2012 WIC Obesity Prevention Mini Grant Project Summary

Local Agency Number and Name:

WIC LA #46, Brazoria County Health Department WIC Program

Title of OPMG Project:

Family Fitness and Nutrition Fair (Family FUN Fair)

Contact Person:

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Project Overview

List target audience and number of participants seen:

The target audience was WIC families and any interested community members. F&N Fair was attended by 126 adults and 237 children.

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

Community-based Fitness & Nutrition Fair included a variety of learning activity sessions:

- Food preparation demos
- Interactive discussions
- Nutrition education with taste testing
- Physical activity
- Posters/exhibits

Overall goal for this project:

WIC families and other interested community members will learn and apply basics of nutrition and physical activity.

Objectives for this project:

- Participants will learn and practice workable tools to incorporate play/exercise into their families' lifestyles.

- Participants will set two goals for improving their families' nutrition practices.

Project description:

The 4-hour Family Fitness and Nutrition Fair was held at the Brazoria County Fairgrounds on the Wednesday of Spring Break from 10 AM – 2 PM. Adult attendees first completed a Registration Survey and then attended sessions of their choice. Specific sessions of the various learning activity types were

- Food preparation demos: Breakfast Smoothies, Fruits/Vegetables, Houston Food Bank
- Interactive discussions: Hand Washing, MyPlate, Serving Sizes
- Posters/exhibits: Breastfeeding, Dairy Max
- NE with taste testing: How Sweet is Your Drink, Milk Comparison, Whole Grains
- Physical activity: Zumba, Obstacle Course, Preschool Obstacle Course, Moonwalk

Participation in sessions was recorded on each person's Attendance Scorecard. Attendees completed a Check-out Survey, returned their Scorecards, and received a goody bag before leaving.

List results and objectives met:

It appears that the objective for participants to learn and practice workable tools to incorporate play/exercise into their families' lifestyles was partially met:

- Scorecards indicated that 56% of families participated in at least one physical activity session,
- 3 Check-out Surveys specifically indicated they would "definitely" "exercise more" in the next week,
- 13 Check-out Surveys specifically requested more exercise sessions at the next F&N Fair.

It appears that the objective for participants to set two goals for improving their families' nutrition practices was partially met. Registration Survey questions gauged current specific nutrition knowledge and behavior. Check-out Survey questions were worded to determine the participant's level of learning and the plan to make nutrition practices changes after participation in the F&N Fair. Results from specific questions are below:

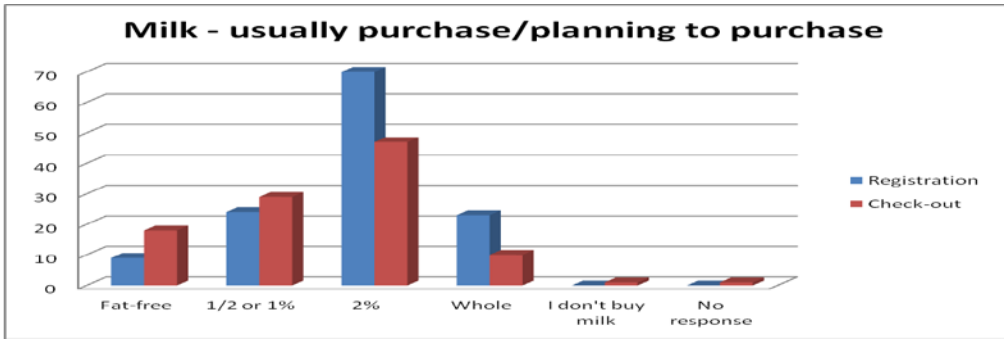
Before the Fair, we asked, "What type of milk do you usually buy?"

- 9 (7%) said Fat-Free
- 24 (19%) said ½ or 1%
- 70 (56%) said 2%
- 23 (18%) said Whole
- No one said they don't buy milk

After the Fair, we asked, "What type of milk do you plan to buy in the next week?"

