

2012 WIC Obesity Prevention Mini Grant Project Summary

Local Agency Number and Name:

Brownwood WIC Program – 45-01

Title of OPMG Project:

Nutrition and Fitness Fair

Contact Person:

Lisa Dick, RD, LD

Contact E-mail:

lisad@ci.brownwood.tx.us

Project Overview

List target audience and number of participants seen:

WIC Families, Parents of WIC Kids

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

Health Fair

Overall goal for this project:

Initiate one positive change that can impact and prevent obesity in WIC kids and Families

Objectives for this project:

Introduce a variety of healthy habits and encourage commitment to change: My Plate, decreasing high sugar drinks, increased physical activity, reducing fat intake.

Project description:

The health fair introduces a variety of healthy information and habits and encourages lifestyle changes via poster board and visual aides. Participants are guided through the posters and encourages to state one thing they can work on to improve the health or fitness of their family.

List results and objectives met:

95% of participants were able to state a goal to improve the fitness or health of their family.

List curricula, kits or other educational materials used:

GN04501 and GN04502

List other resources used, if applicable:

NA

List collaborating agencies or individuals, if applicable:

NA

List the type of incentives that were given:

My plates, and cookbooks. Freshbaby.com and Wiley.com.

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

NA

Tips for Other Agencies

What worked well for this project?

Participants like the come and go flexibility of the health fair atmosphere.

What were the challenges?

Follow up for maintaining long term changes.

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

Will use again.