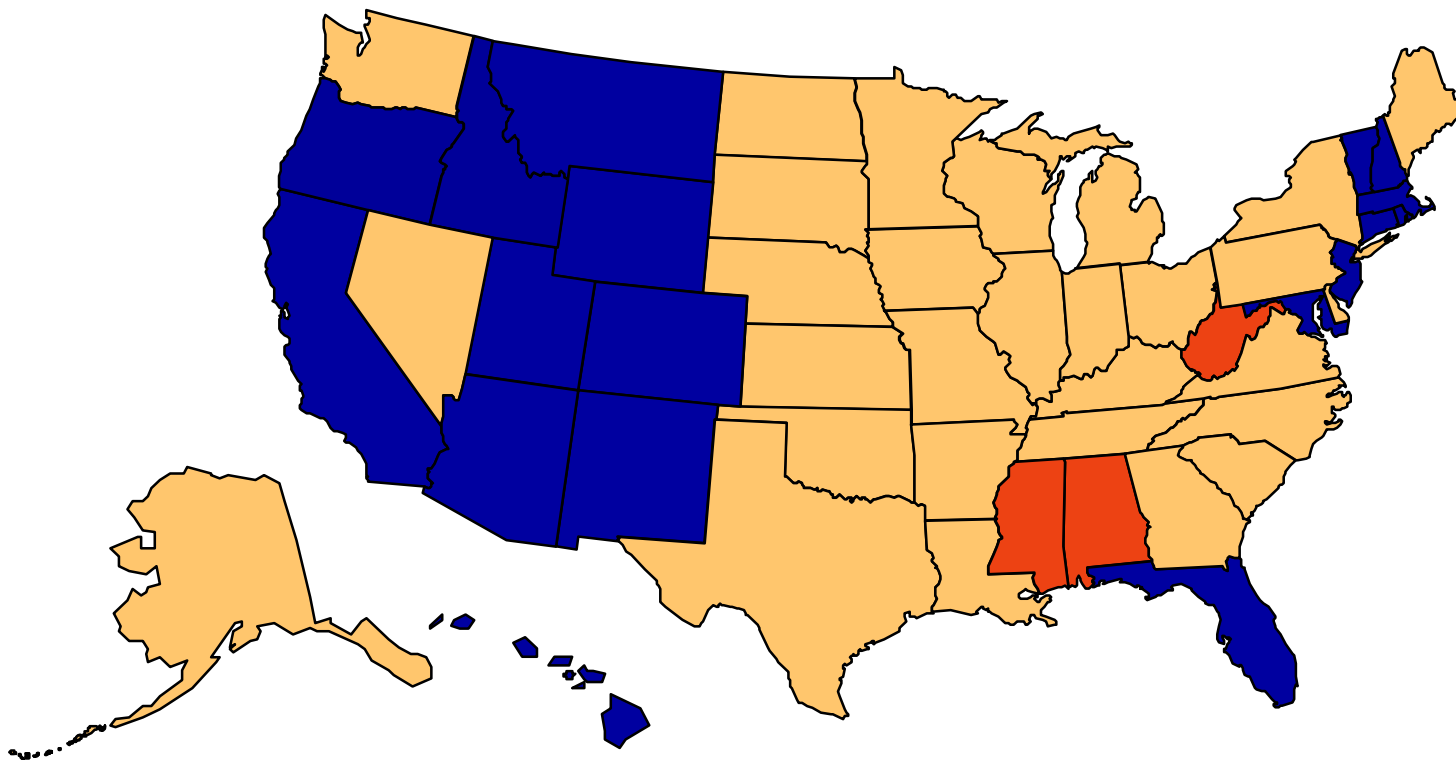
(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



Source: Behavioral Risk Factor Surveillance System, CDC.

