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BEST WHEN
TEXANS ARE
HEALTHY**

FOR IMMEDIATE RELEASE – Thursday, November 2, 2023

It's Time Texas Expands Telehealth Coaching with Investment from H-E-B

[Fort Worth, Texas] — It's Time Texas, a mission-driven organization dedicated to making health a priority for all Texans, is **excited to announce a significant expansion of their Telehealth Coaching services, made possible through generous support from H-E-B.** While Telehealth Coaching is offered statewide, funding will expand services targeting Fort Worth and the Rio Grande Valley. Telehealth coaching gives residents access to free, confidential support to set health goals, establish healthier habits, and learn tools for preventing chronic diseases.

Since 2017, It's Time Texas has provided evidence-based Telehealth Coaching using motivational interviewing to provide personalized support decreasing barriers to health and wellness in areas where healthcare is limited or cost prohibitive. Telehealth Coaching provides the tools, resources, and recommendations tailored to each individual's unique needs, helping them achieve their health-related goals, stay motivated, and track their progress. This service specializes in preventing chronic conditions, weight management, tobacco cessation, behavior change, and overall health improvement.

H-E-B, a strong advocate for community well-being, has played a pivotal role in making this expansion of Telehealth Coaching possible. **“At H-E-B, we’re committed to care for all Texans, and we’re proud to support organizations doing important work that makes health and wellness options more accessible,”** said Winell Herron, H-E-B Group Vice President of Public Affairs, Diversity, and Environmental Affairs. **“Food has an important role in wellbeing, and as one of the largest food retailers in the state, we’re committed to our mission to help Texans live well.”**

The use of H-E-B's exclusive funding to expand the Telehealth Coaching services reflects It's Time Texas's commitment to offering accessible and valuable health resources to all Texans. It's Time Texas is dedicated to making lasting health changes achievable for all.

Fort Worth Resident and Vice President of Marketing and Development, It's Time Texas, Nathaniel Aranda, emphasized the importance of this expansion and its impact: **“Expanding our Telehealth Coaching program in Fort Worth and the Rio Grande Valley is a significant step forward, and we are grateful for the generous support from H-E-B. We remain steadfast in our mission to empower Texans to lead healthier lives.”**

Jamie Williams, CEO, It's Time Texas, expressed the broader vision for It's Time Texas: **“It's Time Texas has always been committed to making health a priority for all Texans. With this**



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exclusive support from H-E-B, we can further our mission and deliver valuable Telehealth Coaching services to even more individuals across Texas."

The expansion of It's Time Texas's Telehealth Coaching program is a landmark moment in the organization's ongoing mission to promote health and wellness throughout Texas. With the dedicated support of H-E-B and the commitment of its team, It's Time Texas continues to make a positive impact on the lives of Texans statewide. For more information about It's Time Texas and their Telehealth Coaching services, please visit <https://itstimetexas.org/telehealth-coaching>.

About It's Time Texas:

It's Time Texas, a statewide nonprofit, is dedicated to promoting healthier lives and more vibrant communities for ALL Texans. This is accomplished through innovative programs and community centered initiatives that encourage physical activity, healthy eating, and overall well-being. Learn more at itstimetexas.org.