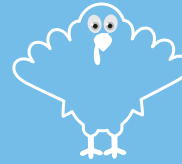




HOUSTON 2021 Healthy Fall Festival Highlights

Community Impact



1,000
Turkey Giveaways



1,000
Healthy Bag Giveaways

2

Sponsors



8

EH Volunteers

5

Community Partnerships

Community of Aldine Partners:

- Harris County Precinct 2
- Pep Mueller Community Center
- Stovall Middle School
- Thompson Elementary School
- Weaver A. Odom Elementary School

Paid Media Results

Total Facebook Ads

Reach: **33,747**

Engagements: **787**

Clicks: **614**

Shares: **50**

Responses: **243**

Media Coverage

- Total Audience: 3,454,462
 - Total Online News Audience: 3,344,616
 - Total National TV Audience: 109,846
 - Total Local TV Audience: 109,846
 - Total Number of Clips: 10
- 13 Eyewitness News, CW39 Houston Newsfix, Houston Style Magazine, Univision and more

Aldine Independent School District

Select schools around ZIP 77060 - total of 1,580 students

Robocalls Two times during weeks of Nov. 1 and Nov. 8

E-Flyers Districtwide to parent emails via Class Dojo

Texts Week of event via REMIND to school staff

Printed Flyers Given to students to take home in backpacks week of Nov. 9

Stovall Middle School reach and the Harris County Precinct 2 Commissioner's Facebook livestream day of event (Nov. 13) possibly crossed over to additional elementary schools in the Aldine ISD: Marcela Elementary and Bussey Elementary School families were in attendance to pick up turkeys.

Health Champion Sponsors:

