

2012 WIC Obesity Prevention Mini Grant Project Summary

Local Agency Number and Name:

LA 27, South Plains Community Action Association

Title of OPMG Project:

The Cook is Home, Taste Around the World, Jubilee

Contact Person:

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Project Overview

List target audience and number of participants seen:

Target Audience is All WIC Participants. The monthly class average seen is 20-25 participants.

List type of activities for this project (a group class, cooking class, physical activity, gardening, breastfeeding, other):

- 1.) Cooking Demonstration Class (group class held monthly at clinic sites) "The Cook is Home" and "Taste Around the World" (WIC participants learn how to cook authentic, delicious, and healthy cuisine on a small budget.)
- 2.) The Jubilee Health Fair takes place in the WIC lobby and is divided into 3 activities; breastfeeding education, cooking demonstration, and Walk Over the Rainbow activity.

Overall goal for this project:

Educate our clients on whole grains and healthy eating on the go. How to make choices with everyday foods by using recipes with WIC approved foods.

Learning the difference between whole grains and refined grains. The importance of Omega fats in our daily lives and how to prepare a healthy meal on a budget.

Project description:

Cooking demonstrations, Jubilee which consists of breastfeeding education, the importance of fruits and vegetables while participating in a fun physical activity and a cooking demo on portion sizes using MyPlate.gov materials.

List results and objectives met:

WIC participants left with a better understanding of how to eat healthier and an increased rate of participation in regular physical activity.

List curricula, kits or other educational materials used:

My plate.gov place mats

List other resources used, if applicable:

NA

List collaborating agencies or individuals, if applicable:

NA

List the type of incentives that were given:

water bottles, Frisbees, soccer balls, and measuring spoons with WIC logos

Helpful ordering information for materials or incentives (if available):

NA

Tips for Other Agencies

What worked well for this project?

Having smaller classes so that we are able to accommodate our clients efficiently while building strong rapport with each individual.

What were the challenges?

Getting clients to participate in the activities.

What changes would be made for next time, if any?

Continuing to get the word out about the classes for better participation. Better incentives, and incorporating more physical activity.