

2012 WIC Obesity Prevention Mini Grant Project Summary

Local Agency Number and Name:

NET Health-WIC Program LA 39

Title of OPMG Project:

FIT FOODS=FIT Families

Contact Person:

Amy Osborne

Contact E-mail:

Atlanta-WIC@att.net 903-799-5298

Project Overview

List target audience and number of participants seen:

Any one eligible for the program.

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

Health Fair (In March)

Overall goal for this project:

Increase community awareness of health risk associated with obesity.

Objectives for this project:

1. Carnival attendees will get ideas for physical activities with children. 2. Carnival attendees will get ideas for increasing water consumption over sweetened beverages. 3. Carnival attendees will obtain valuable information on programs relevant to their needs.

Project description:

The Nutrition Carnival was offered during National Nutrition Month, March 2012. Six clinics participated and were allowed to choose what day in March they wanted to hold their carnival. There was an overall attendance of 243 participants for all six clinics. The carnival is intended to celebrate National Nutrition Month and help to rejuvenate attendees to make conscious decisions. The carnival included exercise demonstrations for families, hydration station with tastings for fruit/vegetable infused waters, food demonstrations and tastings, dental health, smoking cessation, know your numbers-blood

pressure and blood sugar checks and Master Gardener's discussing container gardening from seed to table. There also is information about community programs and assistance.

List results and objectives met:

The participants gained a lot of information on physical activity, increasing water consumption and on other programs relevant to their needs. At the end of the carnival only 6.5 percent of people stated that they did not plan to cut down on sweetened drinks and only 4.1% of people stated that they did not plan on giving their child more water per day. 77% of people stated they planned on exercising with their child three to five or more days per week and 70% of the participants said they would start exercising three to five or more days per week on their own.

List curricula, kits or other educational materials used:

National Nutrition Promotion Kit (Carnival only)

List other resources used, if applicable:

N/A

List collaborating agencies or individuals, if applicable:

Master gardeners/Agrilife Extension/Kool smiles/Smoking Cessation/TJC nursing program/Community Outreach/PATH (For Carnival Only)

List the type of incentives that were given:

Colorful Lunch Kit, Pens, Note Pads, 27oz H2O bottles

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

N/A

Tips for Other Agencies

What worked well for this project?

The carnivals turned out well, and were really enjoyed by the participants and staff. It was a nice change of pace for both.

What were the challenges?

Making sure you are organized with all of the different stations you are going to offer the participants to as well as making sure you promote the carnival in enough time for participants to know about the event.

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

N/A