



Memorandum

#10-102

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: August 13, 2010

SUBJECT: *Obesity Prevention Mini-Projects for FY 2011*

Funds are available from the State Agency for *Obesity Prevention Mini-Projects for FY 2011*. Local agencies will be awarded grants of up to **\$20,000** per project. The funding must be spent by **September 30, 2011**. If you would like to apply for the available funds please go to the following link and complete the *Web-based FY 2011 Texas WIC Obesity Prevention Application Form* at: <http://www.surveymonkey.com/s/YBTQN7M>

Application Deadline:

Local agencies that are continuing their OPMG from FY 2010 and any other local agencies that would like to apply should complete the *Application Form* by close of business on **Friday, August 20, 2010**. Agencies will be notified of approval by **September 17, 2010**. **Please note:**

- The application process has a fixed deadline.
- Each agency requesting funds is required to complete one application provided on Survey Monkey.
- For each activity that you want funding for (for example - community gardens, cooking demo, physical activity, supermarket tour) you must complete a separate survey responding to questions 5 to 12 explaining the objectives to be achieved and how the evaluation will be conducted.

Agencies that are awarded the OPMG are required to:

- submit a poster at the annual NEBF conference or the OPMG workshop
- write an article for the WIC News when requested
- submit mid-year and end of year reports including budget status
- listen in on QWEST calls

Resources:

Resources for planning your project:

To help you plan your project and complete the application we have attached a sample budget worksheet, your *Nutrition Education Liaison List* and for additional resources, please visit <http://www.dshs.state.tx.us/wichd/nut/obesity.shtm>.

Examples of Projects:

- Implement a class or series of classes for overweight children and their parents. Funding may be used for inexpensive incentive items that are used in the classes such as water bottles or balls and/or staff time to teach the classes and conduct activities.
- Implement a series of cooking classes. Use the funding to purchase items for demonstrations, a food demonstration table and/or staff to teach the classes.
- Start or continue a reading initiative program that gives books to children at WIC certification.
- Start a gardening class and use the funding to develop a demonstration garden and/or staff to teach the classes.
- Contract a personal trainer or fitness professional to provide brief exercise demonstrations to participants or staff. (Please note that you cannot contract a person to provide regular exercise classes for participants or staff.)
- A breastfeeding promotion activity that addresses obesity prevention.

Funding will be awarded based on:

- The objectives, activities and timeline for the project.
- Whether the project includes an evaluation component.
- Whether the funds requested for the project are likely to be spent by **September 30, 2011**.

If you have questions or require additional information, please contact your Nutrition Education Liaison, or Ponna Sambasivan, Nutrition Education Consultant, at (512) 341-4517 or email ponna.sambasivan@dshs.state.tx.us.