



# **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.

## **PROGRAM GOALS AND OBJECTIVES**

### **● Nutrition Services Plan**

- As stated in our WIC Nutrition Services plan , our goal is to reduce the incidence of overweight WIC children (age 2-5 years) by 2% annually. Rates are monitored monthly.
- Also, we have met our 2004 Nutrition Services Plan goal of increasing the rate of exclusively breastfed infants to 11% (up 2%). We continue to work towards maintaining that rate every month.

### **● Revitalizing Nutrition Services**

- A guiding document that sets out goals and objectives for lesson plans and education materials, staff training, networking and building partnerships, administrative and policy support. This documents accomplishments and proposed activities for the coming year in those areas.