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

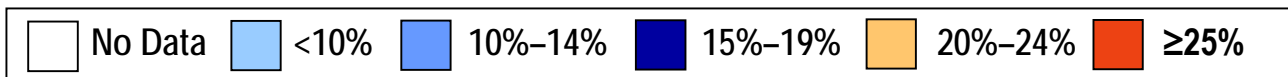
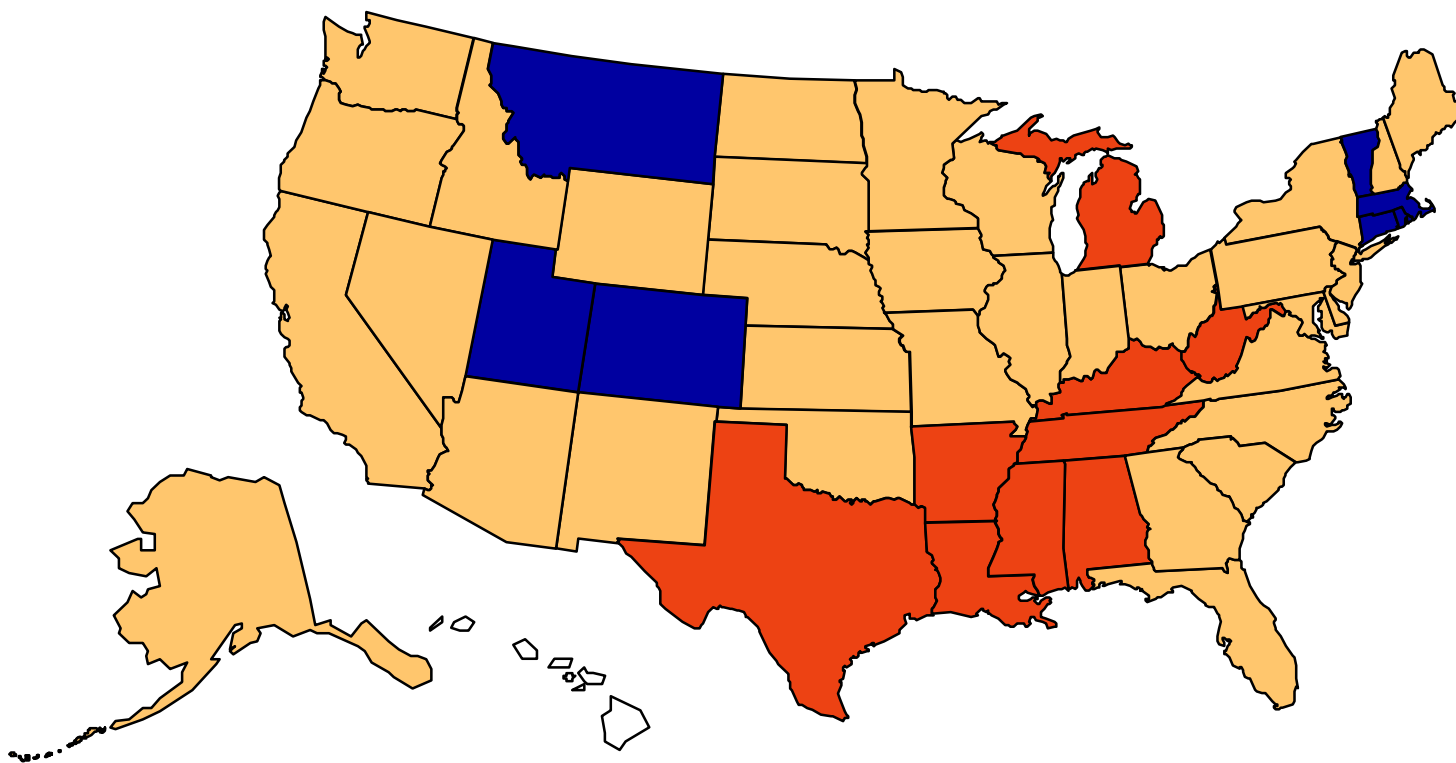
(\*BMI  $\geq 30$ , or ~ 30 lbs. overweight for 5' 4" person)





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

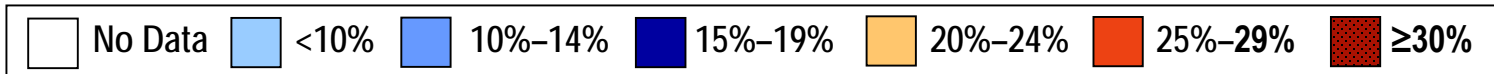
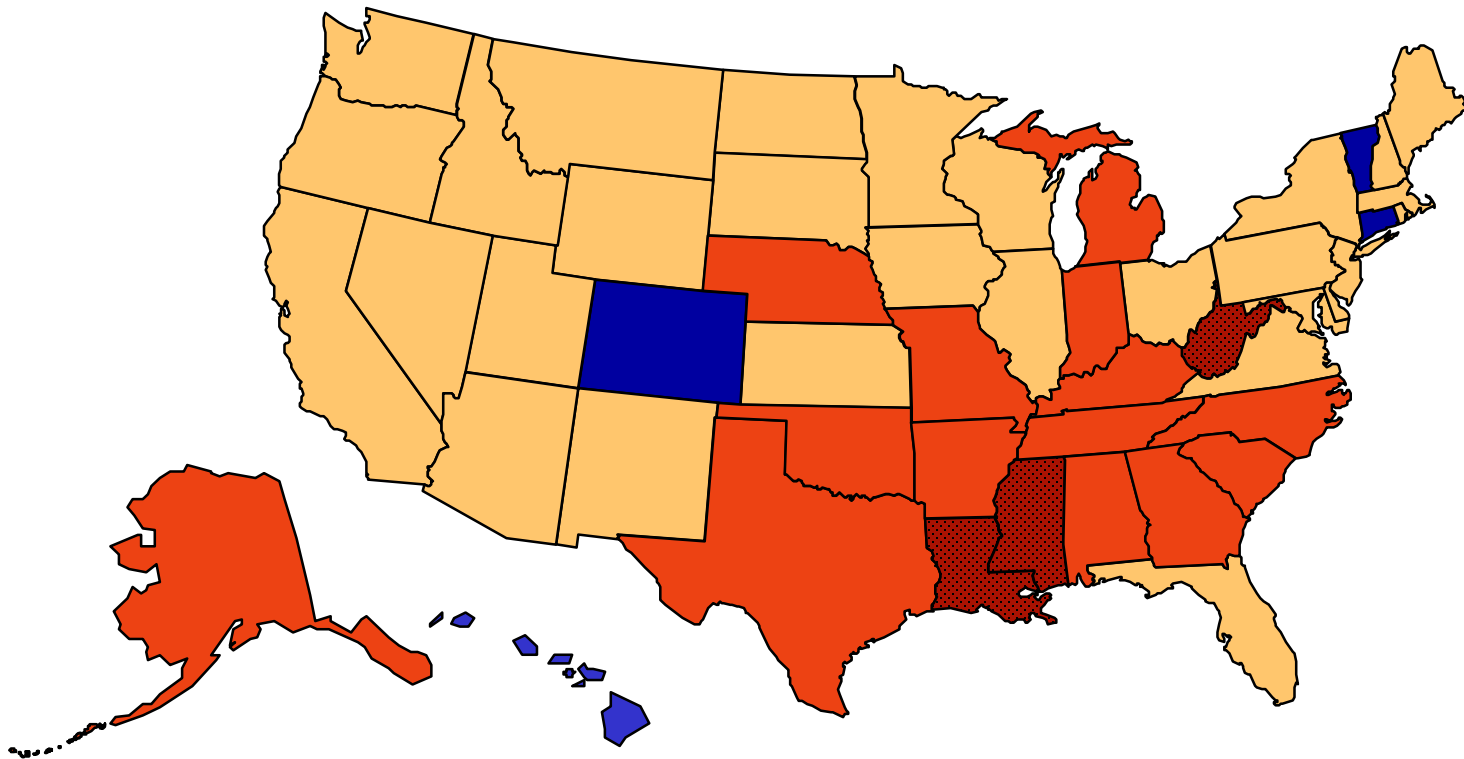
(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



