



Weigh of Life...

Taking Action Together

Presented by the
MA WIC Nutrition Program





Cultural Perspectives on Childhood Obesity Among Hispanic WIC Participants in MA

Project Goals:

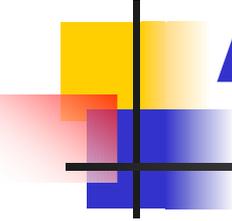
1. To increase our understanding of the cultural beliefs of Dominican and Puerto Rican families on weight and diet-related issues
2. To develop messages and materials to promote healthy eating behaviors to prevent overweight in Hispanic children

Cultural Perspectives on Childhood Obesity Among Hispanic WIC Participants in MA

Activities of the grant included:

- Collecting anthropometric and body composition measures of 322 children





Anthropometric Findings

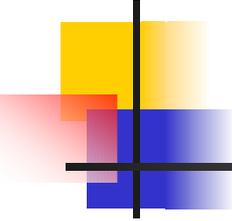
- Larger-than-expected proportions of at-risk for overweight and overweight occur in all groups of children
- Children were over-fat, not just overweight
- Weight control is an issue for all children

Cultural Perspectives on Childhood Obesity Among Hispanic WIC Participants in MA

Activities of the grant included:

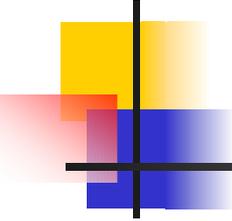
- Conducting 24 focus groups with over 300 mothers





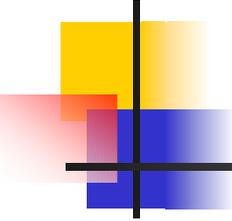
Focus Group Findings

- Most mothers know that children under age 5 can be overweight
- Mothers are not aware that weight and eating patterns established early in life are directly related to lifelong health, including weight status
- Mothers expect their physician to talk to them about their child's weight; if the doctor doesn't, mothers assume that the child's weight is healthy and at a normal, recommended weight
- Mothers feel they are good mothers when they can offer food to their children that they like and will eat



Focus Group Findings (cont.)

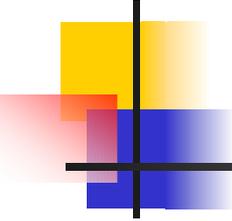
- Barriers mothers experience to prevent overweight in their children:
 - lack of control over their child's diet
 - diet counseling ignores cultural eating patterns
 - appearance of an overweight child means their child is healthy
 - feelings of hopelessness and denial in dealing with overweight
 - lack of money and time to prepare healthy foods and meals
 - conflicting messages regarding weight between doctors and WIC



Goal: To Prevent Overweight in Hispanic Children

Objectives:

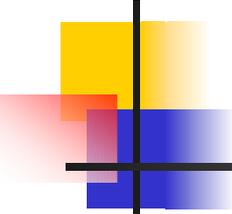
- To use WIC to enhance health services
- To coordinate our efforts
- To offer consistent messages



Steps to Healthy Weight in Children

I. Assess weight status

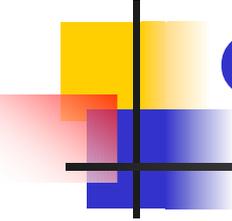
- **Plot** weight-for-height, weight-for-age and height-for-age
- Beginning at age 2, **track** BMI-for-age
- **Talk** with parents about weight and BMI



Steps to Healthy Weight in Children (cont.)

2. Give consistent messages to parents

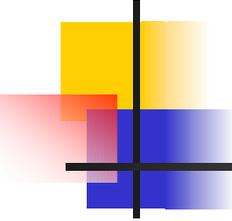
- ✓ Promote good nutrition and feeding patterns early in life
 - **Newborn to 1 years old**
 - Breastfeed
 - Delay introduction of solid food until 4-6 months of age and feed by spoon
 - Introduce cup at 6 months of age
 - Delay introduction of juice until after 6 months-limit to 2-4 ounces per day
 - Begin weaning from the bottle at 6 months of age and eliminate all bottles by 14 months of age.



Steps to Healthy Weight in Children (cont.)

■ 1-2 year old

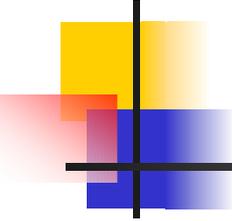
- Decrease milk to 16-24 ounces per day
- Limit juice to 4 ounces per day
- Eliminate all bottles by 14 months of age
- Encourage water daily
- Limit junk foods, soda, nectar juices, Malta, and fruit/juice drinks
- Offer child-size food portions
- Offer fruits, vegetables and whole grains daily



Steps to Healthy Weight in Children (cont.)

