



HEALTHY WILLIAMSON COUNTY .ORG

2018 SPONSOR REPORT

What is Healthy Williamson County?

Your place to discover data, tools, and resources to improve the health and wellness of Williamson County!

Your zip code is a better predictor of your health than your genetic code.

- Robert Wood Johnson Foundation

How long you live depends on where you live. Understanding the social, economic, and environmental factors that surround you is key to improving your health. The HealthyWilliamsonCounty.org website is intended to inform community members, residents, and policy makers about the health and wellness of Williamson County. The website empowers the community to improve health by providing local health data, resources, best practices, and progress tracking on community health improvement. The goal is to give our community the tools and resources they need to not only understand health and the factors that affect quality of life, but also improve health outcomes among residents.

The Healthy Williamson County website has tremendously grown in reach since its inception in November 2013. We continue to expand the capacity of Healthy Williamson County by promoting it as the main tool for the WilCo Wellness Alliance (WWA) and developing webpages for initiatives of the WWA and community partners.



WilCo Wellness Alliance: Join the Alliance, access archived newsletters, and learn more about the nine working and four community groups.



Williamson County Data: Download demographic, socioeconomic, and health indicators and maps for over 200 indicators from 21 sources.



Top Five Health Priorities: Learn about the top five health priorities and participate in community health improvement. Read the 2016 Community Health Assessment and 2017-2019 Community Health Improvement Plan.



Tools and Resources: Access tools and resources for the county such as the Community Events Calendar, Aunt Bertha to find resources in your zip code, and the resource library of funding opportunities and promising practices.

Who uses Healthy Williamson County?

Williamson County Residents and Community Members!

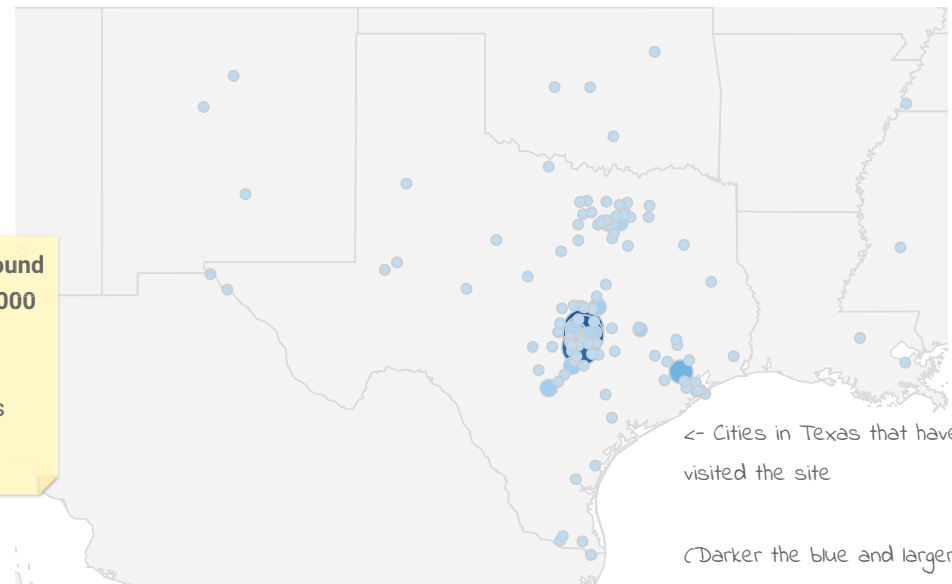
The majority of individuals who use Healthy Williamson County live, work, or study in Williamson County and its surrounding areas such as the cities of Georgetown, Round Rock, Austin, Leander, and Cedar Park. However, Healthy Williamson County has been accessed by users all across the United States and parts of Canada!

Top 10 Cities Where Site was Accessed From Oct 1, 2017 - Sep 30, 2018

#1 City ->	City	Sessions
1.	Georgetown	2,567
2.	Round Rock	2,536
3.	Austin	2,164
4.	Houston	657
5.	Leander	453
6.	Cedar Park	396
7.	(not set)	280
8.	Pflugerville	277
9.	New York	272
10.	Ashburn	230
	Grand total	14,400

Residents in Georgetown and Round Rock visited the website over 5,000 times in the last year.

This was twice as many times as compared to last year.



<- Cities in Texas that have visited the site

(Darker the blue and larger the circle = More visits by city)

How often are they using Healthy Williamson County?

