



FOR IMMEDIATE RELEASE –

Healthier Texas Receives \$100,000 Renewal from H-E-B to Strengthen Statewide Health Coaching Program

Austin, TX – February 26, 2026 – Healthier Texas announced today that it has received a \$100,000 renewal investment from H-E-B to support and expand its statewide health coaching model. The renewed commitment reinforces Healthier Texas’ ability to continue delivering personalized, prevention-focused services across Texas despite recent federal funding reductions.

For years, H-E-B has partnered with Healthier Texas to expand access to nutrition support and preventive care. This latest renewal ensures that individuals and families, particularly those facing barriers to traditional healthcare, will continue receiving high-quality, culturally responsive support.

“Some emails you open and just sit with for a minute,” said **Jamie Williams, CEO of Healthier Texas**. “As a nonprofit leader, there are few things more meaningful than seeing a partner choose to keep showing up, year after year, because they believe in the people and communities we serve. When an organization like H-E-B recommits, it’s more than a gift. It’s a vote of confidence in prevention, in dignity, and in Texans.”

Strengthening a Hybrid, Statewide Model

Healthier Texas’ health coaching program is a hybrid model combining virtual access with trusted, community-based support. Participants receive one-on-one coaching, nutrition guidance, and assistance navigating barriers such as food insecurity, transportation challenges, housing instability, and access to healthcare services.

The model reduces common barriers including time off work, childcare needs, transportation limitations, and geographic isolation. This allows Texans across rural, urban, and more remote communities to access support.

Expanding Clinical Nutrition Support

With H-E-B’s investment, Healthier Texas is strengthening the clinical foundation of its health coaching model. This support allows the organization to expand its capacity for evidence-based nutrition guidance and enhance whole-person health services across the state.



Community Health Workers as Trusted Navigators

At the core of the program are Healthier Texas' Community Health Workers. These professionals provide individualized coaching while serving as trusted navigators within the communities they support.

Some Community Health Workers are embedded directly in community settings such as churches, clinics, and local partner organizations. Others provide services virtually, extending support statewide and ensuring access for rural, remote, and underserved communities.

As both health coaches and navigators, Community Health Workers offer a whole-person health approach. They provide personalized nutrition and lifestyle guidance while also helping participants address the real-life barriers that influence health outcomes, including food access, transportation challenges, housing instability, and access to care.

This integrated model allows participants to receive coordinated, high-touch support that addresses both health behaviors and the broader factors that shape wellbeing, care that is rarely accessible to uninsured or underinsured Texans.

Technology That Extends Care

Participants also have access to a free AI-powered app, that supports goal tracking for nutrition, physical activity, and health behaviors between live sessions.

Healthier Texas' health coaching model is supported by [Wellnify.ai](https://www.wellnify.ai), the digital platform currently powering the statewide Healthier Texas Community Challenge. This integration allows participants to track goals, log activity, and remain connected to their care team between live sessions, creating continuity across individual coaching and community-level engagement with real-time application of skills learned. By pairing high-touch support with scalable digital infrastructure, Healthier Texas is able to expand personalized care across Texas at scale.

A Continued Commitment to Texans

Healthier Texas evaluates outcomes using structured intake and follow-up assessments aligned with national preventive health best practices. Measured outcomes include improvements in nutrition behaviors, food security, chronic condition self-management, and successful connection to essential services.

"Because of partners like H-E-B, families who might otherwise go without support will have someone in their corner," Williams said. "Rural communities will stay connected. Parents will receive guidance that fits their budgets and their culture. Prevention remains possible."



For more information about the Health Coaching services at Healthier Texas, and to learn how you can be a part of building a healthier Texas, visit healthiertexas.org/health-coaching

About Healthier Texas

Healthier Texas is a statewide nonprofit committed to reducing preventable diseases and improving the health and well-being of Texans. The organization fosters healthier communities through **innovative programs, strategic partnerships, and advocacy** aimed at overcoming the challenges that impact health and well-being.

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