- 18 (17%) said Fat-Free

- 29 (27%) said ½ or 1%
- 47 (44%) said 2%
- 10 (9%) said Whole
- One person said they don't buy milk

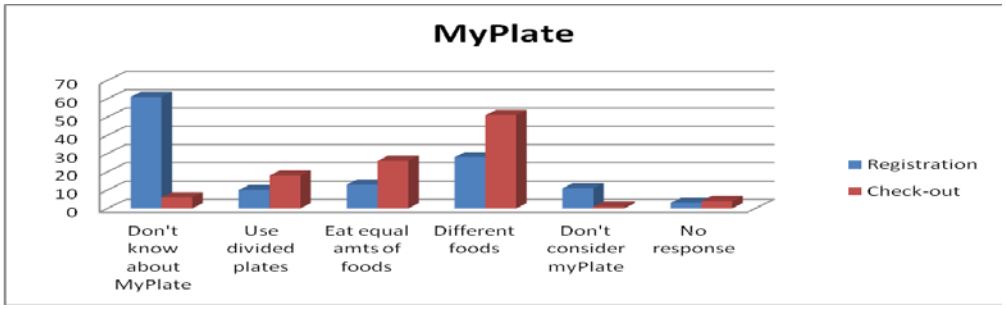


Before the Fair, we asked, "How do you use MyPlate to choose what you eat and drink?"

- 61 (48%) said they do not know about MyPlate.
- 10 (8%) said they use divided plates.
- 13 (10%) said they eat equal amounts of foods from each food group.
- 28 (22%) said they include different foods from each food group each day.
- 11 (9%) said they do not consider MyPlate when they eat.
- 3 (2%) didn't respond to the question.

After the Fair, we asked, "How will you use MyPlate to choose what you eat and drink in the next week?"

- 6 (5%) said they do not know about MyPlate.
- 18 (17%) said they use divided plates.
- 26 (25%) said they eat equal amounts of foods from each food group.
- 51 (48%) said they include different foods from each food group each day.
- 1 (1%) said they do not consider MyPlate when they eat.
- 4 (4%) didn't respond to the question.



- 2 (2%) didn't respond to the question.

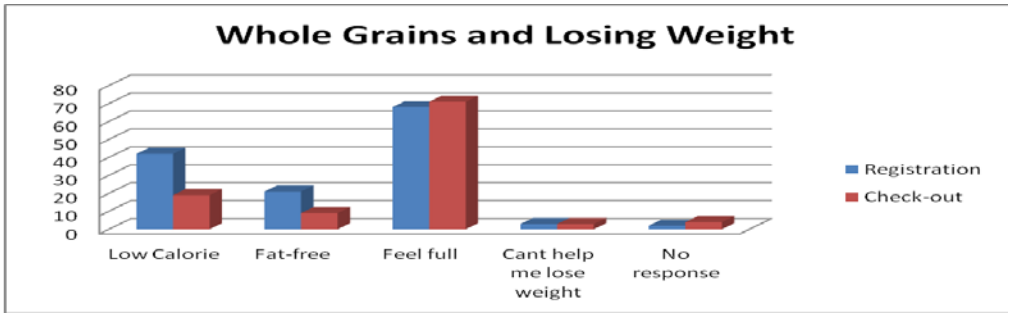
Before the Fair, we asked, "How could eating whole grain help you lose weight? More than one answer was chosen on many of the surveys."

- 42 (33%) said whole grains are very low calorie.
- 21 (17%) said whole grains are fat-free.
- 68 (54%) said whole grains help you feel full so you eat less.
- 3 (2%) said whole grains cannot help you lose weight.

After the Fair, we asked, "How can eating whole grain help you lose weight? "

- 19 (18%) said whole grains are very low calorie.
- 9 (8%) said whole grains are fat-free.
- 71 (67%) said whole grains help you feel full so you eat less.

- 3 (3%) said whole grains cannot help you lose weight.
- 4 (4%) didn't respond to the question.

