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Chapter 10

Resources for More Information and New Directions

10.1 Resources Specific to the Five *Fit WIC* Programs

10.1.1 Forms and Tools

All forms and tools described in the Implementation Manual, listed at the end of each Project Team’s chapter, are available through the *Fit WIC* link on the *WIC Works* website: [http://www.nal.usda.gov/wicworks/](http://www.nal.usda.gov/wicworks/) (accessed 4 Dec 2002).

10.1.2 Published Papers from the Five-State *Fit WIC* Overweight Prevention Project


McGarvey EL. Non-randomized comparison study of enhanced versus standard services to prevent obesity through Virginia’s Special Supplemental Nutrition Program for Women, Infants, and Children: *Fit WIC*. Submitted.

10.1.3 Published Abstracts from the Five-State *Fit WIC* Overweight Prevention Project


10.1.4 Other

An overview of the 5-State *Fit WIC* Overweight Prevention Project can be found on The Center for Weight and Health’s website, [http://www.cnr.berkeley.edu/cwh/activities/fitwic.shtml](http://www.cnr.berkeley.edu/cwh/activities/fitwic.shtml). There you will find a description of the project background, a synopsis of each of the five *Fit WIC* programs, some of the assessment findings, and Project Team member contact information.
10.2 Resources for Research Methods

10.2.1 Qualitative Research: General and Focus Groups


Guidelines for preparing documents for research with human subjects. 


National Institute of Mental Health. Qualitative methods in health research: Opportunities and considerations in applications and review.

10.2.2 Demographic Information

Ameristat. Developed by the Population Reference Bureau and the Social Science Data Analysis Network, this website is a "one-stop source for US population data and summary reports. There are links to many family and household related articles as well.

Centers for Disease Control and Prevention. National Center for Chronic Disease Prevention and Health Promotion; Nutrition and Physical Activity: Overweight and Obesity; Obesity Trends. 

KIDS COUNT. A project of the Annie E. Casey Foundation, KIDS COUNT is "a national and state-by-state effort to track the status of children in the U.S. By providing policymakers and citizens with benchmarks of child well-being, KIDS COUNT seeks to enrich local, state, and national discussions concerning ways to secure better futures for all children.” Their website provides many valuable links to community-wide and national census information, summarized in a way that is helpful to those interested in children as a demographic group.
Pediatric Nutrition Surveillance System (PedNSS) of the Centers for Disease Control and Prevention. PedNSS is a program-based surveillance system, using data (ethnicity/race, age, geographic location, birth weight, height/length, weight, iron status, breastfeeding) collected from health, nutrition, and food assistance programs for infants and children, such as WIC. http://www.cdc.gov/nccdphp/dnpa/pednss.htm (accessed 11 March 2003).


10.2.3 Other

Searchable Bibliographic Databases. Several are listed on WIC Works (e.g., Agricola, ERIC, Grateful Med) and links are provided. Visit the WIC Works website: http://www.nal.usda.gov/wicworks/Reports_Studies/Databases.html (accessed 2 April 2003).
10.3 Accessible and Informative Resources for Making Changes

10.3.1 Community Coalition Building

*Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community’s Assets*
By John P. Kretzman and John L McKnight. This inspiring guide is packed with ideas to help communities transform themselves by developing a commitment to discovering their unique assets and capacities. Order from: ACTA Publications, 4848 North Clark Street, Chicago, IL 6640. Phone: (800) 397-2282.

*Children and Weight: What Communities Can Do*
This kit provides step-by-step information about forming a community coalition or task force around the issue of childhood overweight. It includes meeting agendas, presentations about issues related to children and weight, and tips for succeeding in your efforts. It was developed by the *Fit WIC California* Project Team, in partnership with the Cooperative Extension and the Center for Weight and Health at the University of California, Berkeley (2002). See Chapter 4 of this manual for more information. Order from: Agriculture & Natural Resources, University of California Communication Services. Phone: (800) 994-8849 or (510) 642-2431; Email: anrcatalog@ucdavis.edu; or, order on-line from DANR Publications: [http://anrcatalog.ucdavis.edu/merchant.ihtml?id=349&step=2](http://anrcatalog.ucdavis.edu/merchant.ihtml?id=349&step=2) (accessed 1 Feb 2003).

*Community Initiative*

*The Community Toolbox*
Developed by the University of Kansas, this website has general information for developing community-based programs. You can find information on how to assess a community, form a community group, and how to evaluate and fund community programs. [http://ctb.lsi.ukans.edu/](http://ctb.lsi.ukans.edu/) (accessed 2 Dec 2002).