Source: Behavioral Risk Factor Surveillance System, CDC.

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

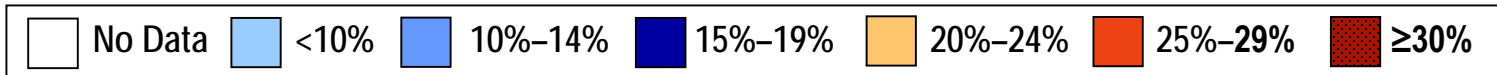
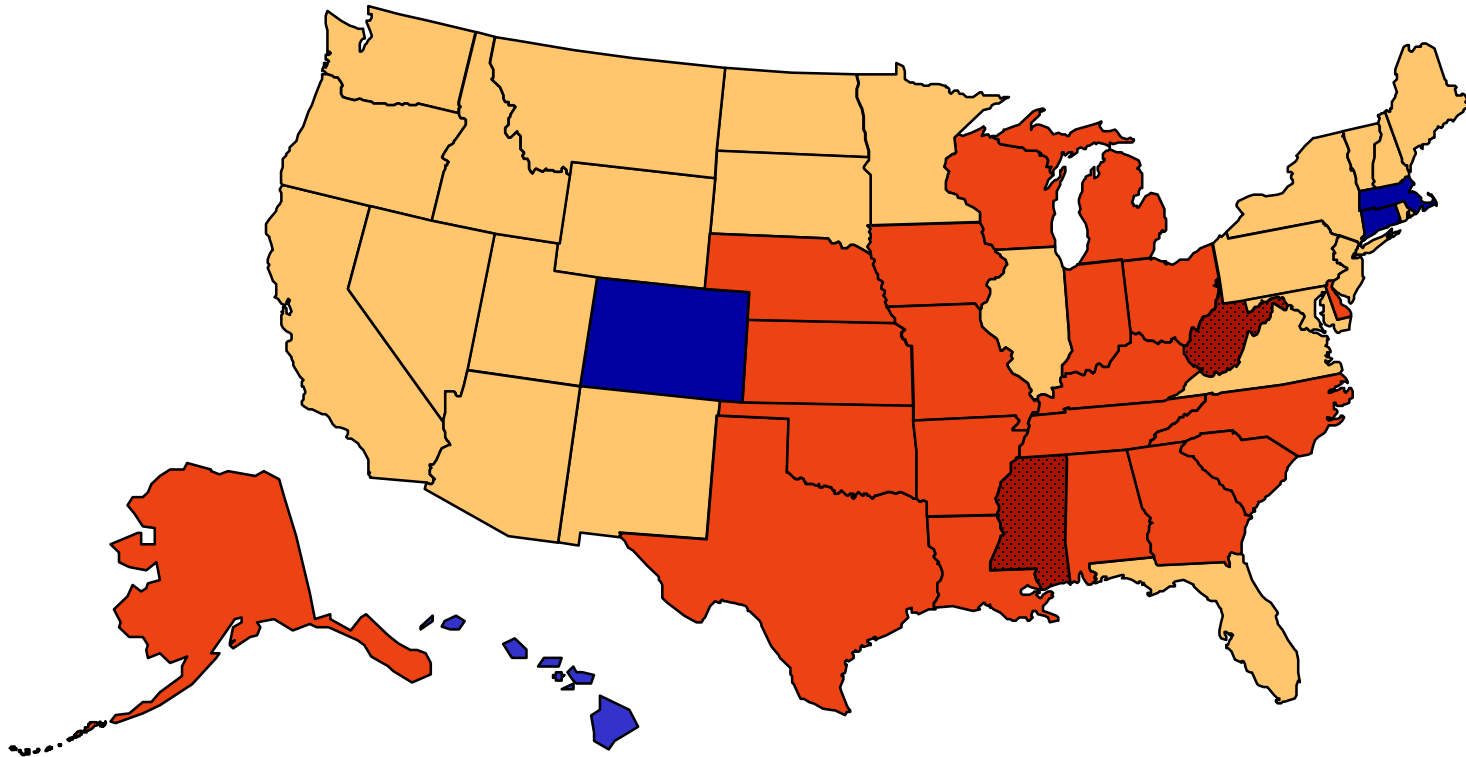
(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



Source: Behavioral Risk Factor Surveillance System, CDC.

