



**TEXAS IS
BEST WHEN
TEXANS ARE
HEALTHY**

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**NONPROFIT CELEBRATING 10th YEAR AS IT'S TIME TEXAS
APPOINTS FOUNDER AS BOARD CHAIR**

It's Time Texas' programs, campaigns, technology and events centered on health prevention impact the health of more than 1M Texans in hundreds of communities annually



Dr. Baker Harrell, founder of It's Time Texas, to become Board Chair for the organization during milestone year.

AUSTIN, TX – (Dec. 12, 2023) [It's Time Texas](https://www.itstimetexas.org), the statewide nonprofit committed to improving the health of all Texans, now and for generations to come, is announcing founder and former CEO Dr. Baker Harrell as board chair for the organization's 10th anniversary celebration. The serial social entrepreneur will step back into the organization Jan. 1, 2024, to help continue increasing access to chronic disease prevention for Texans. It's Time Texas' programs, campaigns, technology and events – many completely free of cost, like the Community Challenge or virtual telehealth coaching opportunities – impact the health of more than 1M Texans across hundreds of communities every year.

"It's Time Texas is honored and grateful to have Dr. Harrell leading our board because he knows our

mission so intimately, from both a business and personal standpoint. It's Time Texas has a lot of victories to celebrate this anniversary, and Dr. Harrell will be critical in helping us examine how we can achieve even greater impact through social change. There's a distinct difference between treating a community that already has a high rate of preventable diseases versus enabling that community to *prevent* those diseases. We're looking to accomplish the latter," said It's Time Texas CEO Jamie Williams.

Plans for Harrell's board chairmanship include an updated strategic plan, increased leveraging of partnerships and continuing to recruit diverse board members from across Texas to accurately reflect the communities the nonprofit serves. In addition to his public health expertise, Harrell brings experience fundraising and managing more than \$35M for health-related causes and building partnerships with some of Texas' most recognizable names in health including H-E-B, Texas Health and Human Services Commission, University of Texas System and Blue Cross and Blue Shield of Texas.

His journey to founding and leading multiple nonprofits over his 20+ year career in the social services sector began as a youth, when he realized the effects of his and his family's unhealthy lifestyle. He

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motivated himself, his entire family and ultimately his community to pursue daily healthy habits and place importance on their own wellbeing, which led to his own physical transformation and served as a testament to the impact that access to health tools and resources can have on an individual's health.

"I am thrilled and humbled to return to a mission, team, and organization that have meant so much to my life and the lives of millions of others. I truly believe that the organization's best days and greatest impact lie ahead, and I am excited to play a role in helping to bring about our envisioned future for Texas and Texans. Here is to another 10 years of advancing the *health for all* movement in Texas and beyond!" Harrell said.

For his previous work with It's Time Texas, Harrell received both the Texas Health Champion and the University of Texas Hall of Honor awards – two of Texas' highest honors in the field. He's also been recognized by the Centers for Disease Control and Prevention and the Robert Wood Johnson Foundation for his contributions to public health in the Lone Star State.

It's Time Texas' footprint dates back to 2004, when it began introducing schools to health prevention tools to fight the rise of obesity among Texas youth. In 2014, the organization was renamed It's Time Texas and significantly expanded its services offered to communities.

An alumnus of the University of Texas at Austin, Harrell holds a master's and doctoral degrees in population health. Currently, he serves as head of mission and marketing for Bexa – a purpose-driven company that is revolutionizing the way that women across the world experience care. He also serves as an officer on the board of the nonprofit Bexa Equity Alliance and is an advisor to innovative healthcare companies including All Clear Health ID and Agile Orthopedics.

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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.