*Healthy Communities/Healthy Youth Tool Kit*
This kit is written for anyone interested in unleashing the transforming power of a community to help nurture children and adolescents. Order from: Search Institute; 700 South Third Street; Suite 210; Minneapolis, MN 55415. Phone (800) 888-7828. [www.search-institute.org](http://www.search-institute.org) (accessed 2 Dec 2002).

10.3.2 Facilitated Group Discussions

Chapter 10.3 Accessible and Informative Resources for Making Changes


10.3.3 Focus on Physical Activity in Your Programs

Active Play for Families
Training session on physical activity for families with young children, developed by SPARK (Sports, Play and Active Recreation for Kids). Phone: (800) SPARK-PE.

American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD)
AAHPERD is the largest organization of professionals supporting and assisting those involved in physical education, leisure, fitness, dance, health promotion, education, and all specialties related to achieving a healthy lifestyle. AAHPERD and its associations publish more than 250 books, information materials, and supplementary products, which can be viewed and ordered on-line. www.aahperd.org (accessed 2 Dec 2002).

Division of Nutrition and Physical Activity
Of the National Center for Chronic Disease Prevention and Health Promotion, Center for Disease Control and Prevention. This site offers a rich compilation of up-to-date resources on nutrition, physical activity, and school health. Includes comprehensive resource lists of national and health-related associations. http://www.cdc.gov/nccdphp/dnpa (accessed 25 Nov 2002).

Fit WIC Activity Kit and the Fit WIC Activities Guide
Fit WIC Activities, an instructional book for parents, is divided into five, user-friendly sections that build on the theme of reducing barriers to, and increasing opportunities for, active play for families. Designed by the Fit WIC Vermont Project Team, the book can be downloaded from the Fit WIC website, along with instructions on how to compile an Activity Kit to accompany the Guide. See Chapter 7 of this Manual for more information. www.nal.usda.gov/wicworks/index.html (accessed 7 Feb 2003).

Fuel Up, Lift Off LA
Video developed by Los Angeles County Health Department about how to incorporate healthy eating and physical activity into the work site. Order from: Los Angeles County Department of Health Services, Physical Activity Program. Phone: (213) 351-7887.

KaBOOM!
This non-profit organization specializes in linking communities and corporations together to build much-needed playgrounds. www.kaboom.org (accessed 2 Dec 2002)
National Association for Sport and Physical Education  
NASPE seeks to enhance knowledge and professional practice in sport and physical activity through scientific study and dissemination of research-based and experiential knowledge to members and the public. http://www.aahperd.org/naspe (accessed 25 Nov 2002).

Playing with your Baby, Playing With Your Toddler, and Playing With Your 3 to 5 Year Old.  
These pamphlets can be purchased from the California WIC Program. They are available in English and Spanish. See Chapter 4 of this Manual for more information. To order, contact: Deanna Lester at (916) 928-8881 or dlester@dhs.ca.gov. They can also be obtained from the Fit WIC link on: www.nal.usda.gov/wicworks/index.html (accessed 7 Feb 2003).

President’s Council on Physical Fitness and Sports  
PCPFS serves as a catalyst to promote, encourage, and motivate the development of physical fitness and sports participation for all Americans of all ages. This site offers downloadable, research-based publications for youth and adults. www.fitness.gov/ (accessed 2 Dec 2002).

Project LEAN  
Project LEAN stands for Leaders Encouraging Activity and Nutrition. The two websites below offer tips and resources for eating well and being physically active.  
http://www.dhs.ca.gov/lean (general website; accessed 25 Nov 2002);  

Promoting Physical Activity: A Guide for Community Action  
This is a resource guide for professionals and volunteers who wish to promote physical activity in almost any setting: a community, a workplace, a school setting, a health care facility, and agency or organization, or a religious institution. Order from: Human Kinetics, P.O. Box 5076, Champaign, IL 61825-5076. Phone: (800) 747-4457 www.humankinetics.com (accessed 2 Dec 2002).

SPARK (Sports Play and Active Recreation for Kids)  
An innovative elementary- and pre-school physical education curriculum and staff development program that focuses on building physical and social skills while promoting maximum activity during physical education class periods. The SPARK program evolved from a research study supported by the Heart, Lung, and Blood Institute of the National Institutes of Health. Order from: SPARK Physical Education, 6363 Alvarado Court, Suite 250, San Diego, CA 92120. Phone: (800) SPARK-PE http://www.sparkpe.org/index.jsp (accessed 7 Feb 2003).

