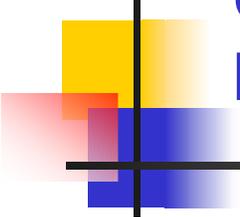


Weigh of Life... Taking Action Together

**Presented by the
MA WIC Nutrition Program**





Cultural Perspectives on Childhood Obesity Among Hispanic WIC Participants in MA

Project Goals:

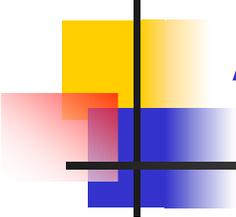
1. To increase our understanding of the cultural beliefs of Dominican and Puerto Rican families on weight and diet-related issues
2. To develop messages and materials to promote healthy eating behaviors to prevent overweight in Hispanic children

Cultural Perspectives on Childhood Obesity Among Hispanic WIC Participants in MA

Activities of the grant included:

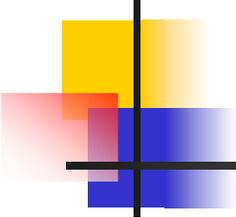
- Collecting anthropometric and body composition measures of 322 children





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

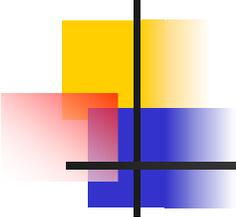


Cultural Perspectives on Childhood Obesity Among Hispanic WIC Participants in MA

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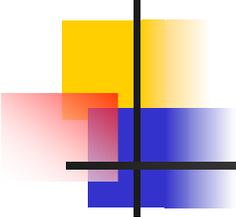
- Conducting 24 focus groups with over 300 mothers





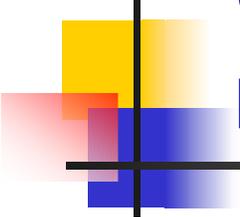
Focus Group Findings

- 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.)

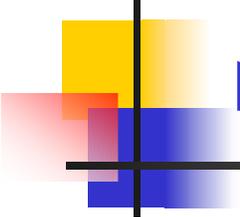
- Barriers mothers experience to prevent overweight in their children:
 - lack of control over their child's diet
 - diet counseling ignores cultural eating patterns
 - appearance of an overweight child means their child is healthy
 - feelings of hopelessness and denial in dealing with overweight
 - 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



Goal: To Prevent Overweight in Hispanic Children

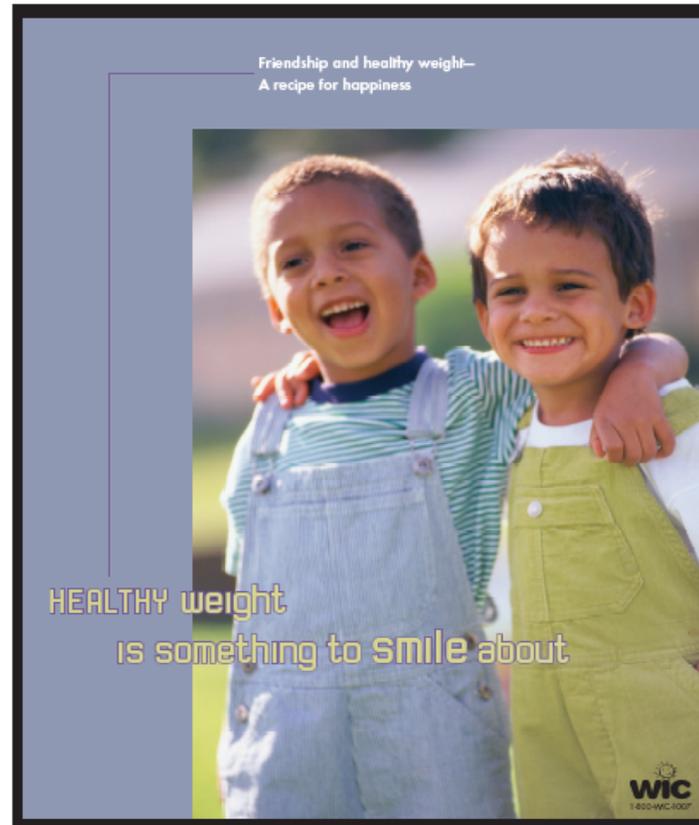
Steps to Healthy Weight in Children:

- Talk about weight status
- Promote good nutrition and feeding patterns early in life
- Encourage parents to be good role models
- Discourage ‘screen’ time
- 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: _____	
<input type="checkbox"/> 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

