

2012 WIC Obesity Prevention Mini Grant Project Summary

Local Agency Number and Name:

LA-033 City of El Paso Department of Public Health WIC Program

Title of OPMG Project:

Healthy Kids = Healthy Families

Contact Person:

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Project Overview

List target audience and number of participants seen:

Overweight children and their families, 86 children and 74 adults for a total of 160 participants. The final participation is 79 children and 64 adults with an 89% show rate.

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

- Group classes
- Food demo
- Physical activity

Overall goal for this project:

To decrease the prevalence of obesity in El Paso WIC children and their families.

Objectives for this project:

- To see a decrease in Body Mass Index within a five month period.
- To have the parents use positive words to improve self-esteem and reinforce good habits.
- To use the portion plate daily.
- To increase physical activity to 30-45 minutes a day.
- To increase family time activities to once a week.
- To eat at home cooked meals more often.

- To keep an 80% show rate by the end of the project.

Project description:

“Healthy Kids = Healthy Families” consists of a five class sequence that is held monthly at five centers. After each session, weights and heights are recorded. Each class is focused on a specific way to fight obesity.

- To have the parents use positive words to improve self-esteem and reinforce good habits.
- Learning how to read labels, choosing calorie reduced foods and using the portion plate.
- Giving ideas for toddler’s physical activities and affordable places to exercise.
- Promoting family time at the City of El Paso museums.
- Healthy recipes food demonstrations.

List results and objectives met:

- A decrease of BMI for children from 19.9 in January 2012 to 19.6 in May 2012.
- A decrease of BMI for adults from 32.4 in January 2012 to 32.3 in May 2012.
- 80% of the participants are using positive reinforcement.
- 64% of the participants are using the portion plate 3-5 times per week.
- 40% of the participants are having physical activity 30 to 45 minutes a day 3-5 times a week, 36% are physically active for 30 to 45 minutes a day.
- 64% of the participants have accomplished outside family activities once a week.
- 68% of the participants are eating home cooked meals a lot more often than before attending the classes.

List curricula, kits or other educational materials used:

- NASCO Portion Plate kit
- Sugar food content tubes
- Informational fliers: Risks of being overweight, toddler physical activities, City of El Paso recreational parks, Down Town El Paso tours and walking trails.
- Let’s Cook with Fruits and Vegetables Cook Book by Northeast Valley Health Corporation California WIC program
- So Easy Toddler Food by Joan Ahlers & Cheryl Tallman

List other resources used, if applicable:

- <http://www.cdc.gov/obesity/childhood/index.html>
- <http://www.touchingheartstouchingminds.com/tools-tips.php>
- Freedman DS, Mei Z, Srinivasan SR, Berenson G, Dietz WH. Cardiovascular risk factors and excess adiposity among overweight children and adolescents: the Bogalusa Heart Study. J Pediatr.2007 Jan; 150(1):12-17.e2.

- Swartz MB and Puhl R. Childhood obesity: a societal problem to solve. Obesity Reviews 2003: 4(1):57-7
- Nemours Kid Health <http://kidshealth.org>
- City of El Paso website: <http://www.elpasotexas.gov>

List collaborating agencies or individuals, if applicable:

- El Paso History Museum
- El Paso Museum of Art
- EL Paso Tourist Information Office at Convention Center

List the type of incentives that were given:

- Portion Plate for Kids and Adults
- Get up and Dance Video from Sesame Street
- Hula hoop
- Clear water cup / WIC logo
- Lunch bag with plastic container included / WIC logo

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

For information on ordering incentives contact Candy Guevara Account Payroll Specialist guevaracx@elpasotexas.gov and Lisa Glidden RD Lisa.A.Glidden@elpasotexas.gov

Tips for Other Agencies

What worked well for this project?

- For recruiting participants for the initial class we achieved a good show by referring overweight children 2-5 years of age, plotting over the 95% in BMI during certification and sending out invitations by mail.
- To keep the show rate constant we called the clients two days before to remind them of each session.
- To motivate the clients to enroll in the program we showed the incentive items we planned to give at each session: Portion Plate for Kids and Adults, Get up and Dance Video from Sesame Street, Hula hoop,
- Clear water cup and Lunch bag with plastic container included.

What were the challenges?

- We had difficulty reaching the clients by phone to remind them of the next session, in some cases we were not able to contact them at all.
- Purchasing of the incentive items were very challenging because we had to ensure we complied with city procurement policies as well as food handling procedures.

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

- More volunteers need to be involved in the project for it to be implemented in all centers.
- We would need to ask from the clients alternative contact information such as an email .