

2012 WIC Obesity Prevention Mini Grant Project Summary

Local Agency Number and Name:

LA 71 – Collin County Health Care Services WIC Program

Title of OPMG Project:

Cook N’ Play at WIC: Cooking and Activity for a Healthy Life

Contact Person:

Laurie George, MS, RD, LD

Contact E-mail:

lgeorge@co.collin.tx.us

Project Overview

List target audience and number of participants seen:

WIC participants already in clinic awaiting benefits or certification. The number of participants seen varied, but we were able to collect 85 post surveys from the “Cook” participants, and 56 surveys from the “Play” participants.

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

- Cooking demonstrations for all.
- Physical activity demonstrations for WIC parents and their children.

Overall goal for this project:

- To increase WIC families’ consumption of fruits, vegetables, and whole grains.
- To help WIC families establish habits of moderate, daily and achievable physical activity.
- To reduce consumption of added fat and sugar in foods.

Objectives for this project:

- Participants will plan to try at least one demonstrated recipe for their families, as measured on post-survey.
- Participants will plan to try at least one physical activity with their families, as measured on post-survey.

Project description:

Food demonstrations were held monthly from March through August at the Plano WIC site (LA 71-02). Four to five recipes were demonstrated per session to WIC participants awaiting benefits or certification. Foods demonstrated in March through May included whole grains, main dishes, and breakfast ideas. Recipes in June through August emphasized summer fruits and vegetables, and snacks/dips/salsas. Copies of the recipes, in English and Spanish, were also provided.

Physical activity demonstrations and activities were also held monthly at the Plano WIC site from March through August 2012. The demonstrations emphasized easy indoor activities using inexpensive or free materials. Each family also received a bag containing information about local parks, playgrounds and walking trails; easy games and activities, and mall hours for mall walking.

List results and objectives met:

“Cook” portion of project: 85 questionnaires were filled out and turned in. The following is a synopsis of the results:

- 87% liked the food demonstrations “A lot.”
- 11% liked the food demonstrations “A little.”
- 2% - no answer
- Most participants listed at least one recipe that they would like to try. Many participants listed two or more recipes, and 12% stated that they would like to try all of the recipes.
- When asked to list the most useful thing learned, some of the comments included:
 - How to prepare healthy food.
 - How easy and fast the recipes were.
 - Disguising vegetables by blending (“Sneaky Vegetable Pasta”).
 - Unnecessary to add sugar to smoothies or add syrup to pancakes.
 - Using whole grains and WIC cereals in recipes.

“Play” portion of project: 56 surveys were filled out and turned in. The following is a synopsis of the results:

- 89% of parents said that they would plan “active play” activities for their children.
- 100% of the parents said that they are aware of the importance and benefit of play in their child’s development.
- On a scale of 1 to 5, 69% of parents circled 5 (very much) as to whether this program provided new ideas for helping their child become more physically active. 22% circled “4” and 13% circled “3”.
- The most useful ideas learned from the program included:
 - You can play with your kids any time in your home.
 - Parents are role models for their kids.
 - Activities are great replacements for video games and television.
 - You can play with your kids anytime in your home.

List curricula, kits or other educational materials used:

The “Cook” portion of the project included recipes for the participants to take home. The “Play” portion of the project included attractively stenciled burlap bags containing ideas for simple homemade games, masking tape for indoor hopscotch, information on local parks and recreation centers, and calendar sheets so participants could schedule physical activity daily.

List other resources used, if applicable: .

The “Cook” portion included all foods demonstrated. The “Play” portion used simple homemade games with free or low cost items, such as a milk jug “catch” game using a sock ball, indoor hopscotch, homemade kites, crepe paper streamers made into “skirts” to encourage dancing, homemade ring toss games, and “skating” using paper plates

List collaborating agencies or individuals, if applicable:

None

List the type of incentives that were given:

“Cook” portion: recipes. “Play” portion: Stenciled burlap bags with materials as listed above.

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

NA

Tips for Other Agencies

What worked well for this project?

Instead of scheduling participants for classes, we worked with clients already coming to the clinic for benefits or scheduled for certification. Thus, clients did not have to come to WIC outside of benefit issuance or certification. The participants and their children enjoyed the cooking and activity as a welcome diversion while waiting to be served.

What were the challenges?

Since we did not market the classes, there were a few times in which we had few participants. In one physical activity portion, mostly moms with new babies were scheduled for certification.

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

We would like to spend more time advertising the classes. Also, for FY 2013, we are expanding to all four clinic sites in Collin County. We will also demonstrate growing and cooking with herbs for FY 2013.