



WIC Changing Lives Healthy Eating, Active Living How WIC is helping families stay healthy



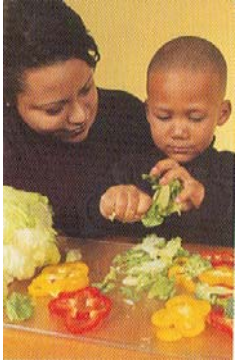
What is WIC doing to help prevent childhood and adult obesity? For years, The San Francisco WIC Program has been active in promoting healthy eating and physical activity. Through the Healthy Eating, Active Living campaign and our “Eat well and play” nutrition messages, our WIC families are learning how to be healthier.

PARTICIPANTS- A review of some of the services WIC provides to help families be healthy

- **Classes:** Group education is offered monthly for all WIC participants addressing good nutrition and physical activity. All classes are taught in 3 different languages (English, Spanish, Chinese) with accompanying handouts in these 3 languages.
 - Examples of FIT WIC classes being taught in the WIC clinics include the following: Portion Sizes, Sharing Healthy Family Meals, Preventing Childhood Obesity, Active Play for Families, Be a Fit Family, Healthier Fast Foods, and Reading Food Labels for Smart Shopping. Other classes offered monthly are the breastfeeding and infant feeding classes which promote breastfeeding and the ‘why/when/how’ in appropriately introducing solids to a baby.
- **Individual Education by WIC Nutrition Assistant (WNA) and Registered Dietitian (RD):** Each individual encounter with a WIC staff person is based on the needs of the participants with an emphasis on healthy eating and physical activity. The newly revised nutrition questionnaires have been designed to facilitate an open ended discussion based on the individual and family needs. The questionnaire also addresses issues such as frequency of eating meals out of the home, TV time, and family activities.
 - Overweight children and many women receive individual nutrition counseling and follow-up visits with a RD. Children > than or equal to the 95th percentile (BMI-for-age), based on National Center Health Statistics/CDC age/sex specific growth charts for children 24 months or older and their families receive individualized nutrition counseling to help the child and their families find practical ways to eat healthy and get physically active.
 - Children at risk for overweight receive individualized nutrition counseling by a certified WNA with the same nutrition emphasis in efforts of preventing childhood overweight.
- **WIC Farmers’ Market Summer Nutrition Program** coupons given to participating families encourage them to buy and eat more fruits and vegetables at local farmer’s markets. Group education on *Easy Ways to Eat Fruits and Vegetables* or *Eating from the Rainbow* is given to all families participating in this popular seasonal program.



- **Individual Tailored Food Packages:** Every participant receives a food packages tailored to their needs. Each package includes food rich in calcium, iron, protein, and vitamin C. Not only does WIC offer low lactose milk, WIC offers 2%, 1%, and Skim milk choices. WIC cereals are lower in sugar and contain more whole grains than the popularized high sugar brands.



- **Prenatal Women:** WIC offers a food package high in calcium, iron, and protein.
 - **Exclusively Breastfeeding Moms:** WIC offers extra milk and beans to support the energy requirements needed for breastfeeding her infant.
 - **Infants:** WIC offers infant cereal starting at 5 months of age, with the emphasis that cereal can be introduced when the baby shows signs of readiness to take solid foods. Participants are educated that cereal should always be offered from a bowl and spoon, and never be put in the bottle.
 - **Toddlers:** The WIC food package is specifically designed with the toddlers needs in mind and can be tailored at each WIC visit.
- **Bulletin Boards:** WIC staff prepare bulletin boards on nutrition education topics including Iron rich Foods to Prevent Anemia, How to Read a Food Label, Portion Sizes, FIT WIC, and Breastfeeding. Topics are rotated regularly to provide new and current information and are often accompanied with handouts, recipes, and other nutrition education reinforcement items.
 - **Nutrition Education Materials:** WIC has numerous written materials as additional resources to educate families on healthy development, growth, eating, easy and fun physical activities, safety, recipes, sample menus, dental health, breastfeeding, as well as ways to prevent lead and mercury poisoning.

BE ACTIVE

Better Breathing
Eye/hand coordination

A way to build strong bones

Control weight & stress

To reduce health problems

Improve self-esteem

Very fun!

Energizing