■ 2-5 year olds

- Offer 16 oz of skim or 1% low-fat milk per day
- Limit juice to 4 ounces per day
- Encourage water daily
- Avoid junk food, soda, nectar juices, Malta, and fruit/juice drinks
- Offer child-size food portions
- Offer fruits, vegetables and whole grains daily



Steps to Healthy Weight in Children (cont.)

- ✓ Encourage parents to be good role models by eating well and being physically active with their children at least 1 hour everyday
- ✓ Discourage 'screen' time for children under age 2
- ✓ No more than 1-2 hours of 'screen' time per day for children over the age of 2
- ✓ Encourage more interactive activities
- ✓ Establish regular family meal and snack times

Using WIC to get Your Message Across

Prescription for Your Healthy Child

NAME _____

DATE _____

Prescription for diet change:

- | | |
|---|--|
| <input type="checkbox"/> Offer low-fat milk only | <input type="checkbox"/> Serve child-size amounts of food |
| <input type="checkbox"/> Serve 2-3 cups of low-fat milk a day | <input type="checkbox"/> Offer fruit instead of candy or cookies |
| <input type="checkbox"/> Wean from bottle to cup | <input type="checkbox"/> Offer water instead of soda or juice drinks |
| <input type="checkbox"/> Offer more fruits and vegetables | |

Prescription for activity change:

- | | |
|---|---|
| <input type="checkbox"/> Schedule active play for at least _____minutes daily | <input type="checkbox"/> Watch TV no more than _____minutes daily |
|---|---|

Other: _____

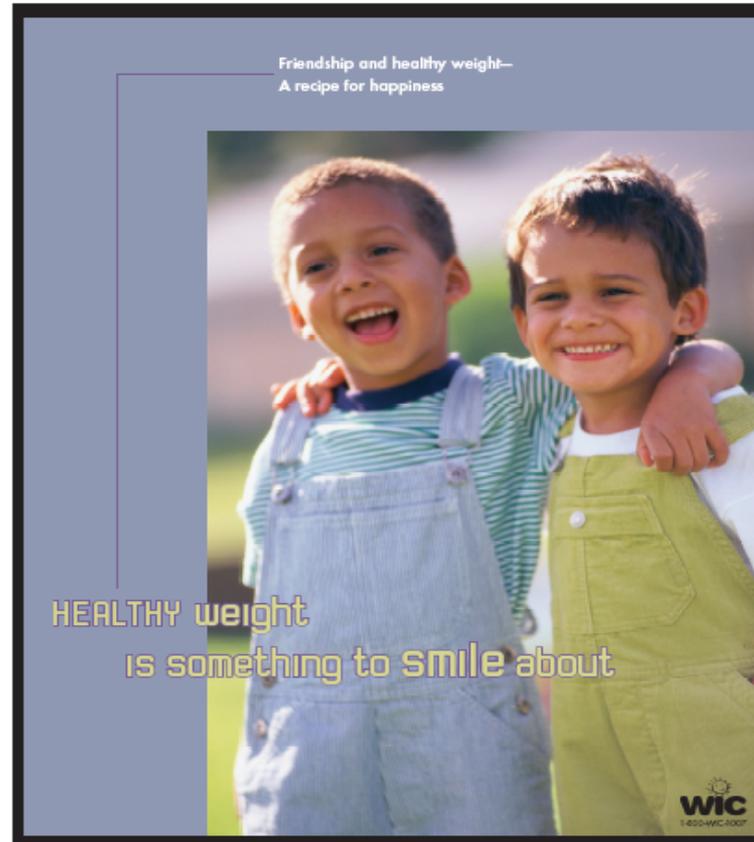
- Talk with your WIC counselor for personalized help on feeding your child