Sportime  

TV-Turnoff Network  
Created in 1995 to encourage adults and children to reduce television watching to promote richer, healthier, and more connected lives. www.tvturnoff.org (accessed 2 Dec 2002).

VERB It’s What You Do.  
VERB is a media campaign to encourage positive, healthy activity—both physical and social—among youth ages 9-13 years. It is sponsored by the Department of Health and Human Services’ Centers for Disease Control and Prevention (CDC), as charged by Congress in December 2001. It aims to “get kids off the couch and into real life”. The website for

10.3.4 Nutrition, Health and Well Being

American Academy of Pediatrics
The academy’s activities include advocating on behalf of children and youth, educating the public and professionals, conducting research, and advocating for the interests of pediatricians. The site contains AAP policy statements related to the topic of overweight. http://www.aap.org/default.htm (accessed 2 Dec 2002).

Beyond Nutrition Counseling: Reframing the Battle against Obesity
This video was created by the Fit WIC Kentucky Project Team and their collaborators to alter the perceptions of WIC staff about the problem of childhood obesity. The video is supplied with a discussion guide: when used together, they can help overcome the impasse in communication between WIC staff and WIC parents. See Chapter 6 of this Manual for more information. To order: www.cincinnatichildrens.org/fitwic (accessed 3 Feb 2003).

Centers for Disease Control (CDC) Division of Adolescent and School Health
The site offers a rich compilation of up-to-date resources on nutrition, physical activity, and school health. Includes comprehensive resource lists of national and health-related associations. www.cdc.gov/nccdphp/dash (accessed 2 Dec 2002).

The Center for Weight and Health
The Center at the University of California Berkeley facilitates interactions among researchers, policy makers and community-based providers from various disciplines and institutions who are concerned about weight, health and food security. It promotes collaboration on projects between professionals and members of diverse communities. The University of California, Berkeley, 101 Giannini Hall #310, Berkeley, CA 94720. Phone: (510) 642-1599; FAX: (510) 642-4612 http://www.cnr.berkeley.edu/cwh/ (accessed 2 Dec 2002).

Children’s Books That Encourage Healthy Eating

Children Growing Healthy and Just Move It
Two wellness handouts for families developed by the Massachusetts WIC Program. Phone: (978) 851-7321 ext. 2306, or www.wictlc.com (accessed 7 Feb 2003).

Fit WIC Families: Activities for Learning About Nutrition and Physical Activity
This guide, developed by the Fit WIC Inter Tribal Council of Arizona Project Team, describes activities that can be done in a clinic or classroom setting, which encourage healthy eating and physical activity in preschoolers. It also features tips on working with caregivers of preschoolers, and some curricula for caregiver discussion groups on topics related to physical activity, and parenting skills affecting the feeding relationship. See Chapter 5 of this Manual for more information. The guide and supporting documents are available on at the Fit WIC link on: www.nal.usda.gov/wicworks/index.html (accessed 7 Feb 2003).
Chapter 10.3 Accessible and Informative Resources for Making Changes

The Food and Nutrition Information Center

Guidelines for Childhood Obesity Prevention Programs: Promoting Healthy Weight in Children

Nutrition Central

Nutrition Education and Training (NET)
Section of the California Department of Education. Provides comprehensive nutrition information and educational programs for children, teachers, child nutrition personnel, program administrators, and child care agencies. www.cde.ca.gov/nsd/nets/ (accessed 2 Dec 2002).

Nutrition.Gov
This federal resource provides easy access to all online federal government information on nutrition, including specialized nutrition information for infants and children, adult women and men and seniors. The site also offers a comprehensive and reliable source of information on nutrition and dietary guidance with an extensive scientific reference section. http://www.nutrition.gov/ (accessed 25 November 2002).

Nutrition for Kids

Nutrition Navigator
The first online rating and review of nutrition related sites to help people find accurate, useful nutrition information they can trust. Provides links to many websites, which provide nutrition information. http://navigator.tufts.edu/ (accessed 4 Dec 2002).

Parents and Children, Sharing Food Tasks
Video and lesson plan kit developed by EFNEP, for parents and caregivers of young children; gives guidelines on feeding relationships. University of California, EFNEP. Phone: (510) 642-3080.

Team Nutrition
10.4 Potential Partners for Coalition Building and Community Activities

Here are some ideas for potential partners for your community coalition building activities. A community partner could contribute to your efforts with their ideas, time, energy and/or resources (perhaps by making contributions of money or supplies.)

