



Community Grant Outcome Report

Name: FIT WIC Wisconsin
Grantee: Wisconsin WIC Association, Inc.
Academic Partner: n/a
Program: Development
Grant Duration: 11/01/2004 to 10/31/2005 (12 months)
Expenditures: \$25,000 of \$25,000 (100% expended)
Use of Funds: Strengthen infrastructure

► **Description:** The goal of FIT-WIC-Wisconsin is to create a WIC environment at the local level that prevents overweight/obesity and promotes healthy eating and an active lifestyle.

► **Results:** This project explored how the Wisconsin WIC Association (WWA) could help local Wisconsin WIC Programs improve their ability to address the increasing problem of overweight/obesity among the WIC population. WWA assessed WIC program strengths and challenges in 3 areas at 6 local WIC programs: participant attitudes and beliefs, WIC staff knowledge and abilities, and the clinic and community environment in which WIC operates. From these findings, the project developed an action plan for future implementation, and identified 12 additional local WIC Programs interested in implementing a FIT WIC project in their WIC program.

► **Met Objectives:** Yes

► **Baseline Progress on SHP Objectives:** Not measured

► **Academic Partner Role:** FIT-WIC Wisconsin did not have an academic partner as part of the planning grant. During the planning process they identified an academic partner who assisted in the development of their implementation grant proposal, particularly in relation to the evaluation component.

► **Matched Dollars (cash or in-kind):** \$26,814

► **Dissemination:** The results of the planning grant and action plan were shared with members of the Wisconsin Partnership for Activity and Nutrition at their Fall meeting. There are no plans at this time to publish the results of the project.

► **Sustained:** Awarded an Implementation Grant from the WPP in 2006 for \$450,000.