



2024

WALK WITH A DOC TEXAS *EXECUTIVE SUMMARY*



Physicians Caring for Texans

PROGRAM SUMMARY

Walk with a Doc (WWAD) provides Texans with a unique opportunity to engage in physical activity while also providing a casual setting for interaction with a Texas Medical Association (TMA) physician. Each physician-led walking group is a safe, fun, and FREE place for community members to take a walk at their own pace, learn about important health topics, and meet new people. The volunteer physician is motivational and a central part of the program.

Each program meets at least once per month and invites participants to gather for a 5-10 minute talk about a relevant health topic from a local physician. Topics this year included subjects such as Healthy Aging, Breast Cancer, Nutrition, Stress Management, Joint Health, Hypertension, Sun Safety, Mental Health, Allergies, and more. After the brief health presentation, the physician leads the group on a walk along a designated path. During the walk, participants were encouraged to engage in discussion with the physician and socialize with other participants.

What began as a response to the challenges of inactivity has evolved into a holistic program that makes physical activity, health education, social connection, and time outdoors more accessible to people worldwide. This community-based model is bridging gaps in preventive healthcare, offering a practical approach to wellness on a global scale.



[Click here for additional photos from 2024](#)

METRICS

Throughout the 2024 season, 72 chapters took part in Walk with a Doc Texas across 36 counties. There were 17 TMA physicians who signed up to start a new WWAD program in their community. 43 chapters renewed their WWAD program for 2025 (7 are still pending a renewal decision as of 1/9/2025). Of these chapters, at least 28 hosted walks in an underserved and/or rural community.

These chapters collectively hosted approximately 666 walk events and welcomed 7,780 walker “visits” throughout the season. The average chapter size was 13 participants per walk. Each location saw many new participants throughout the season, as well as a consistent group of “regulars” who came to nearly every walk. Some participants attended walk events at multiple locations.

Metric	2023	2024	Comparison	2024 Goal
Total Chapters	68	72	6% increase	75
New Chapters	11	17*	55% increase	25
Renewed for 2025	49	43 (+7 pending)	TBD	50
Discontinued in 2024	7	5	29% decrease	N/A
Number of Counties	37	36	3% decrease	N/A
Rural / Underserved Locations	25	28	12% increase	N/A
Walk Events Hosted	725	707**	2% decrease	900
Average Chapter Size (Number of Participants)	13	13	No Change	16
Walker “Visits”	7,533	8,282**	10% increase	14,400

*Seven of the 17 new chapters (41%) were started in Public Health Regions with obesity rates higher than the state average (compared to our goal of 20% of new chapters in areas with health disparities and chronic disease, such as diabetes and obesity). These include Amarillo, Beaumont, Hempstead, Midland, Pearland, Spring, and Weimar. *Data Source: [Texas Department of State Health Services - 2020 Texas Behavioral Risk Factor Surveillance System \(BRFSS\)](#), Center for Health Statistics, Texas Department of State Health Services. Obesity is defined as a body mass index (BMI) of 30 kg/m² or higher, calculated from self reported height and weight.*

**Includes estimates for 9 chapters that were missing part of their attendance data. Reported values were 599 walks and 6,907 walker visits as of 1/10/2025.

EVALUATION & FEEDBACK

Participant Feedback:

New participants were asked to complete a short survey to assess their satisfaction with the program. Feedback was overwhelmingly positive, with 100% saying that overall they enjoyed their time at the Walk with a Doc event(s) they attended this year. Many expressed their appreciation for the volunteer physicians and the engaging talks on a variety of health subjects.

- “I am pretty shy, and all the health providers were very welcoming.” - Monica in San Antonio
- “I really like the relaxed atmosphere and the encouragement to be active, which is so universally beneficial.” - Clarissa in Houston
- “To gather with others and also have the opportunity to speak with a physician makes this event worth involvement.” - Shandrea in Beaumont
- “I enjoyed the talks given by medical personnel and the company while walking.” - Wrenda in Brenham

Walk Leader Feedback:

Walk Leaders also appear to be very satisfied with the program. Many physicians and medical students shared positive feedback and a deep appreciation for TMA's support of Walk with a Doc.

