

2012 WIC Obesity Prevention Mini Grant Project Summary

Local Agency Number and Name:

NET Health-WIC Program LA 39

Title of OPMG Project:

FIT FOODS=FIT Families

Contact Person:

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Project Overview

List target audience and number of participants seen:

Any one eligible for the program. We gave clients the opportunity to attend during their NE appointments.

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

Super Market tours

Overall goal for this project:

- Increase the use of all WIC food benefits among participants.

Objectives for this project:

1. Participants will be able to pick out added sugars listed on a nutrition label. 2. Participants will use WIC fruit and Vegetable benefits every month. 3. Participants will eat at least 1 fruit and 1 vegetable daily.

Project description:

Grocery store tours were offered at least one day per month starting in October 2011 and ending in July 2012. Six clinics participated in the grocery store tours with an over all attendance of 158 participants. For each session, participation ranged from 2-15. The tour allowed participants to move with greater ease when locating WIC items. Discussions included the healthiest choices in the grocery store, how to read a nutrition label, how to choose fruit and vegetables, milk comparisons and how to choose whole grains.

List results and objectives met:

Grocery store tours- Most all participants reported that they will use the WIC fruit and vegetable benefits every month with the exception of 8 people. 50% of the people stated that they will eat at least 1 fruit or vegetable daily with the other 50% stating they will eat more than 1.

List curricula, kits or other educational materials used:

Nutrition Labels were handed out at grocery store tours. Food Guides were given out when needed.

List other resources used, if applicable:

The American Dietetic Association website for basic nutrition label handouts.

List collaborating agencies or individuals, if applicable:

No collaborating agencies needed.

List the type of incentives that were given:

Reusable shopping bags.

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

n/a

Tips for Other Agencies

What worked well for this project?

Participants really liked the idea of getting actually help from WIC staff.

What were the challenges?

For the grocery store tours getting clients to show up for the tours were often a challenge due to transportation issues or gas prices. There were too many distractions some times with the grocery store tours. Another challenge was having enough people to do the tours because some staff was involved with a satellite clinic on the same day.

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

A change with the tours would be revamping the tours to an in-clinic class to help with shopping for WIC foods.