



“Weather or Not”



Texas Department of State Health Services Cardiovascular Health and
Wellness Program
Daily Guide for Delivering Cardiovascular Health and Wellness
Information to Texans



What is “Weather or Not”?




“Weather or Not” is a concept that links all organizations and entities committed to promoting physical activity with local media- television, newspapers, or radio – to

incorporate weather-appropriate physical activity suggestions into each daily forecast.

How to Get Started...

1. Select Program Coordinator.
2. Approach Local Media. Your responsibility is to provide participating media with tips, hints, and suggested activities appropriate for all seasons and weather, as well as some sample scripts to help forecasters get started. For example, if the forecast predicted 80 degrees and sunny, a thirty minute walk around the neighborhood or 30 minutes in the garden may be suggested for that day.
3. Design a sample letter to the media outlet you choose. See attachment.
4. Put together a kit that can be sent to each media entity. Include:
 - a) Physical activity fact sheets,
 - b) Sample scripts for television, radio and newspapers,
 - c) Simple physical activity tips and hints flier,
 - d) Program evaluation form.
5. Whether you send an introductory letter, place a phone call, or meet face to face, remember to:
 - a) Do your homework on that entity (know how often the newspaper comes out or the news broadcast airs, what area they cover, what their emphasis is and who the decision makers are.)
 - b) Be prepared when you meet. (have materials ready and scripts on hand)
 - c) Offer “Weather or Not” to only one media outlet at a time.

Tips and Hints...

-  News media are time-sensitive entities with time driven production schedules so be respectful of that fact.
-  If the editor, station manager, or producer cannot participate, still make a good impression because you are now a source when he or she has a physical activity question or issue.
-  At the end of each days suggestion, Texans should be reminded to accumulate at east 30 minutes of moderate physical activity most days of the week – “Weather or Not.”



Why Weather or Not?

Cardiovascular disease, including heart disease and stroke, are the leading causes of death in Texas, accounting for ___% of all deaths in Texas in year???. Cancer accounted for ___% of all in Texas in the same year?? Diabetes is one of the leading causes of disability in Texas, and our state has one of the highest rates of diabetes in the nation. It has been proven that physical activity reduces the risk of early death in general and of cardiovascular disease, high blood pressure, obesity, some cancers, and diabetes, as well as reducing the severity of debilitating diseases such as arthritis. Regular physical activity improves strength and endurance, builds bone mass, and controls weight.

The need for Texans to incorporate physical activity into their lives is greater than ever. !!!!More than half of Texas adults are classified as overweight, with nearly one-fifth classified as being obese. This number increases in certain subsets of the Texas population such as women, African-Americans, and Hispanics.

Research shows that people need on going encouragement to both begin and maintain a physically active lifestyle. "Weather or Not" is a concept that links all organizations that are concerned about the health of their community.

Check out the following Web sites for additional nutrition and physical activity resources and materials:

www.eatsmartbeactive.org
www.healthierus.gov
www.dshs.state.tx.us/wellness
www.mypyramid.gov
www.cdc.gov/nccdphp/dnpa
www.tahperd.org
www.texastrails.org
www.tpwd.state.tx.us

Contact Us:

The Cardiovascular Health and Wellness Program
 Texas Department of State Health Services
 P.O. Box 149347
 Austin, Texas 78714-9347
 P: 512-458-7200 F: 512-458-7254
www.dshs.state.tx.us/wellness



Program Evaluation

1. Were the program materials provided clear and concise? Y or N
If no, please give suggestions or comments.

2. Which method of media did you select?

- a) television
- b) radio
- c) newspaper
- d) all of the above

3. How many people (approximately) were affected by the "Weather or Not" program?

4. Which part of the program do you think was MOST effective?

5. Which part of the program do this was LEAST effective?

6. Would you conduct this program again? Y or N

7. Is the "Weather or Not" program currently ongoing? Y or N

8. Additional Suggestions/Comments.

9. Did you or your site plan for or implement a policy change around heart disease and stroke prevention? Choose method(s) below.

- a) Healthy food options are accessible and promoted. (Cafeteria, vending machines, etc.)
- b) CPR classes are available. (Increased number of people trained)
- c) Defibrillators are available. (Emergency personnel are trained and accessible)
- d) Physical activity areas are designated, safe, accessible and promoted. (Walking trails, bike trails, recreation center, etc.)
- e) Smoking ordinances/policies are in place.

Other _____

Thank you for your participation!

Please mail or fax your evaluation form to:
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Suggestions for Evaluation

One method for evaluating “Weather or Not” is surveying media viewers and/or readers. The survey could be conducted over the phone or by mail (perhaps attached to a bill or subscription notice to be returned with a payment) to a representative sample of subscribers. The following example is intended for newspaper subscribers.

- 1) Have you noticed the “Weather or Not” physical activity messages in The X Times that began on April 2nd?
 - 1 - yes
 - 2 - no

 - 2) How often do you read the “Weather or Not” physical activity messages?
 - 1 – 6-7 days a week
 - 2 – 3-5 days a week
 - 3 – 1-2 days a week
 - 4 – I never read the “Weather or Not” physical activity messages

 - 3) Do you believe that by printing “Weather or Not,” The X Times and the X Health Department are providing a valuable service to Central Texas?
 - 1 – yes
 - 2 – no

 - 4) Would you like to see the “Weather or Not” physical activity messages continue in The X Times?
 - 1 – yes
 - 2 – no

 - 5) What is your gender? Male Female

 - 6) What is your race/ethnicity? _____

 - 7) What is your age? 10-20 21-29 30-39 40-49 50-60 61-69 70+

 - 8) How often do you incorporate a specific “Weather or Not” suggestion or tip into your week?
 - 1 – 6-7 days a week
 - 2 – 3-5 days a week
 - 3 – 1-2 days a week
 - 4 – 0 days a week

 - 9) Did you or your site plan for or implement a policy change around heart disease and stroke prevention? Choose method(s) below.
 - a) Healthy food options are accessible and promoted. (Cafeteria, vending machines, etc.)
 - b) CPR classes are available. (Increased number of people trained)
 - c) Defibrillators are available. (Emergency personnel are trained and accessible)
 - d) Physical activity areas are designated, safe, accessible and promoted. (Walking trails, bike trails, recreation center)
 - e) Smoking ordinances/policies are in place.
- Other _____



Suggestions for Evaluation

Television Viewers and Radio Listeners

Surveying television viewers and listeners can be more difficult because you will not have a defined list of subscribers. Perhaps you could work with the stations to include a survey in the Nielsen rating packets that go to local viewers or listeners. Questions 5-8 can also be added to this survey.

- 1) Do you ever watch Channel X's Eyewitness News at 5 or 6pm?
 - 1 – yes
 - 2 – no

- 2) Have you noticed the "Weather or Not" physical activity messages during the Channel X's 5 or 6pm news?
 - 1 – yes
 - 2 – no

- 3) How often do you pay attention to Channel X's 5 or 6pm weather forecasts?
 - 1 – 6-7 days a week
 - 2 – 3-5 days a week
 - 3 – 1-2 days a week
 - 4 – I never pay attention to Channel X's 5 or 6pm weather forecast

- 4) How often do you pay attention to the "Weather or Not" physical activity messages?
 - 1 – 6-7 days a week
 - 2 – 3-5 days a week
 - 3 – 1-2 days a week
 - 4 – I never pay attention to the "Weather or Not" physical activity messages

- 5) Suggestions/Comments

- 6) Did you or your site plan for or implement a policy change around heart disease and stroke prevention? Choose method(s) below.
 - a) Healthy food options are accessible and promoted. (Cafeteria, vending machines, etc.)
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