

2012 WIC Obesity Prevention Mini Grant Project Summary

Local Agency Number and Name:

LA 22, Waco-McLennan County Public Health

Title of OPMG Project:

Having Fun in the Grocery Store

Contact Person:

Jennifer Hughes

Contact E-mail:

JenniferH@ci.waco.tx.us

Project Overview

List target audience and number of participants seen:

WIC families, Kids on WIC, Parents of WIC Kids, WIC eligible public, caregivers for young children, WIC Vendors

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

Grocery store tour, Milk taste test-comparison, Seasonal fruit & vegetable sampling

Overall goal for this project:

To decrease the incidence and prevalence of obesity among WIC participants by touring grocery stores to educate clients on how to shop & spend their WIC benefits efficiently, primarily in the fresh produce and dairy sections of the store.

Objectives for this project:

1. Increase consumption of fruits and vegetables by at least 1 serving per day.
2. Change from higher fat milk to at least one level lower fat milk.

Project description:

Having Fun in the Grocery Store was a supermarket tour held 2 times monthly at a supermarket WIC vendor. The tour scheduled began with a brief introduction and pre-survey. Two hands-on stations were set up at each tour. One was a milk taste test and discussion while the other was sampling of seasonal produce. The tour addressed clients concerns and questions along with reading nutrition labels and selecting healthy high fiber, low-fat foods. After the tour each participant completed a post survey and had an opportunity to set a health goal based on what he/she learned from the tour. The health goal was documented along with contact information so WIC staff could follow-up in approximately one month to assess if goal was met.

List results and objectives met:

We offered the grocery store tour 2 times a month. Usually only 1 or 2 clients showed up; many times we had no shows or no one signed up for this class option. The milk taste test was a real eye opener for many. We offered the taste test to any customers walking by as well. Most customers/clients could not tell the difference between 2% and 1% milk. Several verbally told us they would by 1% milk on their next visit.

List curricula, kits or other educational materials used:

A lesson plan was developed and assigned NE code, GN-022-13

We had WIC hand-outs available: "10 Ways to Get Your Child to Eat More Fruits and Vegetables," "Eat 5-9 a Day," "Moove to Low-Fat Milk"

List other resources used, if applicable:

List collaborating agencies or individuals, if applicable:

none

List the type of incentives that were given:

Re-usable shopping tote bag

Fruit and Vegetable Cook book

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

Cookbook- team4nutrition.com

Shopping tote-safeguarduniversal.com

Tips for Other Agencies

What worked well for this project?

Our local HEB was very helpful and supportive in working with us. They provided tables for our sampling and taste test. We were able to help identify for them WIC items that were marked incorrectly.

What were the challenges?

Very difficult to get clients to sign up; we have several other more appealing class options to choose from. Those that did sign up couldn't make it at the last minute due to sick child or they did not want to get out in the rain.

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