- “It's refreshing to connect with others in a healthy, outdoor setting while also learning valuable health tips. I'm grateful for the chance to be part of such a positive and inspiring program!” - Dr. Leticia Vargas in San Antonio
- “We love the comradery it provides for our medical professionals and the ease with which community members can talk with our physicians. It has truly made a difference in our community.” - Sandra Montemayor, Nueces County Medical Society
- “WWAD has been such a wonderful way for local physicians to engage with patients and their families in a more personal way. It has been a beneficial event for patients to get more lifestyle and health guidance outside of the clinic.” - Dr. Tiffany Nguyen in Cypress
- “This has truly helped create a healthy, living community in our area where individuals are able to proactively work to improve their overall mental and physical health.” - Brian Quinlan, UTMB Medical Student
- “We truly thank you for your support in helping us spread the word to improve health in a safe and comfortable environment.” - Dr. Manish Parikh in Houston
- “Thank you TMA! Our community members are so thankful for the health topics. Last week two people told me they made appointments to see a PCP because of our January talk!” - Rebecca Lilley in Houston

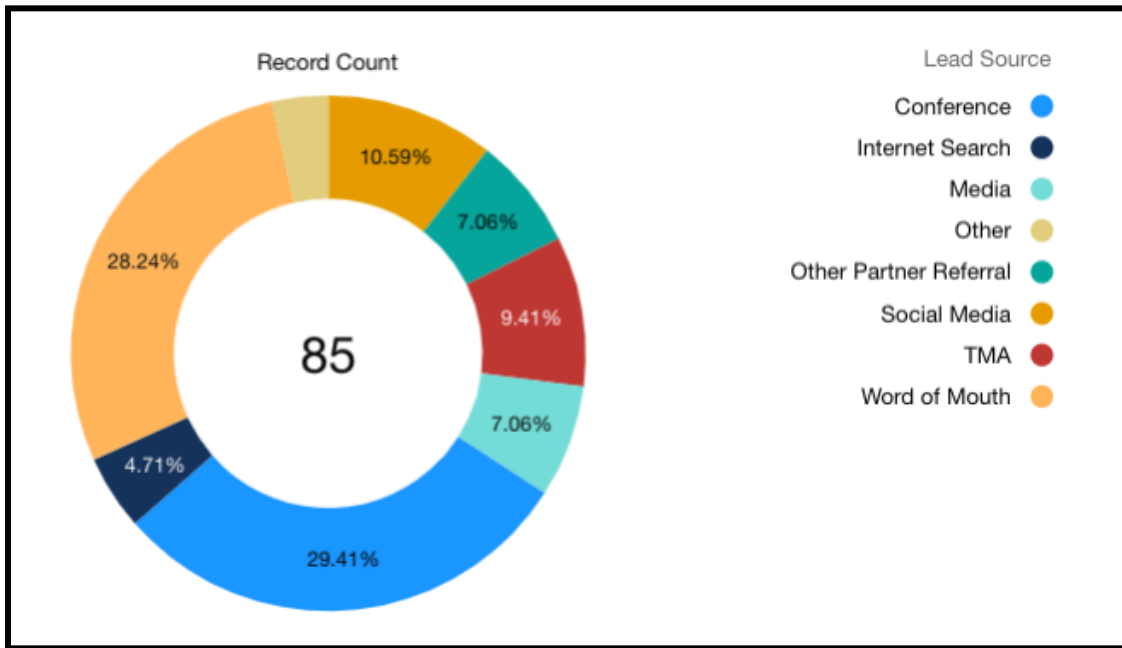
Walk with a Doc has demonstrated a meaningful influence on enhancing the physical, mental, and emotional well-being of physicians, patients, and community members throughout Texas.

MARKETING & MEDIA

We continue to prioritize creating innovative marketing strategies aimed at inspiring new physicians to launch Walk with a Doc chapters in their communities while also motivating patients and local residents to participate in existing Walk with a Doc programs.

Summary:

In 2024, Walk with a Doc received 85 requests from physicians interested in starting a chapter in their community (increase of 16% from 73 requests in 2023). Top lead sources include word of mouth, conferences (primarily TexMed and ACLM), and social media.



Outreach Strategies:

1. TexMed

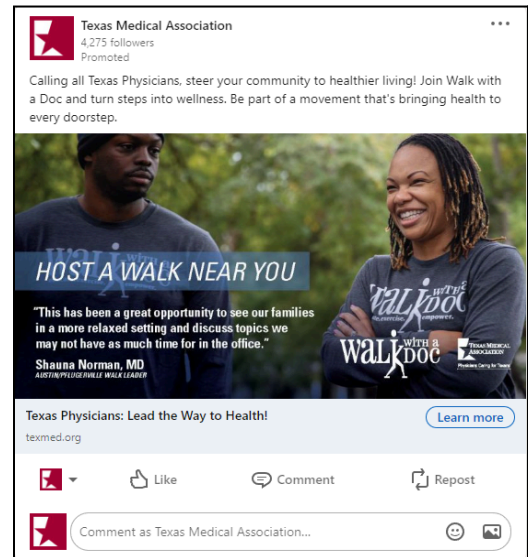
Walk with a Doc's Program Manager, Bryan Romey, attended TexMed in May 2024. He was able to connect with many current Walk Leaders, share the program with prospective leaders (10 requests for more information), speak at two meetings (Young Physicians and Women Physicians), present a poster, meet with the Council on Health Promotion, and lead a walk with over 30 attendees.