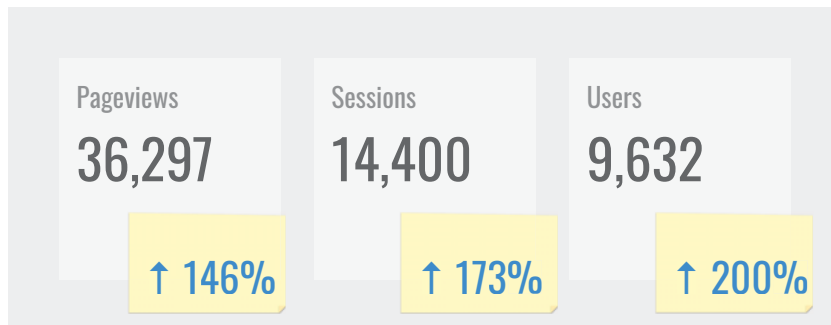
User = a person who came to website.

Sessions = different times that person came to site.

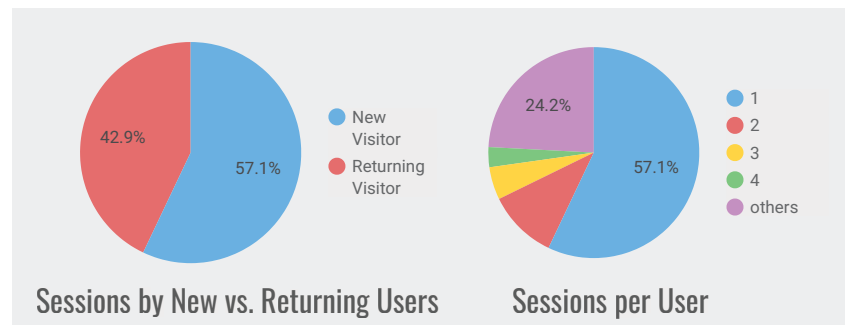
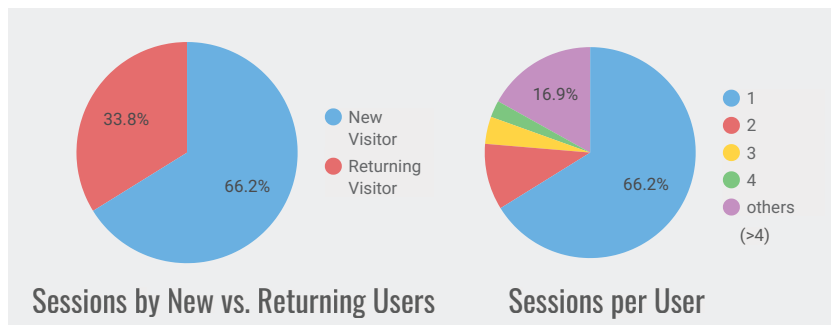
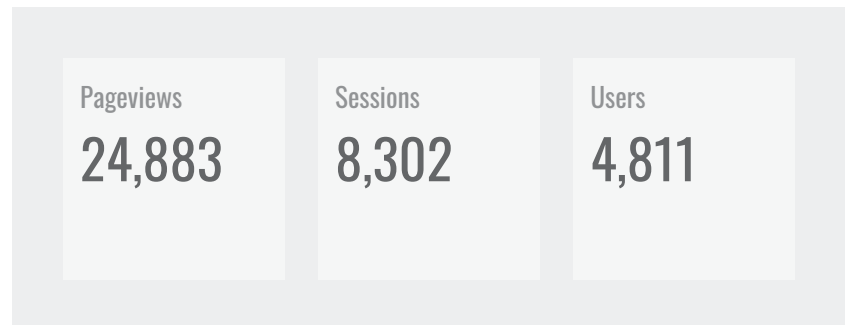
Many of our users are coming back for more! Many visitors are new!

The number of individuals visiting Healthy Williamson County have doubled compared to last year! Almost 10,000 individuals have visited the website at least once. Almost 2 out of 3 individuals visiting the website are new.

This Year Oct 1, 2017 - Sep 30, 2018 ▾



Last Year Oct 1, 2016 - Sep 30, 2017 ▾

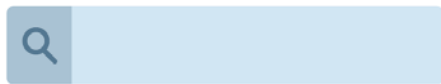


How do they find out about Healthy Williamson County?

Many of our users already know about us!

A majority of users (**more than 80%**) are accessing Healthy Williamson County through either:

1. typing in the URL (www.healthywilliamsoncounty.org)
2. clicking a specific link directly, or
3. searching Healthy Williamson County through search engines.



More users are accessing on the go!

Almost 1 out of 4 users are visiting the website through their mobile devices.

