

2012 WIC Obesity Prevention Mini Grant Project Summary

Local Agency Number and Name:

LA #100 City of Amarillo

Title of OPMG Project:

"My Plate" Challenge

Contact Person:

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Project Overview

List target audience and number of participants seen:

WIC Participants and agency employees 2,389

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

Group presentations at nutrition carnivals; cooking demonstrations; physical activity.

Overall goal for this project:

To educate participants that you can lose weight and/or maintain a healthy weight by following the "My Plate" guidelines, eliminating sugary drinks, and exercising 3-5 hours per week.

Objectives for this project:

- To provide information on the government's new "My Plate" campaign;
- To increase awareness that you can lose weight and/or maintain a healthy weight by following the "My Plate";
- To increase awareness of the amount of calories in sugary drinks;
- To increase awareness of 3-5 hours of exercise weekly is needed.

Project description:

We conducted 301 booths at Nutrition Carnivals during the past 12 months and had a total of 2,284 WIC clients in attendance.

We also conducted a six week walking program Monday-Saturday where a staff person would lead a one hour walk at one of four City parks. The clients were able to participate on any one, or all, of the days

the walk was offered. Height, Weight, and BMI were obtained at the beginning of the program, mid-point through the program, and at the end of the program. While we had over 125 people sign up for the program, actual attendance was very low and we had inclusive results.

We were also asked to contribute a nutritious recipe monthly to be featured in the City Employee Newsletter. In addition we were asked to write an article on Healthy Eating resolutions for the New Year that was printed in the January issue; an article on National Nutrition Month and eating wisely by following the recommendations from “My Plate” that was featured in the March issue; and an article on Picnic Tips and Summer Food Safety that was featured in the July issue.

Additionally, we were asked to do two cooking demonstrations and healthy eating classes for the city wellness program for employees participating in the wellness program and had over 105 people in attendance. We received an overwhelming thank you from those in attendance and the director of the program stated that she received many compliments and statements that our presentation was the best one for the year.

Lastly, we were asked to do an in-service training for the State Department of Health office personnel located in Canyon, Texas on the “My Plate” campaign. We had 26 people in attendance and they stated that they really appreciated the information and felt they learned a lot from the presentation.

List results and objectives met:

301 Nutrition Carnival booths conducted; 2284 WIC participants attended the carnival booths; 125 WIC participants signed up for walking classes; 36 walking classes conducted; 12 monthly recipes with pictures submitted to the City of Amarillo Employee newsletter; 3 nutrition articles written and printed in the City of Amarillo Employee newsletter; 2 cooking demonstrations and healthy eating classes conducted with 105 in attendance; 1 in-service done for State Health Department personnel.

The objectives of educating the WIC participants on the new “My Plate” campaign and the fact that you can lose weight and/or maintain a healthy weight by following the “My Plate” guidelines, educating participants on the amount of calories in sugary drinks and foods; and educating participants on the need to exercise 3-5 hours per week were met. Many participants reported that they were using the “My Plate” model to train their children on the proper distribution of food groups within a meal and proper portion sizes; that they had cut down on the amount of juice given to their children as well as the amount of sugary drinks consumed; and that they had started trying to exercise 3-5 times a week.

List curricula, kits or other educational materials used:

USDA “My Plate” material

List other resources used, if applicable:

A “My Plate” model for adults and one for children

List collaborating agencies or individuals, if applicable:

NA

List the type of incentives that were given:

A “My Plate” plate for each family in attendance at the presentations to use as a guide for consuming the right food groups and the correct portion size.

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

Positive Promotions; 15 Gilpin Avenue; PO Box 18021; Hauppauge, NY 11788-8821.

Tips for Other Agencies

What worked well for this project?

The interest exhibited in the “My Plate” guidelines by the participants and their interest in using the divided plate as a guide for meal planning and portion control.

What were the challenges?

Having good attendance at walking classes.

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