FOR IMMEDIATE RELEASE
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2nd Annual Spring Into Action Showcases Williamson County’s Public Health Success

The WilCo Wellness Alliance celebrated its fifth year anniversary as the coalition of public health and wellness in Williamson County during its second annual Spring into Action showcase at the Old Settlers Association Main Hall in Round Rock. The community event showcased Williamson County’s 2014 County Health Ranking and healthful exhibits based on National Public Health Week (April 7-13) and Healthy Texas Week (April 7-13). This year, the Alliance, a wellness coalition supported by 300-plus individuals, recognized several new working groups within the coalition, new committee chairmen, restaurants participating in ¡Por Vida! A Better Choice for Life!, and Mother-Friendly worksites.
WilCo Wellness Alliance Coordinator Melissa Cammack, MS, CHES, says “We have spent the last year working with our partners, building the coalition, and listening to the community about the health issues they consider a priority. Spring Into Action is an opportunity for the public to learn about our successes and understand what it takes for Williamson County to become a healthier place to live.”

Early in 2013, the WilCo Wellness Alliance completed a Community Health Assessment (CHA) which provided a snapshot of the county’s health. By that summer, more than 760 Williamson County citizens participated in a short survey to identify and prioritize their top health concerns. Among the top priorities chosen for the county were: Healthcare Availability, Behavioral Health, Active Living Support, Chronic Disease, and Active Living. The prioritization paved the way for the Community Health Improvement Plan (CHIP) which will highlight each health priority and provide an action plan for community health improvement. Over the next three years, Alliance Working Groups will use the CHIP to develop targeted implementation and evaluation plans for specific initiatives and projects. There are a total of ten strategic issues outlined in the CHIP which are prioritized at the county and community level. Intervention plans will likely vary based on community need. The Alliance supports local policy, systems and environmental changes which promote healthy behaviors, prevent chronic diseases, and create sustainable community change.

For more information or to get involved with the WilCo Wellness Alliance go to www.healthywilliamsoncounty.org or to our Facebook page at www.facebook.com/wilcowa.

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