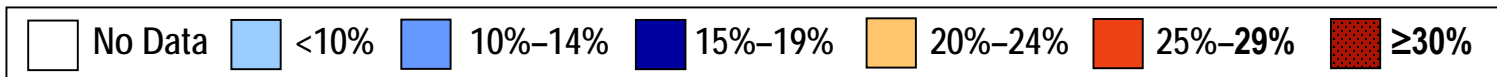
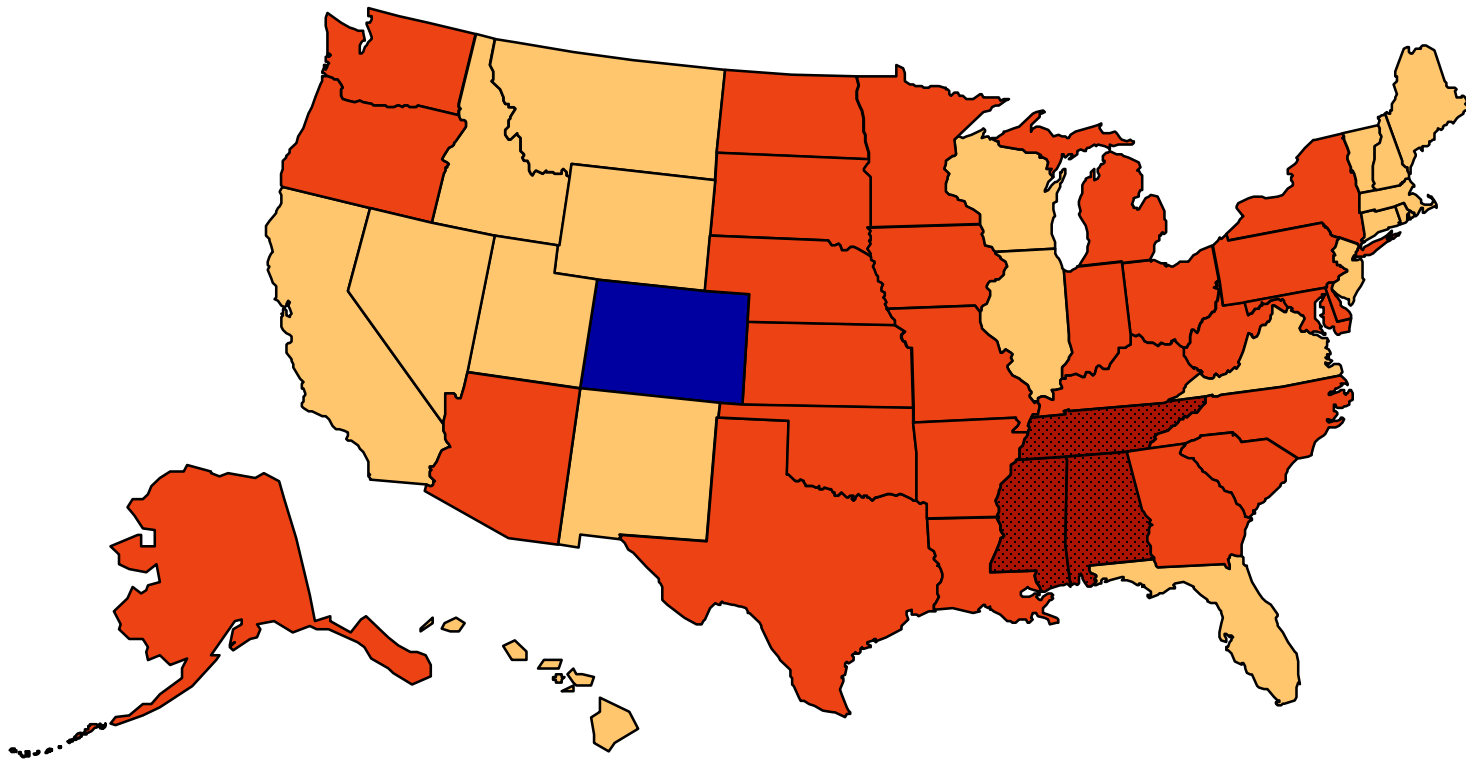
# Obesity Trends\* Among U.S. Adults, BRFSS 2006