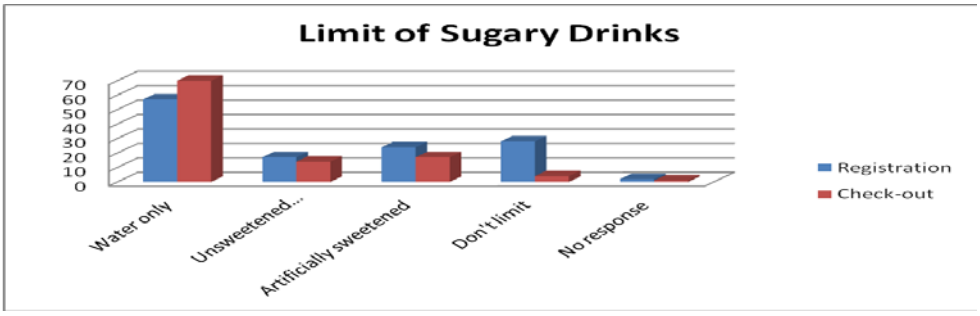


Before the Fair, we asked, "How do you usually limit sugary drinks?"

- 57 (45%) said they drink water only.
- 17 (13%) said they drink unsweetened tea or coffee.
- 24 (19%) said they drink artificially sweetened (diet) tea, coffee or sodas.
- 28 (22%) said they don't limit; they drink whatever they want.
- 2 (2%) didn't respond to the question.

After the Fair, we asked, "How do you plan to limit sugary drinks in the next week?"

- 70 (66%) said they drink water only.
- 14 (13%) said they drink unsweetened tea or coffee.
- 17 (16%) said they drink artificially sweetened (diet) tea, coffee or sodas.
- 4 (4%) said they will drink whatever they, including sugary drinks.
- 1 (1%) didn't respond to the question.

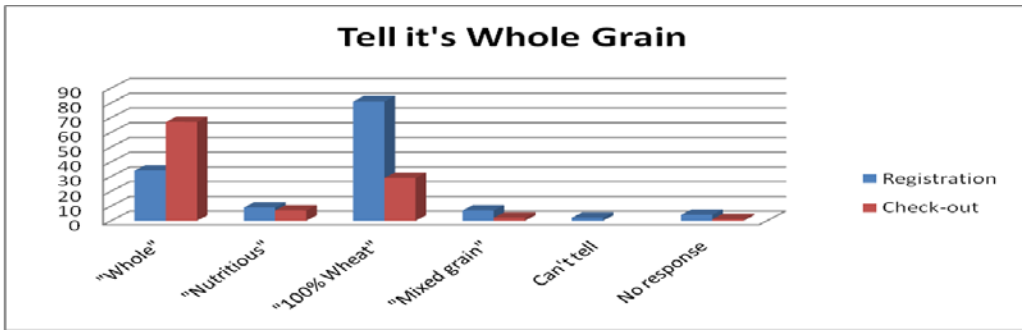


Before the Fair, we asked, "What could you look for on a food label to know that the food is whole grain?"

- 34 (27%) said the word "whole".
- 9 (7%) said the word "nutritious".
- 81 (64%) said the term "100% wheat".
- 7 (6%) said the term "mixed grain".
- 2 (2%) said you cannot tell from the food label.
- 4 (3%) didn't respond to the question.

After the Fair, we asked, "What will you look for on a food label to know that the food is whole grain?"

- 67 (63%) said the word "whole".
- 7 (7%) said the word "nutritious".
- 29 (27%) said the term "100% wheat".
- 2 (2%) said the term "mixed grain".
- 1 (1%) didn't respond to the question.

