

012012 WIC Obesity Prevention Mini Grant Project Summary

Local Agency Number and Name:

01-Austin Travis County HHSD WIC

Title of OPMG Project:

Walk with WIC

Contact Person:

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Project Overview

List target audience and number of participants seen:

WIC participants along with their infants or toddlers, or older children. About 25 participants.

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

30-minute scheduled walks during clinic hours, once or twice a week.

Overall goal for this project:

The goal of Walk with WIC is to reduce barriers for physical activity, increase access and opportunities for physical activity, provide a safe and encouraging environment for physical activity, as well as provide chances to network with people to walk outside of WIC scheduled walks.

Objectives for this project:

Walkers to walk 30- minutes per week for 10 weeks

Project description:

Walk with WIC is a walking program offered at 4 WIC sites. The sites that did walks scheduled these walks once or twice a week for 30-minutes. Participants are asked to commit to 10- weeks. Participants can enroll in the project repeatedly. Participants receive incentives throughout the 10 weeks, and include items like pedometers, water bottles, walking journals, and socks. Single seat and double seated jogging strollers are loaned to participants with infants and young toddlers to be able to walk with the group or loaned out to allow participants to walk during unscheduled times on their own. The walks are led by nutritionist, and or trained clerical staff. Since walks are held weekly, clients do not receive WIC

benefits. Walks are announced during class announcements, flyers are placed in CA offices and in the clinics, and during Vena counseling.

List results and objectives met:

5 WIC families walked in the 2012 Texas Round Up, totaling 17 WIC participants. ~15 people participated in 30-minute weekly walks. Potential walk sessions range from 52- 104 possible walks within the year. This is once a week or twice a week. Overall results: since Walk with WICs implementation five years ago, 70 people have completed 10 week walks.

List curricula, kits or other educational materials used:

List other resources used, if applicable:

List collaborating agencies or individuals, if applicable:

- Collaboration this year included The Texas Round Up, which waived the entrance fee for 17 clients to walk the local event.
- Another continued collaboration is with the City of Austin Parks & Recreation as we use City Park trails for our walks.

List the type of incentives that were given:

Participants receive incentives throughout the 10 weeks, and include items like pedometers, water bottles, walking journals, and socks.

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

Positive Promotions has some really nice reasonable items.

Tips for Other Agencies

What worked well for this project?

- Select walk time during slow clinic parts of the day. (This is a challenge in itself)
- Offer one walk a week if that is all the site staff can handle.
- Texas Round Up collaboration continues to work well.

What were the challenges?

- Construction at City Parks: At one of our main walking sites, the City of Austin has been working on an underground problem and the park trails have been unable for use for almost a year. This has affected walking.
- Storing strollers: this continues to be a challenge as participants don't elect to take the strollers home. Weather: extreme summer heat or rain keeps walkers away.
- Decline in attendance: has been seen since we stopped giving out shoes. Though the program was not intended for shoes it seems that was a huge "carrot" for participants.

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

- Negotiate with other agencies for shared space, or purchase storage sheds if necessary.
- Continue to market the walking program to all WIC sites, so clients can attend walks at other sites that do offer Walk with WIC.
- Transition the Walk with WIC program into a class format to help increase participation.