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



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

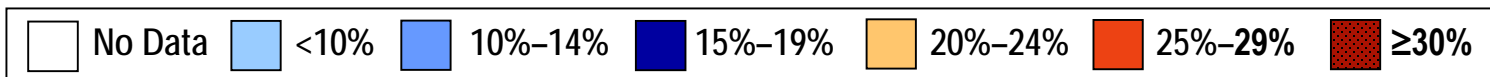
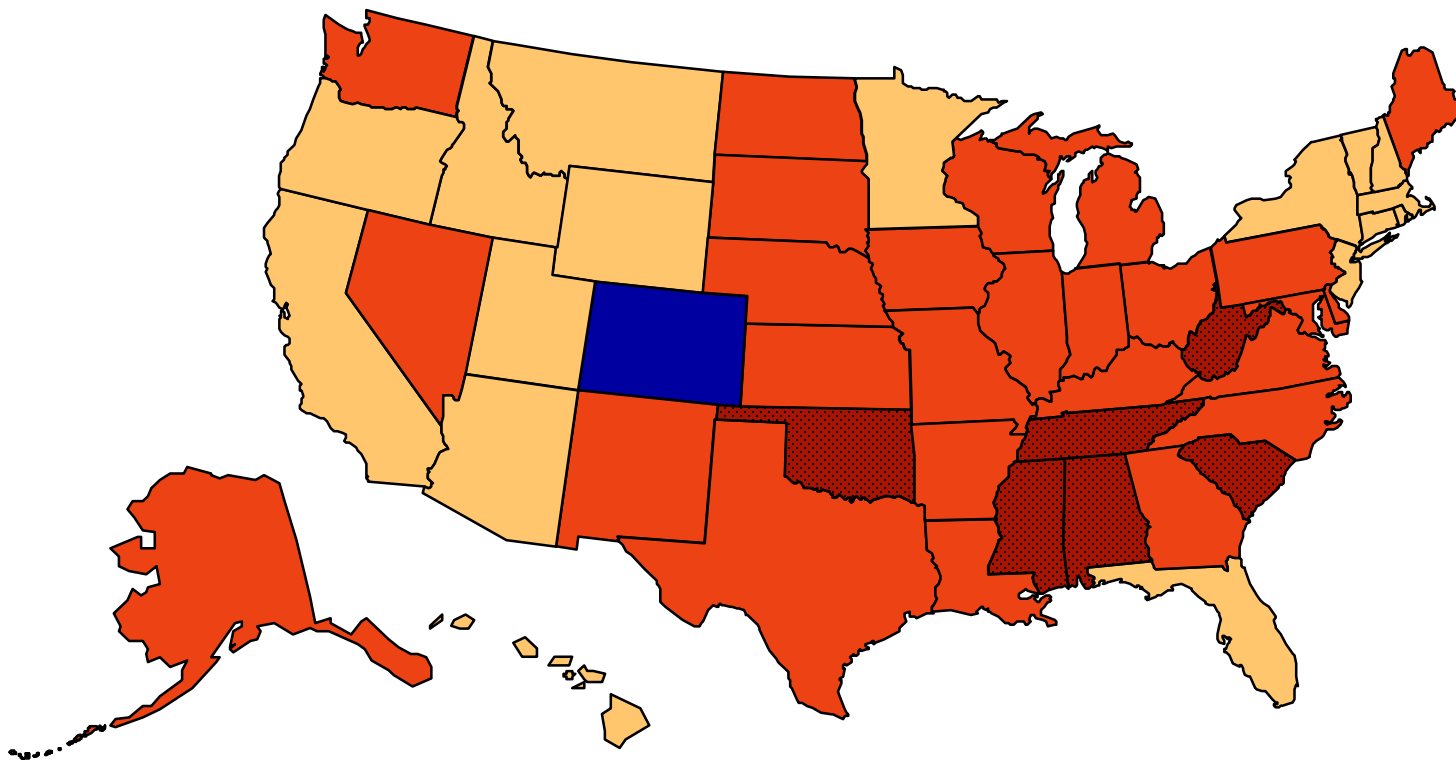
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# Obesity Trends\* Among U.S. Adults, BRFSS 2008

