

2012 WIC Obesity Prevention Mini Grant Project Summary

Local Agency Number and Name:

Local Agency 41- San Antonio Metro Health WIC

Title of OPMG Project:

"My Plate" Healthy Options

Contact Person:

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Project Overview

List target audience and number of participants seen:

WIC Participants-104 Participants seen

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

- Group discussion
- Cooking class

Overall goal for this project:

To educate participants to make healthier choices by utilizing the "My Plate" model

Objectives for this project:

- 75% of the participants will be able to identify the recommended fruit and vegetable portions.
- 75% of the participants will be able to identify a whole grain option.
- 75% of the participants will be able to calculate calorie contents.

Project description:

This class used a group discussion and a cooking demonstration to introduce participants to the "My Plate" model. The different sections of the model were discussed with detailed information on the recommended serving sizes and healthier options for each section. Tips on reading food labels and calculating calorie contents were also discussed. At the end of the lesson, clients sampled a "Zesty Veggie Stew over Brown Rice" recipe which incorporated most of the groups on "My Plate" and incorporated some WIC foods. Pre and Post tests were also utilized.

List results and objectives met:

- Identifying recommended fruit and vegetable portions increased from 36.5% to 87.5%
- Identifying a whole grain option increased from 76% to 78.8%
- Calculating calorie contents increased from 66.3% to 81.7%

List curricula, kits or other educational materials used:

- “MyPlate” handouts
- “Understanding Food Labels Pocket Pal”
- Child Portion Meal Plate

List other resources used, if applicable:

- www.ChooseMyPlate.gov

List collaborating agencies or individuals, if applicable:

N/A

List the type of incentives that were given:

- Recyclable shopping bag
- Child Portion Meal Plate
- Measuring Cup
- Measuring Spoon
- Cutting board
- Pot holder
- “Dora & Diego Let’s Cook” Cookbook

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

“Dora & Diego Let’s Cook” Cookbook- Wiley Publishing (afranklin@wiley.com); Contact-Angela Franklin

“My Plate” handouts-Epic Promotions (sam@knockoutspecialties.com); Contact-Sam Preslar

“Understanding Food Labels Pocket Pal”-Positive Promotions (johnquintana@positivepromotions.com)

Child Portion Meal Plate- Positive Promotions

Tips for Other Agencies

What worked well for this project?

- Participants commit to only one class.
- Data is collected immediately by utilizing pre and post surveys .
- Larger number of participants are reached by teaching the class during a regularly scheduled “general” class time slot and by calling reminders the day prior to class.
- Clients are more likely to purchase the healthy food items utilized in recipe through the sampling provided through the class.

What were the challenges?

- Devoting time to teach several classes a month.
- Skillets at some sites not working properly .
- Transporting incentive bags and food items to each clinic.

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

- Advertise to try to increase participation.