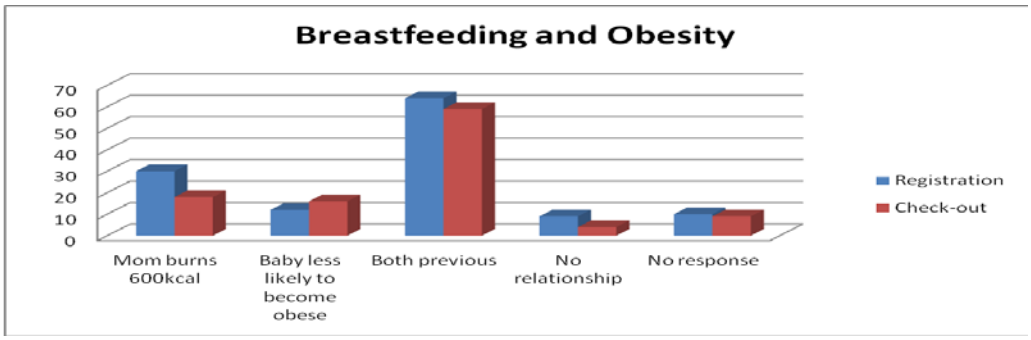


Before the Fair, we asked, "What is the relationship between breastfeeding and obesity?"

- 30 (24%) said a breastfeeding mother can burn an extra 600 calories daily.
- 12 (10%) said a breastfed baby is less likely to become an obese child and adult.
- 64 (51%) said both previous statements are correct.
- 9 (7%) said there is no relationship between breastfeeding and obesity for the baby or mother.
- 10 (8%) didn't respond to the question.

After the Fair, we asked, "What is the relationship between breastfeeding and obesity?"

- 18 (17%) said a breastfeeding mother can burn an extra 600 calories daily.
- 16 (15%) said a breastfed baby is less likely to become an obese child and adult.
- 59 (56%) said both previous statements are correct.
- 4 (4%) said there is no relationship between breastfeeding and obesity for the baby or mother.
- 9 (8%) didn't respond to the question.

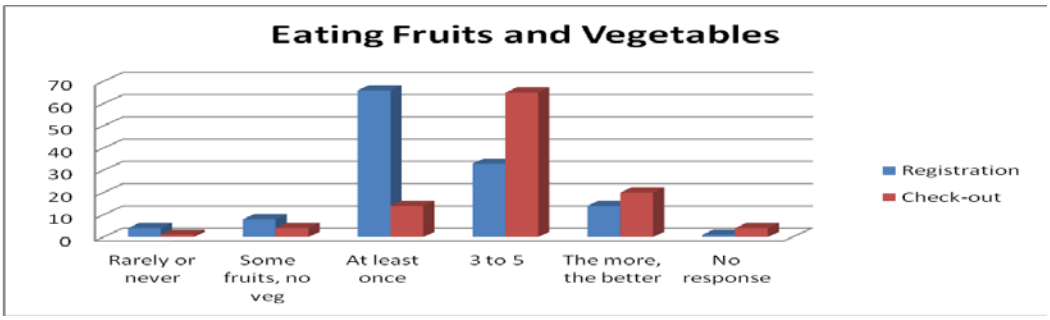


Before the Fair, we asked, "How often do you usually eat fruits and vegetables?"

- 4 (3%) said rarely or never.
- 8 (6%) said some fruits, no vegetables
- 66 (52%) said at least once daily
- 33 (26%) said 3-5 servings/day
- 14 (11%) said the more, the better
- Only one didn't respond to the question.

After the Fair, we asked, "How often do you plan to eat fruits and vegetables in the next week?"

- 1 (1%) said rarely or never.
- 4 (4%) said some fruits, no vegetables
- 14 (13%) said at least once daily
- 65 (61%) said 3-5 servings/day
- 20 (19%) said the more, the better
- 2 (2%) didn't respond to the question.