2. Social Media

In addition to both WWAD and TMA promoting the program through their social media channels, TMA marketing team also orchestrated two pay-per-click (PPC) campaigns to encourage new Texas physicians to start a WWAD program. The campaign performed very well and resulted in nearly half a million impressions.

Campaign Dates	Unique Clicks	Impressions	Click Through Rate
11/2/2024 - 11/20/2024	685	187,401	0.67%
3/22/2024 - 4/22/2024	1,520	287,789	1.00%



3. Media

Throughout 2024, Walk with a Doc was frequently mentioned in local news outlets in Texas. Examples include:

- [Gift of Life launches "Walk with a Doc" initiative to step up physical health awareness](#)
- [Midland Memorial Hospital hosted Walk with a Doc event for the first time](#)
- [National Walking Day: Learn about free walking program near you](#)

Walk with a Doc was also featured in national press throughout the year. Examples include:

- [Walk with a Doc - Step out into nature, step up your health \(Diversity in Action\)](#)
- [Get A Double Dose of Health, Fitness \(AARP\)](#)
- [Studies Prove Group Walking Is Even Better at Boosting Weight Loss — How Your Health Can Benefit \(First for Women\)](#)

Two WWAD Texas leaders, Dr. Tiffany Nguyen (pictured right) and Dr. Benedict Ifedi (pictured left), also traveled to Paris for the 2024 Summer Olympics and proudly wore their WWAD gear.



4. On Shoes

WWAD HQ partnered with [On](#) to offer a free pair of shoes to all Walk Leaders in Texas. Additional shoes were raffled off to participants to encourage participation in the walks from May 1 to June 30, 2024. In total, 40 pairs of shoes were distributed to Texas leaders and walkers.



5. Grouper

WWAD HQ has also developed a partnership with [Grouper](#), an organization that partners with Medicare Advantage and Medicare Supplement plans to reward people age 65+ for engaging in social fitness activities like Walk with a Doc. WWAD participants in Texas with an eligible health plan received an initial payment of \$50 and an additional \$20 for every three months of activity.



6. Marketing Resources

WWAD HQ continues to refine practices and offer tools to increase attendance at each event. Walk leaders were encouraged to utilize practices outlined in the [updated marketing guide](#), resources available on the [digital leader portal](#), and merchandise incentives available on the [online store](#).

CONCLUSION & GOALS

Walk with a Doc Texas marked its 12th season in 2024, and saw an overwhelmingly positive response. We will work diligently throughout 2025 to reach TMA's goals for the program and provide the best Walk with a Doc experience possible to the Texas community. Goals for 2025 include:

- Secure 75 WWAD chapters across the state (25 new walks and 50 renewed walks) support Texans in embracing healthier lifestyles, increasing physical activity, combating loneliness through meaningful social connections, enjoying the outdoors, and, most importantly, having fun.
- Provide healthy living information to 14,400 Texans through 75 monthly walk sites with an average of 16 participants per event.
- Start 20% of new walk chapters in Texas counties (five of 25) with higher rates of health disparities and chronic disease, such as diabetes and obesity.

PROGRAM SPONSORS & PARTNERS

The program would not have been a success without the collaboration of the following partners:

Texas Medical Association (TMA) is the largest state medical society in the nation, representing more than 55,000 physician and medical student members. It is located in Austin and has 110 component county medical societies around the state. TMA's key objective since 1853 is to improve the health of all Texans. To learn more, visit the [TMA website](#).

TMA Foundation (TMAF) is a 501 (c)(3) nonprofit organization and the philanthropic arm of TMA. TMAF's mission is to "fund initiatives with the power to help physicians create a healthier future for all Texans." TMA projects that are funded by TMAF strengthen physicians' trusted leadership role within their communities. TMA's Walk with a Doc Texas is funded in 2025 by TMA Foundation with generous support from TMA Insurance Trust and physicians and their families. To learn more, visit the [TMA Foundation website](#).

Walk with a Doc (WWAD) is a 501 (c)(3) nonprofit organization whose mission is to inspire communities through movement and conversation with physician-led walking groups. Support from the WWAD office includes merchandise, marketing support, liability insurance, and webpage maintenance. Walk with a Doc was started in 2005 by David Sabgir, MD, a board-certified cardiologist in Columbus, Ohio. To learn more, visit the [Walk with a Doc website](#).