Alternative transportation advocates (e.g., bicycles, public transportation)
American Academy of Pediatrics
American Cancer Society
American Heart Association
Art supply stores
Athletic coaches
Banks
Beauty stores/shops
Botanical gardens/arboretums
Boys/Girls clubs
Childbirth educators
Churches/synagogues
Childcare centers
Clothing stores
Colleges/universities
Community centers
Cooperative Extension Service
County health departments
Culinary schools/chefs
Cultural centers
Dentists/dental students
Department of Parks and Recreation
Department of Public Health
Department stores (e.g., Sears, JCPenney)
Dietitians/dietetic interns
Drop-in service support centers
Expanded Food and Nutrition Education Program (EFNEP)
Farmers markets
Fire stations
Fitness centers/health clubs
Food stamp offices
Garden clubs/associations
Grocery stores
Head Start

Health centers (e.g., teen health centers)
Hospitals/medical centers
Hunger coalitions
Junior Leagues
Language clubs/classes
Libraries/librarians
Local athletes
Local media (e.g., radio, television, newspaper)
Mini-marts
Malls
National Gardening Association
National Hispanic advertising agencies (e.g., Salud en Tus Manos)
Police leagues
Public figures/Elected officials (e.g., mayor)
Public transportation
Recreational centers
Restaurants
Salvation Army/shelters
Senior centers
Shelters (e.g., battered women, homeless)
Specialty ethnic food stores
Sports programs, such as Little League
Team Nutrition Schools/supporters
Thrift stores/Goodwill
Tenant organizations
Trade associations
United Way
Urban gardeners
Urban League
Variety stores
WIC agencies and sites
YMCA/YWCA
4-H clubs
Chapter 10.5 Places To Seek Funding

The Food and Nutrition Service, United States Department of Agriculture
FNS typically has $1-2 million available in Special Project grant money for WIC State agencies to conduct projects of regional or national significance. The Fit WIC grants were funded under this mechanism in 1999. Grant applications are mailed to all WIC State agencies each year. Contact Sheku Kamara at (703) 205-2130; Email: sheku.kamara@fns.usda.gov.

The Foundation Center’s Guide to Proposal Writing (Revised Edition)
This practical guide is filled with straightforward information, tips, and real-life examples from successfully funded proposals. By Jane C. Geever and Patricia McNeill. Order from: The Foundation Center; 79 Fifth Avenue; New York, NY 103-3076. Phone: (800) 424-9836 http://fdncenter.org/ (accessed 2 Dec 2002).

California Management Assistance Partnership (C-MAP)
C-MAP is a statewide partnership of 14 centers that provide resources (including classes on fundraising and grant writing) for nonprofit organizations. Because the sites receive grants from various funding sources and operate independently of one another, services vary from site to site. The main website contains links to each of the C-MAP resource centers. http://search.genie.org/genie/cmap.lasso (accessed 2 Dec 2002).

The Foundation Center
One of the most difficult aspects of the grant-seeking process is selecting, from the more than 47,000 active U.S. private foundations and corporate giving programs, the grant-makers who might be interested in your project. The Foundation Center libraries make the best and most comprehensive information available to grant-seekers so that they can identify appropriate funders and develop targeted proposals. http://fdncenter.org/ (accessed 2 Dec 2002).

Kaiser Permanente Community Service Fund Grants
Kaiser Permanente made a generous donation to the Virginia Childhood Obesity Prevention Project to purchase educational materials. Kaiser Permanente California awards Community Service Fund grants and collaborates with numerous community organizations that share a commitment to community health. Call the Kaiser Permanente Regional Office in your area and ask about the “Small Grants Project.” The website below has phone numbers for regional offices. www.kaiserpermanente.org/locations/california/index.html (accessed 2 Dec 2002).

National 4H Council Youth Grants Program
Offers grants for youth in local communities, in counties, and on the state level. These grants provide opportunities for young people and adults to take action on issues critical to their lives, their families and their communities. Get updates on grant opportunities by subscribing to the list-serve: grantsinfo-join@4hlists.org; Or, visit their website: www.fourhcouncil.edu/ (accessed 2 Dec 2002).
10.6 References about Childhood Overweight and Related Topics

10.6.1 Assessment of Weight Status


10.6.2 Consequences of Overweight


10.6.3 Prevalence of Overweight


10.6.4 Social Context and Causes of Overweight


### 10.6.5 Prevention of Overweight


10.6.6 Treatment of Overweight


10.6.7 Young Children and Physical Activity