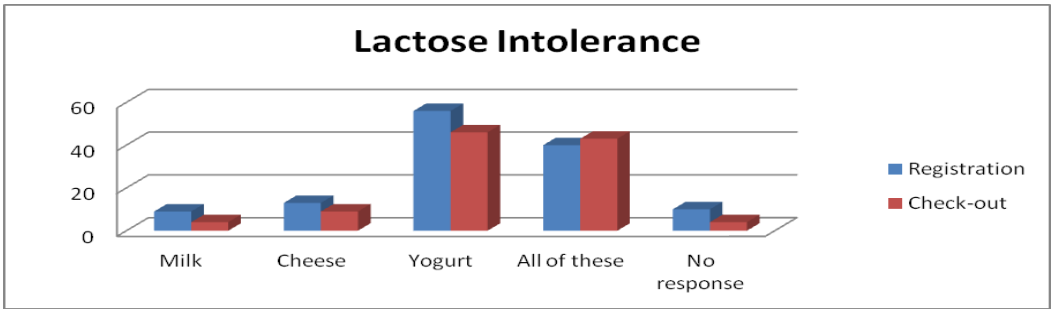


Before the Fair, we asked, "Which milk products can someone with lactose intolerance usually consume?"

- 9 (7%) said milk
- 13 (10%) said cheese
- 56 (44%) said yogurt
- 40 (31%) said all of these
- 10 (8%) didn't respond to the question

After the Fair, we asked, "Which milk products can someone with lactose intolerance usually consume?"

- 4 (4%) said milk
- 9 (8%) said cheese
- 46 (43%) said yogurt
- 43 (41%) said all of these
- 4 (4%) didn't respond to the question

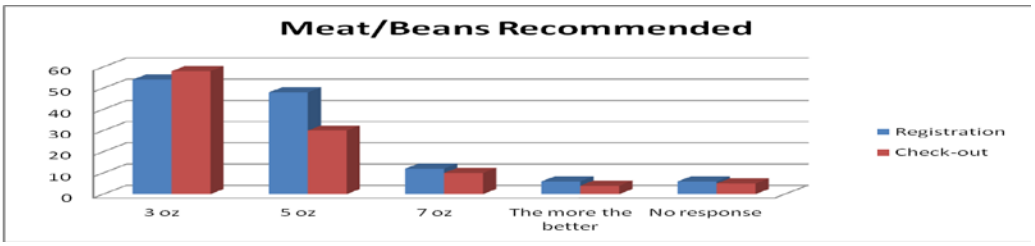


Before the Fair, we asked, "How many daily servings (ounces) of meat/beans are recommended for a child?"

- 54 (43%) said 3 oz
- 48(38%) said 5 oz
- 12 (10%) said 7 oz
- 6 (5%) said the more, the better
- 6 (5%) didn't respond to the question

After the Fair, we asked, "How many daily servings (ounces) of meat/beans are recommended for a child?"

- 58 (55%) said 3 oz
- 30(28%) said 5 oz
- 10 (9%) said 7 oz
- 4 (4%) said the more, the better
- 4 (4%) didn't respond to the question

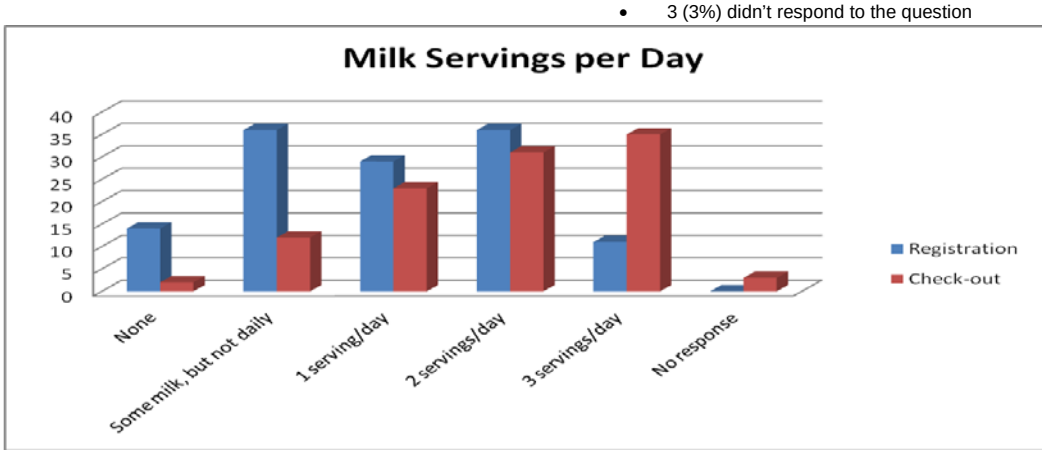


Before the Fair, we asked, “How many servings of low-fat or fat-free milk products do you usually have?”