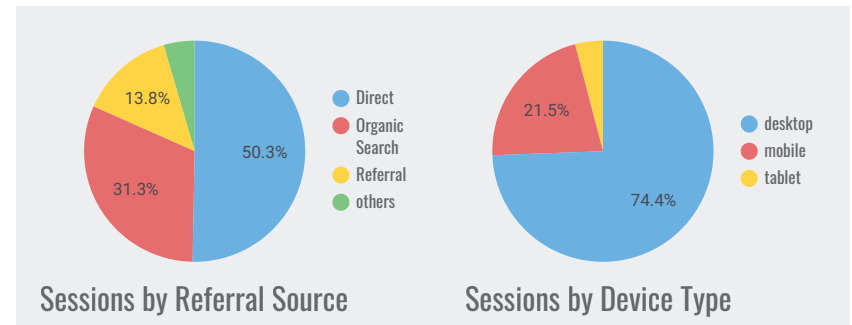
Direct = visits where users navigated directly to the URL

organic Search = visits from search results

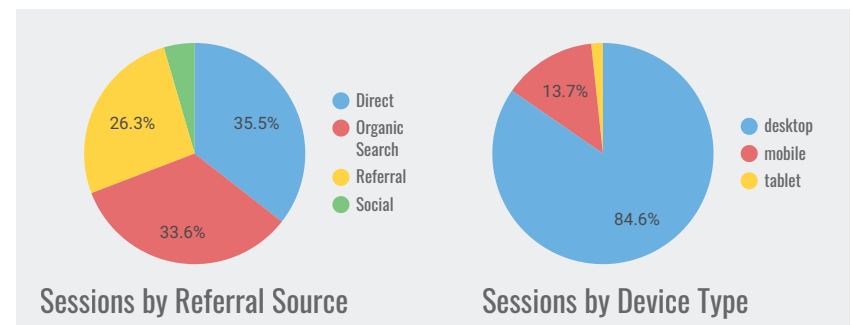
Referral = users clicked a link from another site

Social = visits from social networks (Facebook, Twitter, etc.)

This Year Oct 1, 2017 - Sep 30, 2018



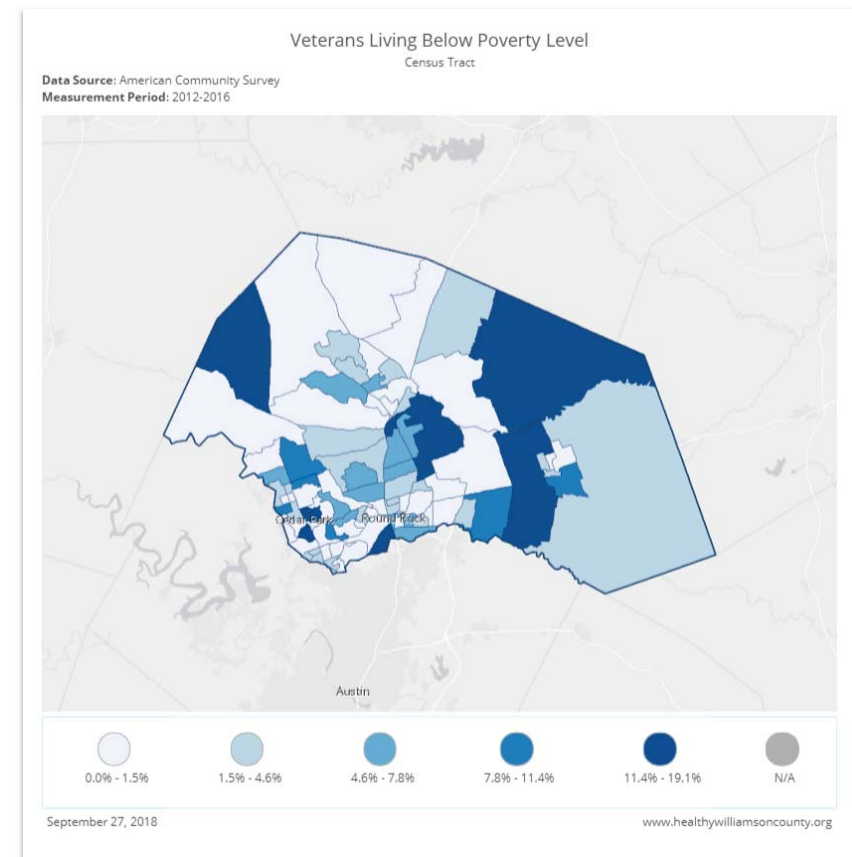
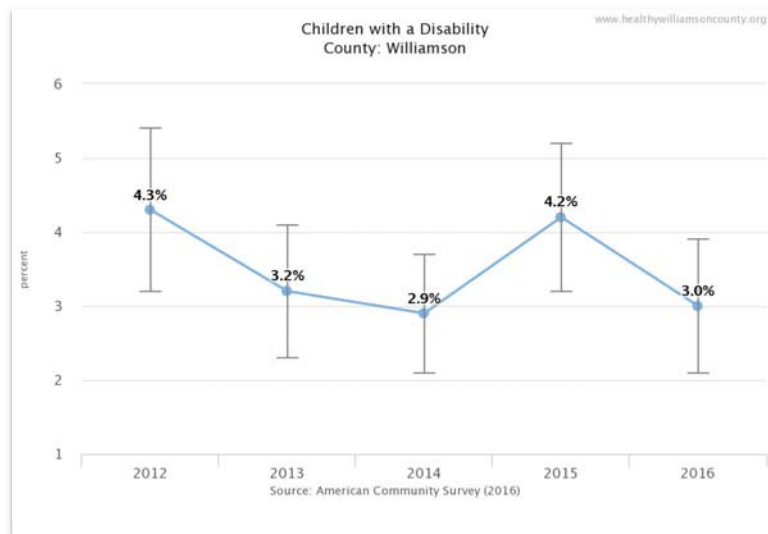
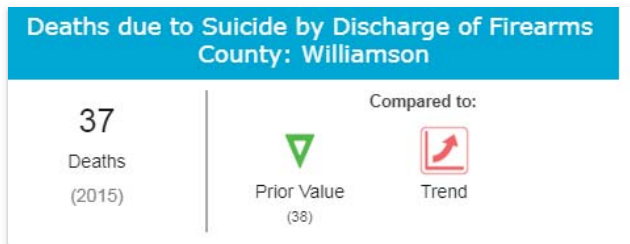
Last Year Oct 1, 2016 - Sep 30, 2017



