



## COMMUNITY GRANT OUTCOME REPORT

### FIT Families

# Showing success on nutrition and physical activity

Simple messages make a big difference as program is one of the few to demonstrate a positive impact on physical activity and nutrition in children



The FIT Families Project team produced this ad to help encourage parents to model healthy nutritional behaviors for their children.

► **Description:** The number of overweight 2-4-year old children in Wisconsin has increased by more than 50 percent in the last decade. Fit Families is an individualized enhancement for Women, Infants, and Children Program families, implemented in six Wisconsin sites to prevent overweight and obesity and help families lead healthier lives. Enrolled families received monthly contacts from a Fit Families Counselor. The program also emphasized staff training and partnerships with community organizations to reinforce the messages with families. Fit Families messages were simple, and the educational materials were creative and informative. Four basic messages permeated this program – Make Every Bite Count; Make Every Sip Count; Move More, Watch Less; and Eat Healthy, Be Active-Your Kids are Watching.

► **Results:** This is one of few studies to document positive changes in preschool children's nutrition and physical activity behaviors. Evaluation indicated

increases in fruit and vegetable consumption, decreases in juice intake, decreases in screen time, and increases in physical activity in the intervention group, but not in a comparison group. The findings have been presented at national conferences. Submission to the American Journal of Public Health potentially will have an even wider impact. The Fit Families Kit will soon be available for project replication in Wisconsin and nationally.

► **The Partnership:** The academic partner provided input throughout the project and feedback on project evaluation.

► **Next Steps:** SNAP-Ed funds (formerly the Food Stamp Nutrition Education Program) are now being used to continue the program at four sites. Funds support the participant component and some staff training. The program will expand from four to nine centers in 2011-2012 and further as funding permits.

### GRANT FACTS

**Grantee:** Wisconsin WIC Association

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**Academic Partners:** Charlanne FitzGerald, MPH, Researcher, UW Population Health Institute, cjfitzge@wisc.edu; Paul Moberg, PhD, Research Professor, Department of Population Health Sciences, UWSMPH

**Grant Award:** \$427,500 over three years