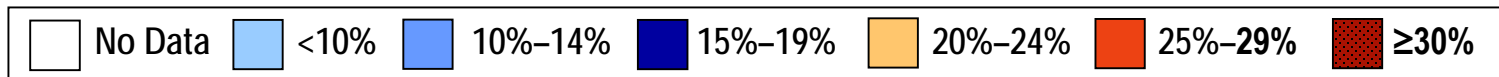
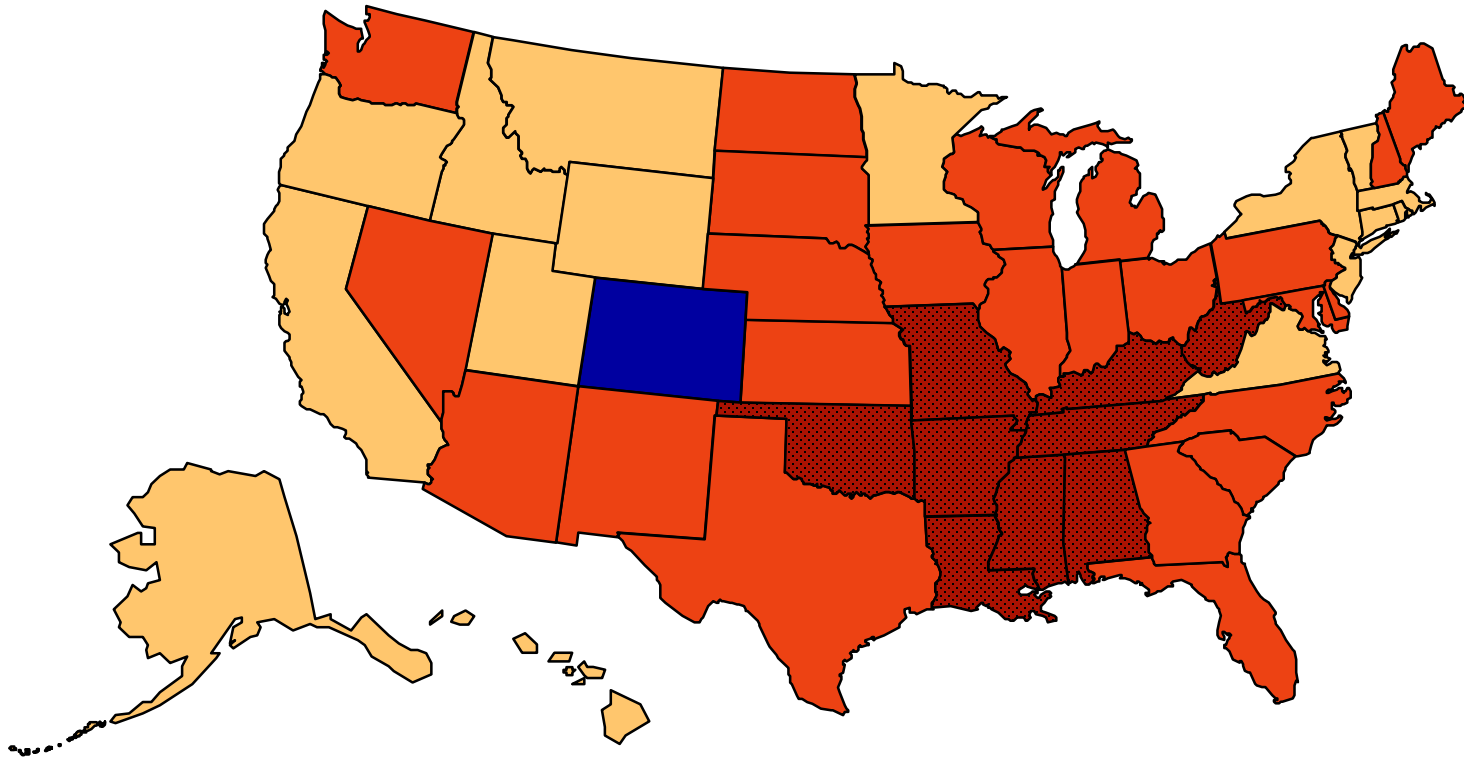
(\*BMI  $\geq 30$ , or ~ 30 lbs. overweight for 5' 4" person)



Source: Behavioral Risk Factor Surveillance System, CDC.

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

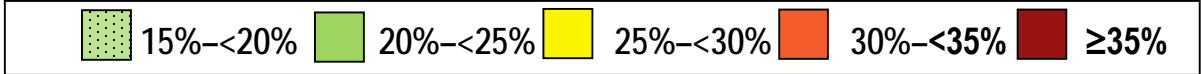
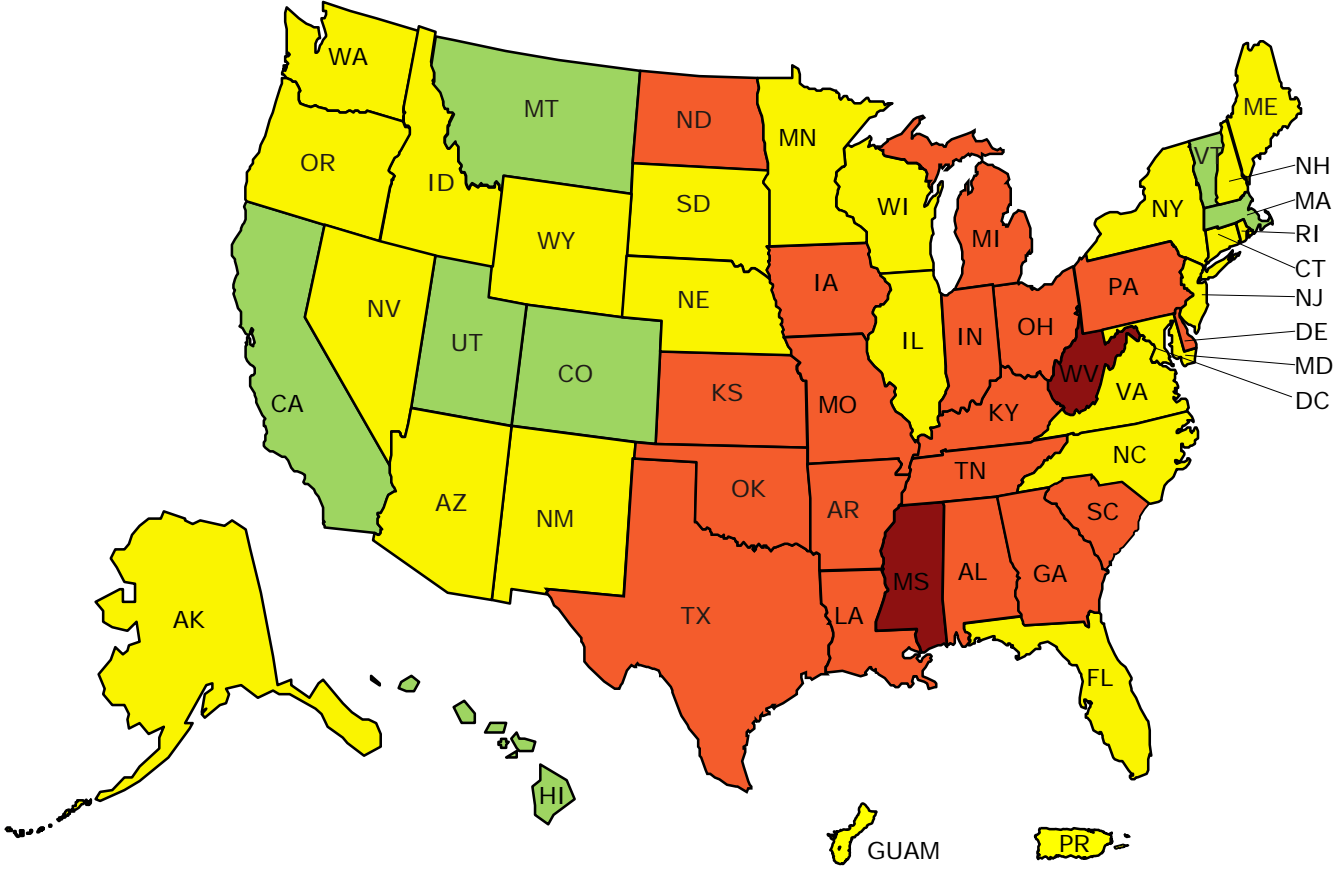
(\*BMI  $\geq 30$ , or ~ 30 lbs. overweight for 5' 4" person)



