

2012 WIC Obesity Prevention Mini Grant Project Summary

Local Agency Number and Name:

LA #38 – Corpus Christi-Nueces County Public Health District WIC Program

Title of OPMG Project:

Get Fit with WIC

Contact Person:

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Project Overview

List target audience and number of participants seen:

Our target audience was WIC clients during general/child classes held 1-2 times per week. Participation in classes averaged anywhere from 3 to 10 families at a time. WIC staff was also encouraged to increase physical activity through fitness challenges.

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

Cooking demonstrations, physical activity demonstrations, fitness challenges, and group discussions

Overall goal for this project:

1. Educate WIC parents on choosing healthier options and practical ways to include physical activity.
2. Classes will involve hands on activities to reinforce the nutrition messages and develop the parent's skills in the kitchen.
3. The staff component will encourage physical activity most days of the week.

Objectives for this project:

1. 80% of parents will show improvement in their nutrition knowledge and skills in pre- and post-tests.
2. 50% of parents will state the intent to use one recipe or skill learned in class.
3. 50% of staff will participate in each "fitness challenge."

Project description:

The overall goal of the program was to encourage physical activity in clients and staff. The other objective was to equip clients with basic cooking skills and knowledge of easy snacks to make for their kids. Each week, classes were offered that demonstrated a healthy recipe and a fun game to play to incorporate physical activity into the day. One example is the game “jump the river,” where children practice jumping over an imaginary river that increases in width with every jump. Parents are given a pre- and post- test which evaluates their knowledge of the nutrition/physical activity concepts being taught. For the staff component, our employees were given fitness challenges to complete. The successful completion of a challenge was rewarded with an incentive item.

List results and objectives met:

Based on feedback from the post tests, our classes were well received by families. Approximately 88% of clients reported they would use a recipe or technique they learned at home. Many clients reported enjoying the “taste tests” and ideas for quick snacks. Some requested “more recipes” be available at WIC. About 85% of client post tests revealed and increased understanding of the topics discussed. The staff was given pedometers to monitor their physical activity as a part of the challenges. Approximately 83% of staff participated in at least one challenge and earned an incentive. Staff praised the benefits of increasing physical activity during the challenges and enjoyed competing with each other and themselves.

List curricula, kits or other educational materials used:

All classes were developed “in-house.”

List other resources used, if applicable:

ChooseMyPlate.gov

List collaborating agencies or individuals, if applicable:

N/A

List the type of incentives that were given:

Walking for Fitness handouts, Understanding food labels handout, Healthy Snack Ideas Handout, Walking Logs, Salad-to-go containers, pedometers, dumbbells, yoga video, draw-cord bag, MyPlate visuals, etc.

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

Positive Promotions website

Tips for Other Agencies

What worked well for this project?

Incorporating the classes into the NE schedule was very advantageous. We were able to have more of an audience for our classes while the clients were able to pick up benefits at the same time.

What were the challenges?

Depending on the time of the month, sometimes class show rates were low. Typically, the later part of the month yielded less participation.

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

Next time, "obesity" funded classes will be provided more frequently at the beginning of the month.