fit families

Eat healthy • Be active • Your kids are watching
Successful Behavior Change Program for...

- Families with 2-5 year old children
- Fit Family Center & Staff
- Community
Messages...

- Make Every Bite Count...More Fruits & Veggies
- Make Every Sip Count...More Healthy Beverages
  - Move More...Watch Less
- Eat Healthy, Be Active...Your Kids are Watching
How does Fit Families work for families?

- Enroll children age 2-4
- Families choose a core message
- Families identify goal
- Monthly contacts
- Incentives to encourage follow through
- Participate for 1 year
Enrollment…

- 12 month contract
- Assess child BMI
- Assess child behaviors
- Identify parent modeling behaviors
- Choose goal to work toward
Monthly Contacts

The Fit Families counselor contacts families monthly and records progress on the participant tracking form.
Incentives assist behavior change...

- Fruit/Vegetables gift cards
- Cookbooks
- Park/Recreation passes
- YMCA passes
- Bowling passes
- Children’s Museum passes
- Roller skating passes
- Slow cookers
How does Fit Families work for Staff?

Fit Family Center agreement:
- Wellness policy to model healthy habits
- Staff training
- Wellness information
- Wellness challenges
Fit Families Center...

- Families hear healthy lifestyle messages
- Center has a wellness policy
- Staff model healthy eating & activity
- Activity & food resources directories
- Staff is knowledgeable & confident
- Community partnerships support core messages
- Helps build community infrastructure
Center establishes a wellness policy…

✓ Staff model healthy eating behaviors to assist behavior change.

✓ Staff model healthy activity behaviors to assist behavior change.
Staff Trainings…

- Trainings provide information and guidance
- Staff gain wellness competencies & confidence
- Monthly newsletter builds staff knowledge
- Challenges help us practice
How does Fit Families work for the community?

- Develop partnerships with organization and business serving Fit Families

Partner examples:
  - Grocery Store
  - Farmers’ Market
  - Day care
  - Head Start or preschool
  - Health care provider
What does community partnership mean?
Staff receives:
- In-service
- Newsletter
- Tip Sheets
- Posters
- Wellness Challenges
What does community partnership mean for the families they serve?

- Educational Displays
- Family newsletter
- Wellness challenges
Uses the Social Ecological Model as a planning foundation.
“Improving the nutrition and physical activity habits of families through behavior change”.
• Project funded previously by the Wisconsin Partnership for a Healthy Future and currently by SNAP-Ed.

• Toolkit done in collaboration with UW School of Medicine & Public Health, Fit Families Projects, and the Wisconsin Department of Health Services.