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.



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

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

# Percentage of Overweight/Obese Texas Adults:

~70%

# Percentage of Overweight/Obese Texas Youth:

~37%

# Percentage of Texans with Diabetes:

10%

# Cost of Obesity to Texas Employers:

**\$9.5+ Billion**



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

~33%

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

~33%

# Projected Cost of Obesity to Texas Employers by 2030:

**\$32.5 Billion**

# By 2030, Texas Is Projected to See:

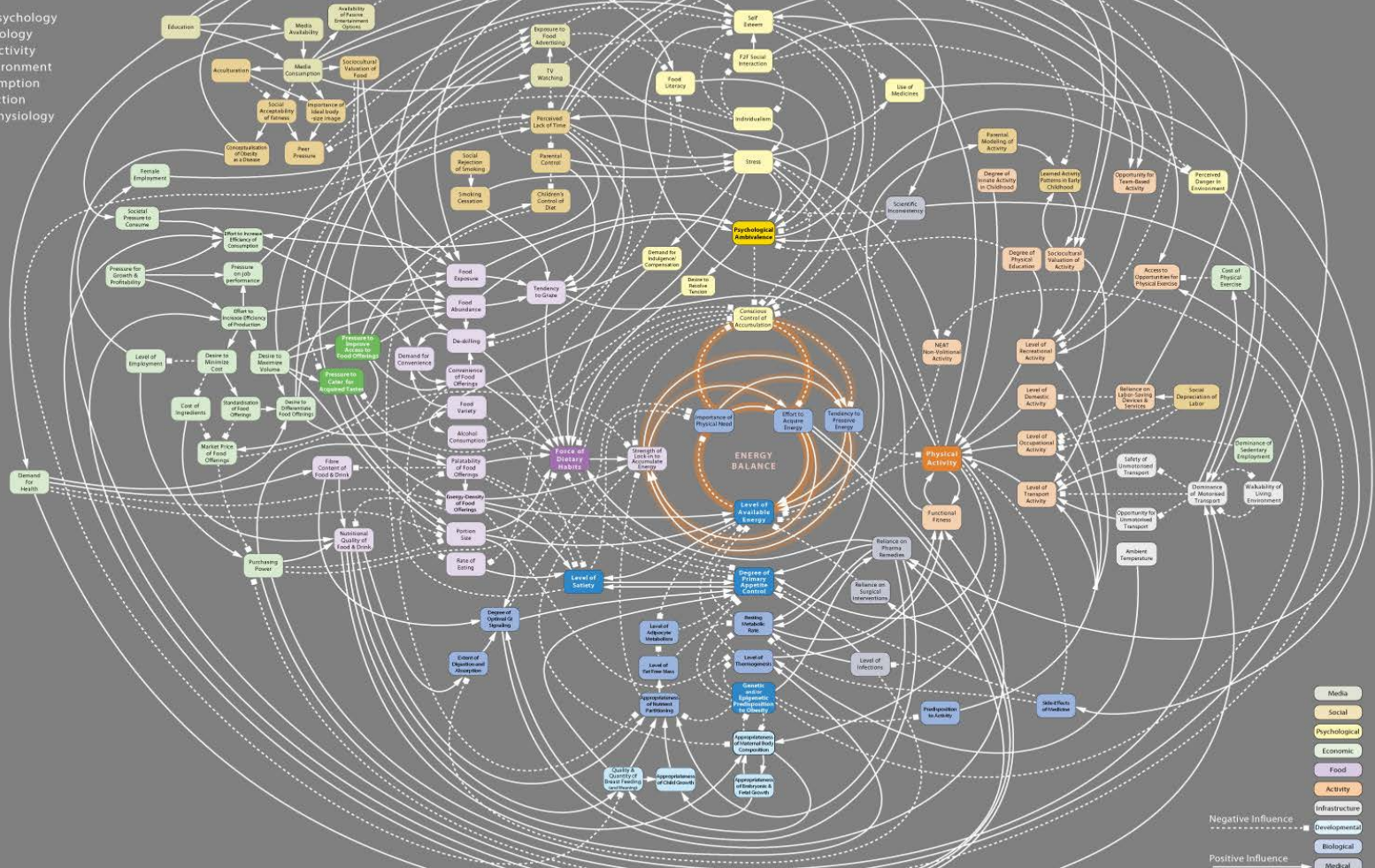
- **1M** New Cancer Cases
- **3.6M** New Diabetes Cases
- **5M** New Arthritis Cases
- **7.4M** New Cases of CHD, Stroke & Hypertension

