



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.

STAFF - Walking their Talk

- The WIC staff is dedicated to staying current with the latest nutrition issues our families are facing, and have attended and conducted numerous trainings on nutrition and physical activity. Those trainings and activities include the following:
 - Monthly staff inservices on various healthy eating, active living topics. These trainings allow the staff to stay current with issues and trends in nutrition and prepare them to offer appropriate nutrition counseling to our 16,000 WIC participants.
 - **FIT WIC:** WIC has long been dedicated to childhood obesity prevention. The FIT WIC program is communicating healthy eating and physical activity to the diverse communities in San Francisco. The goals of FIT WIC are to incorporate physical activity into all aspects of WIC services, provide staff with the tools, support, and information they need to be role models for participants in healthy eating, active living. They strive engage WIC participants in practical, effective, learner-centered educational experiences at WIC. The WIC staff hosts WIC classes and activities on how to incorporate physical activity and good nutrition into our busy lives.
 - *Supporting WIC Families and Staff*, a Train the Trainer workshop for Childhood Obesity Prevention and sponsored by the California WIC Program, Nutrition Education Unit. July 17, 2003
 - *FIT WIC: Active Play for Families* sponsored by the California WIC Program, Nutrition Education Unit and the SPARK Programs. August 2003
 - Nutrition Services All Staff meeting: A full day of training on FIT WIC principles and practices for 50 DPH nutrition services staff. Staff developed strategies and participated in activities to help our families keep moving and have fun staying active. This training was conducted by the staff who attended the above listed Train the Trainer workshops. December 2003
 - Presentation and sharing session on FIT WIC at the Child Nutrition Council Meeting. March 11, 2004
 - National WIC Association Annual Meeting “*Food and Fitness Striving for a Healthy Balance*” April 2004
 - Maternal and Child Health All Staff Meeting: This 4 hour training highlighted many of the FIT WIC principles and practices (including a beach ball give away) for all 100+ MCH staff. Staff were updated on the effects of food on our mood and also participated at a physical activity break.
 - Article printed in the California WIC Association newsletter *WIC Watch* (“*San Francisco WIC and California Nutrition Network: A Team at the Farmer’s Market,*” Winter 2004 Page 8) about the benefits of eating more fruits and vegetables as a daily healthy routine.



- MCAH Newsletter article submission about easy and fun activities (based on FIT WIC ideas) to keep your child physically active. Summer 2004 issue



- **WIC Walks the Talk:** The WIC staff have been “walking their physical activity talk” for almost two years now by participating in a group physical activity walking program: *WIC Walks the Talk*. We have collectively walked over 16,121 miles around the globe hitting spots such as Washington, D.C., Rio de Janeiro, Brazil, Athens, Greece, and Tibet, China. We are also participating in the statewide “Walk to the Moon” hosted by the California WIC Association.
- Viewing & Discussion of: *Supersize Me* by Morgan Spurlock, *Diet Wars* (Frontline PBS), Be Active as A Family participant video
- Physical Activity Breaks at in-services (*Fuel Up*, *Lift Off* fitness video, dancing to “5-a-day” song, beach ball activities, dance lessons)
- San Francisco’s WIC Walks the Talk program presented at the California WIC Association Annual Conference *Changing WIC, Changing Lives* April 2005
- Child Exercise and activity book reviews written by Julie Engberg, RD in the California WIC Association’s newsletter *WIC Watch* (Spring 2005 Conference Edition). Book reviews include these titles: 365 Activities for Fitness, Food, and Fun for the Whole Family by Julia E. Sweet, Real Kids Come in All Sizes by Kathy Kater, and Fit Kids! The Complete Shape-up Program from Birth through High School by Kenneth H. Cooper, MD.
- For staff trainings and events, we serve healthy food & beverage options at breaks. For staff potlucks, staff is encouraged to bring and eat healthy lunches, snacks, and beverages.
- **Finding the Teacher Within:** San Francisco WIC was chosen by the California State WIC program to participate in a special nutrition education project. In March 2004, the WIC staff participated in a 2 day training called *Finding the Teacher Within*. The purpose of this training is to improve nutrition education by using “learner-centered” approaches that encourage the WIC participants to actively participate in the learning process. The focus is on providing education that appeals to participants, is relevant to their needs, and engages them in a meaningful way. Using these “learner-centered” principles and practices, the San Francisco WIC program is providing innovative and dynamic methods of nutrition education and obesity prevention.
- **Motivational Interviewing:** Steven Malcolm Berg-Smith, MS, worked extensively with the WIC staff on this client-centered, directive counseling method for enhancing intrinsic motivation for change by exploring and resolving ambivalence. This in depth training helped equip the WIC staff on ways to encourage participants to make their own behavioral changes to improve their health and nutrition. September 23, 2004. Follow-up 3-Day Training on Motivational Interviewing on June 20-22, 2005.