_____ MD

Take this prescription form with you to your local WIC office. 1-800-WIC-1007



A Slender Looking Child is a Healthy Child



Developing Good Eating Habits Makes a Lifelong Difference



Eat Together as a Family

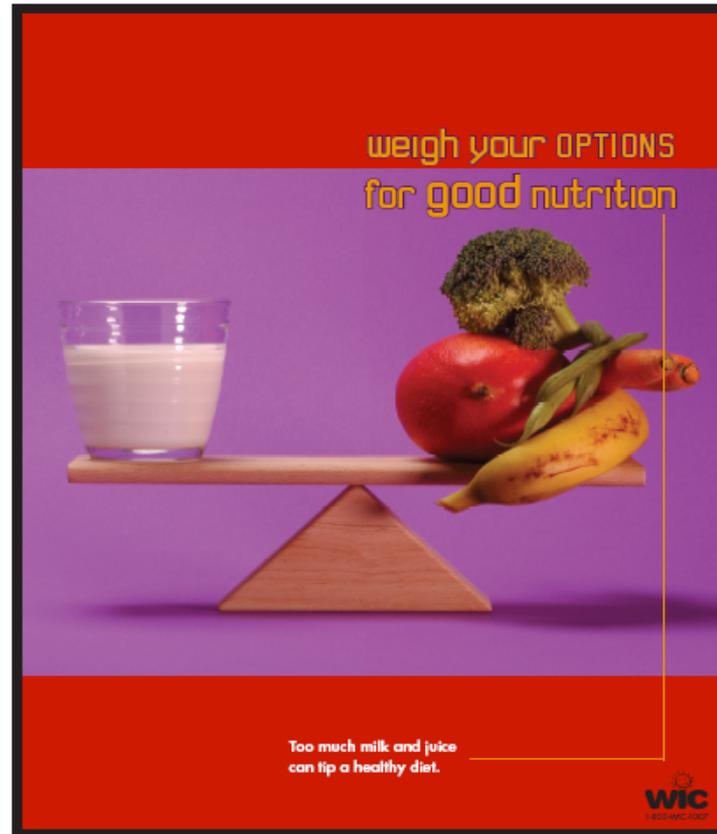


Set the table
for the entire
family. Set
roots for a
lifetime.

you eat. you talk. you listen.
you laugh. you learn.

WIC
1-800-WIC-4007

Offer your child a variety of food instead of a steady diet of milk and juice



Mom Knows What is Best for Her Child

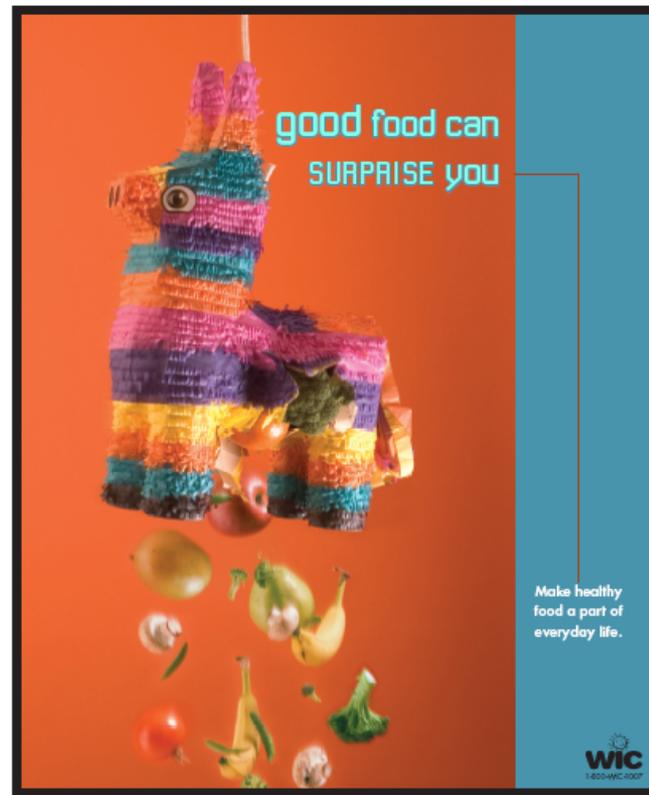
Remind Grandma that kids only need the right amount of healthy foods.

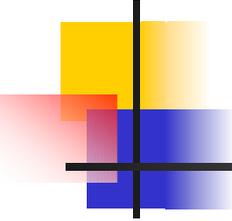


spoil them with hugs,
NOT WITH TREATS

WIC
1-800-WIC-1007

Mothers will be surprised that children enjoy eating healthy foods—this will make mothers happy!

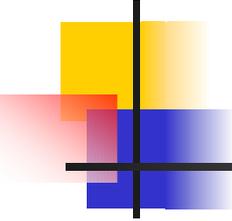




What can WIC do for you!

Enhance your medical services and save you time by:

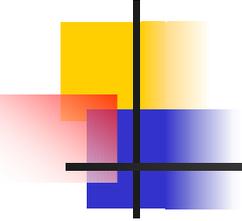
- Providing free personalized nutrition education to your WIC-eligible families on:
 - Promoting good nutrition & feeding patterns early in life
 - Encouraging parents to be good role models
 - Discouraging screen time and encouraging more interactive activities
 - Establishing regular family meal and snack times



What can WIC do for you! (cont.)

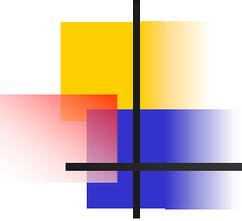
- Coordinate nutritional care and related issues for patients
- Provide free nutrition education posters
- Offer free behavior change ‘prescription pads’
- Supply a CD with nutrition education materials
- Offer easy access to download many of WIC materials and forms online at:

www.mass.gov/WIC



WIC Needs You!

- To recommend WIC for personalized counseling on feeding young children
- To reinforce “Steps to Healthy Weight in Children”
- To use the behavior change prescription pad
- To display nutrition posters in your offices



**Join WIC in Preventing
Overweight in Young Children!**

Let's Take Action Together!

1-800-WIC-1007