Growing consensus shows that **obesity** **is a systems-level problem** and that solutions can come only from **approaches that involve the integrated actions of multiple stakeholders within a comprehensive framework** that is rooted in the **social ecological model.**

-Hoelscher et al. (2017)

# Shift<sup>®</sup> Obesity System Influence Diagram

Full Map  
 Clusters  
 Core Loop  
 Individual Psychology  
 Social Psychology  
 Activity Environment  
 Food Consumption  
 Food Production  
 Individual Physiology  
 Physiology



Media	Infrastructure
Social	Developmental
Psychological	Biological
Economic	Medical
Food	
Activity	

Negative Influence - - - - -  
 Positive Influence ————>

copyright © 2008 shift<sup>®</sup> ciba  
 shift<sup>®</sup>  
 clarity in complexity

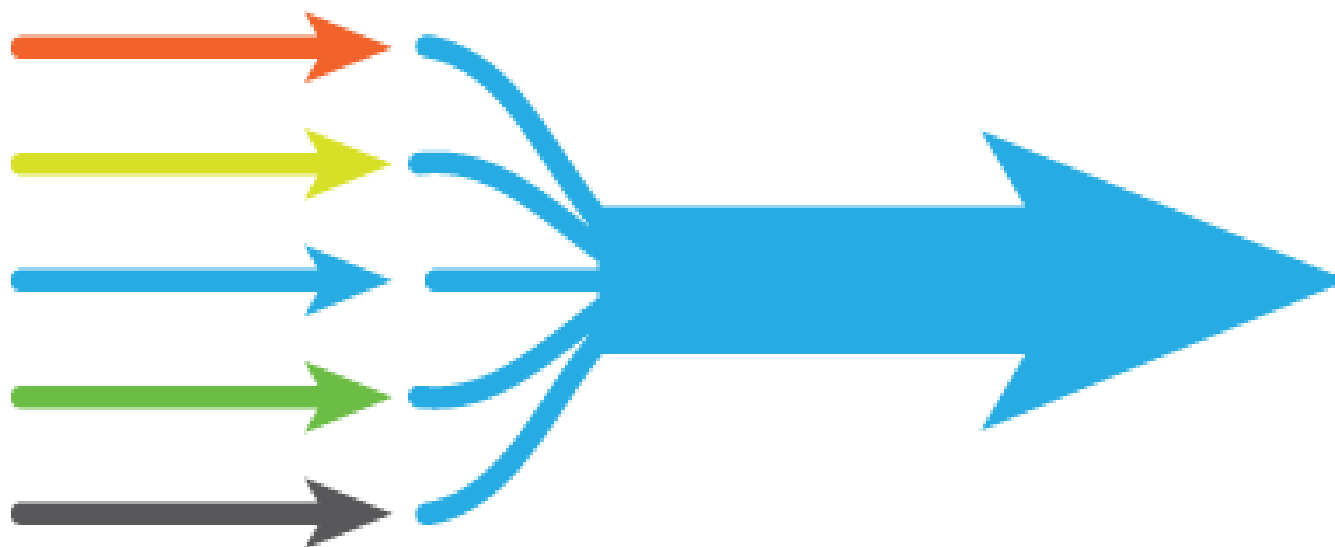
# We Have Been Trying to Solve A Systemic, Societal Crisis...

# With Isolated, Incremental Approaches.





## TRADITIONAL APPROACH



## COLLECTIVE APPROACH

# The Socio-Ecological Model



# COLLECTIVE IMPACT

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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**

# **Critical Elements of the Collective Impact Model:**

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

# Opportunities:

- **Operational**
- **Measurable**
- **Fundable**

# Challenges:

- **Scope**
  - **Data**
- **Defining/Evaluating Success**
  - **Sustainability**



# Future:

- **Nontraditional Partners**
- **Collective of Collectives**
- **Significant & Sustained Investment (Esp. by Government, Grantmakers & Corporate)**
- **Expanding the Science**

THANK YOU!

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## Join Us:

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- Facebook: [facebook.com/itstimetx](https://facebook.com/itstimetx)
- Twitter: @itstime
- Instagram: [instagram.com/itstimetx](https://instagram.com/itstimetx)