

## 2012 WIC Obesity Prevention Mini Grant Project Summary

### Local Agency Number and Name:

Fort Bend Family Health Center WIC Program #29

### Title of OPMG Project:

5210 Campaign

### Contact Person:

Mandy Nevin, RD, LD

### Contact E-mail:

[mnevin.fbfhc@tachc.org](mailto:mnevin.fbfhc@tachc.org)

## Project Overview

### List target audience and number of participants seen:

The 5210 Campaign was designed to take the place of high risk classes taught by the Registered Dietitian for participants' assigned risk 112, 113, 114 and 115. It was and is being used both during certification, mid-certifications, and as a class option beginning in September FY2012 and continuing throughout FY2013.

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

One on one client centered education.

### Overall goal for this project:

As families adhere to small goals set in the 5210 Campaign, participant obesity rates will decrease at subsequent certification visits.

### Objectives for this project:

Adopted from the guidelines set by the American Academy of Pediatrics, the 5210 materials promote obesity prevention at all ages. Each number is assigned to a specific goal that when working together promotes great overall health. 5210 encourages 5 servings of fruits and vegetables, less than 2 hours of recreational screen time, at least 1 hour of physical activity, and 0 sweetened beverage drinks on a daily basis. Our 5210 Campaign is sharing these small goals with 2500 WIC families and staff one step at a time. Staff were trained on the 5210 educational materials and given instruction on educating families on how to set small SMART goals for their families on each **5 – 2 – 1 – 0** idea.

#### Project description:

The parent/guardian of each participating family sets a **5 – 2 – 1 – 0** SMART goal at certification that is documented on both a magnet puzzle piece for them to take home and on the 5210 Chart Note in their family chart. At the return visit, the success of the previous goal is evaluated and documented on the 5210 Chart Note and a new **5 – 2 – 1 – 0** SMART goal is set. A new magnet puzzle piece with a new goal is then given. Clients may participate for up to 4 certification/mid-certification visits. Depending on the number of family members and the motivation of the family, the 5 – 2 – 1 – 0 goals may take 2 years to complete. As families adhere to small goals set in the 5210 Campaign, participant obesity rates will decrease at subsequent certification visits.

A new NE code was assigned to this project for tracking purposes. The NE code is given in addition to the VENA code at certifications, mid-certifications and class. Foxfire reports provide the tally for 5210 Campaign participation to evaluate that 2500 WIC families will be reached throughout the campaign.

#### List results and objectives met:

The 5210 Campaign will run throughout FY2013 as well; therefore, result reporting will be available at the conclusion of the project in September FY2013.

#### List curricula, kits or other educational materials used:

LetsGo.org

#### List other resources used, if applicable:

None

#### List collaborating agencies or individuals, if applicable:

The 5210 Campaign ideas and materials were designed and **made** available by LetsGo.org – with the exception of the puzzle magnets.

#### List the type of incentives that were given:

5210 Goal Setting Magnet Puzzles

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

5210 goal setting magnet puzzles:  
Wittenberg Printing  
Sealy, TX 77474  
979-885-7464

### Tips for Other Agencies

#### What worked well for this project?

With only the first month underway, everything is looking great! The participants love the magnets and the staff loves the simplicity of the VENA goal setting tool to assist them in discussing this often challenging topic of obesity in a non-offensive manner.

**What were the challenges?**

The only challenge up to this point has been designing the magnets. We were able to have the puzzle magnets designed to include one puzzle piece for each 5 – 2 – 1 – 0 healthy lifestyle tip. The magnets are printed in the completed puzzle format; therefore, the staff are concerned that the magnets may be left over or short since we only give out one magnet to match the one 5 – 2 – 1 or 0 goal and many people may start with the same goal. The verdict is still out on how to solve this problem and we are continuing without change to our original plan.

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

NA