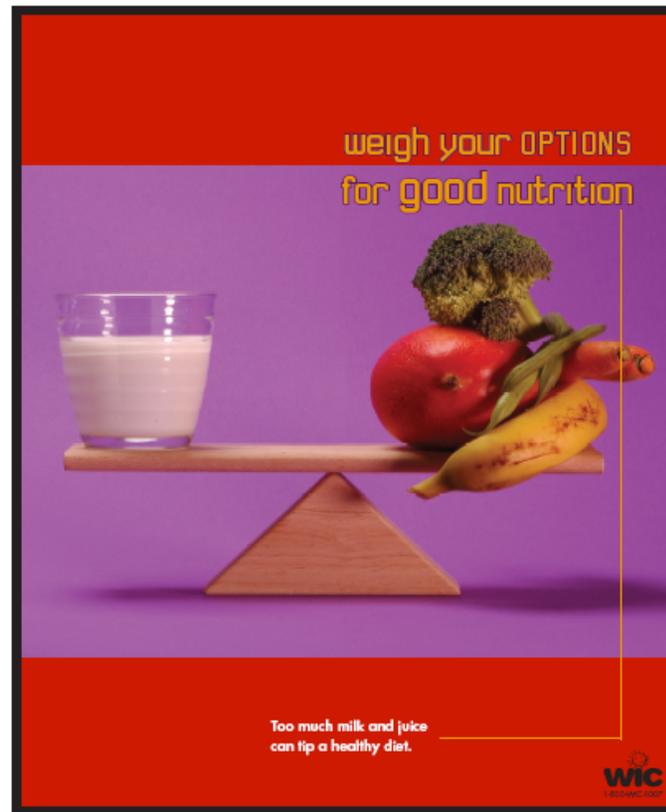


Set the table for the entire family. Set roots for a lifetime.

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



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



Mom Knows What is Best for Her Child

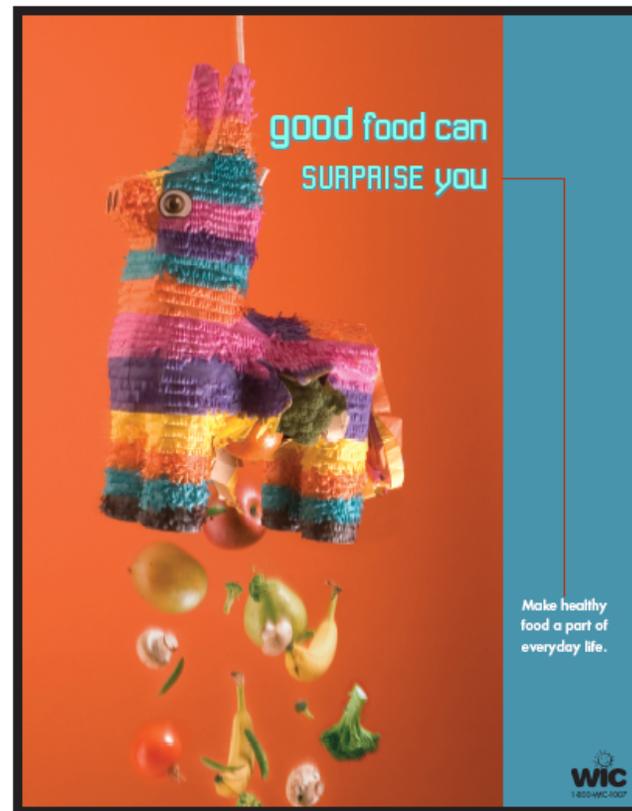
Remind Grandma that
kids only need the right
amount of healthy foods.

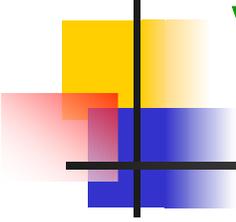


spoil them with hugs,
NOT WITH TREATS

WIC
1-800-WIC-1007

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

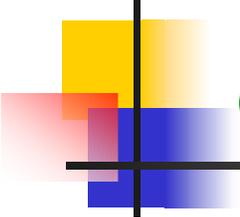




What can WIC do for you!

Enhance your medical services and save you time by:

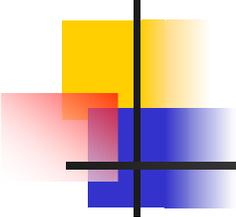
- Providing free personalized nutrition education to your WIC-eligible families on:
 - Promoting good nutrition & feeding patterns early in life
 - Encouraging parents to be good role models
 - Discouraging screen time and encouraging more interactive activities
 - Establishing regular family meal and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



What can WIC do for you! (cont.)

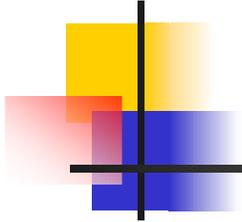
- Coordinate nutritional care and related issues for patients
- Provide free nutrition education posters
- Offer free behavior change ‘prescription pads’
- Supply a CD with nutrition education materials
- Offer easy access to download many of WIC materials and forms online at:

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