What new data do we have on Healthy Williamson County?

New mental health, disability, and veterans data!

Through the generous support of Georgetown Health Foundation, we have acquired 24 new indicators in regards to mental health, disability, and veterans.



What have we done and seen this year?

This year through the WilCo Wellness Alliance, we have...

Increased the knowledge and awareness of the website. WilCo Wellness Alliance staff have conducted 7 "WHY DATA MATTERS" trainings on how to navigate the website, utilize data to apply for grants and write reports, and how to make data driven decisions. Over 150 students, community partners, and residents have been trained.

"The workshop makes me want to dig deeper into the website info to be able to enhance our church ministries and be more informed about our community. Thank you for offering it."

"Thank you for continuing to support the partners of Wilco."

"I enjoyed the lecture and included all information I hoped to receive. I am glad to know my community puts its citizens first."



What have we done and seen this year?

This year through the WilCo Wellness Alliance, we have...

Expanded the reach and diversity of the website through incorporating community partners' events and initiatives such as the 2019 Williamson County Community Health Assessment, Alan's Hope September Suicide Awareness Month, LifeStep's National Substance Abuse Prevention Month, and the Child Youth Behavioral Health Task Force's Mental Health in Schools Conference.

2019 Community Health Assessment

JANUARY 1, 2018

2019 COMMUNITY HEALTH ASSESSMENT: HAVE YOUR VOICE HEARD!

WHAT WILL THE NEXT TOP HEALTH PRIORITIES BE?

The Community Health Assessment (CHA) engages community members and local public health system partners to collect and analyze health-related data from many sources.

Alan's Hope

Alan's Hope Project is dedicated to suicide prevention and awareness and is a subcommittee of the Williamson County Behavioral Health Task Force.

Learn more about Alan's Hope on [Facebook](#)

September Suicide Awareness Events:

- ▶ Sep. 1st: Self-Care September Calendar
- ▶ Sep. 4th: Suicide Awareness Month Resolution
- ▶ Sep. 11th: Presentation - How Parks and Trails Affect Physical and Mental Health
- ▶ Sep. 12th: Suicide - The Ripple Effect Movie
- ▶ Sep. 13th: Overdose and Suicide: Awareness & Resources for Prevention
- ▶ Sep. 30th: Alan's Hope SK

OCTOBER

NATIONAL SUBSTANCE ABUSE PREVENTION MONTH

Enter The 2018 Red Ribbon Photo Contest

- ▶ How Did Red Ribbon Week Get Started?
- ▶ Presentations and Outreach

Mental Health In Schools Conference

8th ANNUAL MENTAL HEALTH IN SCHOOLS CONFERENCE

IMPROVING SCHOOL SAFETY THROUGH SOCIAL EMOTIONAL HEALTH

November 8th-9th

3500 DB Wood Road
Georgetown, TX 78628

Presented by Momentous Institute and The Williamson County Youth Behavioral Health Task Force

Register Today!

What is next for Healthy Williamson County?

Our goals for the new year are to:

- 1 Seek **funding** to increase zip code and census tract level data sources for precision targeting of local disparities
- 2 Conduct **data trainings and workshops** to increase capacity of users to be more successful in applying for grants
- 3 Develop data dashboards that showcase **local data sources** from our WilCo Wellness Alliance community partners
- 4 Provide spaces for community partners **to promote initiatives, events, and meetings**
- 5 Develop **innovative marketing strategies** in the community to build grassroots support for data driven health decisions

Thank you to our sponsors!



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