- 14 (11%) said None
- 36 (29%) said some milk products, but not daily
- 29 (23%) said 1 serving/day
- 36 (29%) said 2 servings/day
- 11 (9%) said 3 servings/day

After the Fair, we asked, “How many servings of low-fat or fat-free milk products do you plan to eat in the next week?”

- 2 (2%) said None
- 12 (11%) said some milk products, but not daily
- 23 (22%) said 1 serving/day
- 31 (29%) said 2 servings/day
- 35 (33%) said 3 servings/day
- 3 (3%) didn’t respond to the question

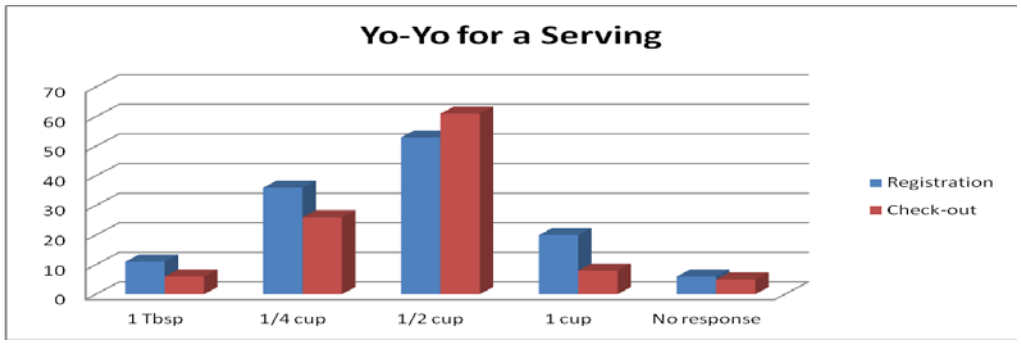


Before the Fair, we asked, “A yo-yo can be used to estimate what portion size for food?”

- 11 (9%) said 1 tablespoon
- 36 (29%) said ¼ cup
- 53 (42%) said ½ cup
- 20 (16%) said 1 cup
- 6 (5%) didn’t respond to the question.

After the Fair, we asked, “A yo-yo can be used to estimate what portion size for food?”

- 6 (6%) said 1 tablespoon
- 26 (25%) said ¼ cup
- 61 (58%) said ½ cup
- 8 (8%) said 1 cup
- 5 (5%) didn’t respond to the question



List curricula, kits or other educational materials used:

WIC LA staff adapted or created lessons, which they presented at sessions: Fruits and Vegetables; How Sweet is Your Drink; Milk Comparison; MyPlate; Serving Sizes; Whole Grains. LA Breastfeeding Peer Counselors had an exhibit about the relationship between breastfeeding and obesity.

List other resources used, if applicable:

List collaborating agencies or individuals, if applicable:

Hallie James provided Zumba demonstrations.

Better Living for Texans had sessions for Breakfast Smoothies and Hand washing.

Dairy Max had an exhibit about lactose intolerance and dairy products.

The Houston Food Bank provided food demonstrations.

Community guests provided exhibits for health and safety-related information: Angleton and Alvin Police Departments (child fingerprinting), Texas Health Steps, Brazoria County Library, Brazoria County Health Department (blood pressure), The Rose (breast cancer screening). These groups did not collect information from F&N Fair participants.

List the type of incentives that were given:

T-shirts, water bottles, fitness bags, exercise balls, exercise mats, small balls, pens/pencils, measuring cups and spoons, colanders, fruit & vegetable cookbooks

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

Positive Promotions has very high-quality items.

Tips for Other Agencies

What worked well for this project?

What were the challenges?

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