

2012 WIC Obesity Prevention Mini Grant Project Summary

Local Agency Number and Name:

Project 73 CentroMed WIC

Title of OPMG Project:

Centro Med WIC Fit Kids Club

Contact Person:

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Project Overview

List target audience and number of participants seen:

Target audience includes any WIC child between 2-5 years old plotting at or above the 95 percentile height for weight. Currently we have 123 participants on our Fits Kids program.

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

- Individual counseling sessions are given every 2 months until the child turns 5.
- Cooking demonstrations during health fairs are presented to Fit Kids Club participants as well as all other WIC participants.
- Incentives promoting physical activity such as gym balls are given to the participant during one of their individual counseling follow up visits.
- I incorporated new education techniques with the nutritionists. One of these techniques includes offering food diaries for the Fit Kid participants to take home to complete and return diaries at next appointment. The nutritionist can then review the diaries with the families and make suggestions where needed.

Overall goal for this project:

The goal of the Centro Med WIC Fit Kids Club is to decrease the incidence and prevalence of obesity. In accomplishing this goal, at least 50% of the WIC participants that are between the ages of 2-5 who plot at or above the 95th percentile height for weight would have to reduce their BMI levels.

Objectives for this project:

Teach WIC Fit Kids Club children and their families to learn the following behavior changes to improve their health:

- Be physically active for at least 1 hour daily
- Reduce dairy intake to two servings daily choosing low fat products
- Increase fruit and vegetable intake
- Reduce portion sizes to recommended ages
- Limit sugary liquid intake

Project description:

The WIC Fit Kids Club was developed for children between the ages of 2-5 years old plotting at or above the 95th percentile Ht/Wt, while on the WIC Program. At least 22% of the children between the ages of 2 - 4 on our program qualify to take part in our wellness program. The Fit Kids Club offers client centered individual counseling. At the initial certification, the RD or Nutritionist complete anthropometrics on the child and if they meet the program criteria, the parents are invited to take part in our program. If the parents agree, they complete a pre-test questionnaire. The initial consultation includes reviewing diet recalls and weight patterns prior to them taking part in our program. The client is recommended to choose 1 out of 6 goals that they will try to meet for their next follow up visit. The goal choices are as follows: reduce intake of sugary liquids, increase physical activity, reduce milk/dairy intake, Increase fruit and vegetable intake, and age appropriate portion sizes. The 6th goal is open for them to come up with a change. An incentive is given to the child at the end of each consultation. The purpose for the incentive is to motivate the child and the parents into making healthy choices that they can always follow. The incentives are as follows: gym balls, mini soccer balls, jump ropes, totes, fanny pack, pedometer, and or a water bottle. The child's follow up appointments are every 2 months for a 6-month period. If the parents and the children would like to continue with the program for an additional 6 months, then they are more than welcome to do so. On our clients last follow up visit on the program; they complete a post-test questionnaire to find out which goals were achieved during their time on our program.

In addition to the individual counseling sessions, a follow up phone call is done by me one month after follow up visit. I call to ask the client how their last visit went and what they learned and what have they already started doing to make the healthy changes necessary to improve their child and their families health.

List results and objectives met:

Currently we have 123 participants on our Fits Kids program.

- Of the 123 participants for fiscal year 2011-12, 84 completed the program.

- Current numbers show that 69% have reduced their BMI levels.
- **57 out of the 84 reduced their BMI levels.**
- 28 of the 57 reduced their BMI by being physically active daily for at least 1 hour a day.
- 8 of the 57 reduced their BMI levels by eating less fast food
- 15 of the 57 reduced their milk and sugary liquid intake
- 6 of the 57 reduced their portion intake
- **27 out of the 84 increased their BMI levels.**
- 15 of the 27 would miss their 2 month follow up visits
- 8 of the 27 didn't have a chance to make healthy changes because they had divorced parents and the other parent never tried to make changes with the child. 4 of the 27 stayed with their grandma while parents are at work and grandma refused to give them healthier food choices because they felt that the child didn't have weight issues.
- The current processes are working well and showing positive results. At this time our objectives and goal have been met for this fiscal year.

List curricula, kits or other educational materials used:

- Fit kids Club Daily Food and physical activity diary (I created)
- Portion Distortion Tear pads (NCES)
- A Healthy Start to my Tots (NCES)
- Portion Size Wise (NCES)

List other resources used, if applicable:

N/A

List collaborating agencies or individuals, if applicable:

N/A

List the type of incentives that were given:

Gym balls, Elmo exercise videos, Zobie exercise videos, mini soccer balls, jump ropes, totes, fanny pack, pedometer, and or a water bottle.

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

- 8oz water bottles-qualitylogoproducts.com (min order of 144 at 1.65 each plus S&H) (The supply lasted at least 3 years)
- Gym balls and soccer balls-gophersport.com (7.65 each plus s&H)
- Elmo exercise video- amazon.com (9.99 each plus S&H)
- Jump ropes- amazon.com (search toddler jump ropes) 3.95 each plus s&H

Tips for Other Agencies

What worked well for this project?

Incentives work great and Food and physical activity diaries work well.

The 2 month follow up visits are beneficial. Those participants that make it a point to show up show better outcomes than those who wait for the mid cert or annual visits.

Showing quarterly data results to staff on the difference they are making with these families, keeps the staff motivated. If they don't see results they aren't as interested in putting qualifying participants on the program.

I'm created a bulletin board in staff break rooms that show the positive results occurring with these children on the Fit Kids program. These results help nutritionist see what positive changes they are helping these families make

What were the challenges?

2 month follow up visits are kind of difficult but you don't want to wait any longer than 2 months to see them because the participants tend to forget some of the recommendations if they aren't reminded often and having different goals to meet helps them stay focused for their child's sake.

Making sure the staff forms include check off box options. If the forms are too detailed and staffs have to write a lot of information for data collection, they will find ways not to add new people to the program because it takes too much time.

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

Make staff forms simpler, but informative for data collection

Keep a current foxfire report of WIC participants in your clinic that qualify for the Fit Kids Club, so that you can call and make sure the families were told about the program.