

Nevada

Title: STEP UP to Your Health with Nevada WIC (Nevada's FitWIC Project)

Organizations Involved: Nevada State WIC, ITCN (Inter-Tribal Council of Nevada) WIC, WIC Local Agencies

Background/Introduction: Childhood overweight and obesity rates are rising at epidemic proportions. It is evident that overweight and obesity in children is directly related to many serious health problems among adults. We have a perfect opportunity to reach families with important health and wellness messages that lend to behavior change and ultimately healthy lifestyles.

Project Goals: The primary goal of this project is to improve health related behaviors of WIC families to reduce the proportion of children 2-5 years of age who are at risk for overweight or obesity.

Methods: STEP UP is aimed to promote six healthy lifestyle messages that focus on behavior change for WIC families. The six messages are built within the acronym STEP UP: **S**tep away from the screen and play, **T**ake a healthy plate, **E**njoy being active together daily, **P**ass on sugary beverages, **U**se your sleep time to recharge, and **P**lan time for family meals. The project includes the following components over a course of 18 months with each healthy lifestyle message launching every three months: information and incentives for WIC participants related to each of the six key healthy lifestyle behaviors, six related curricula for use during either group classes and/or individual nutrition/wellness education, discussion tips for clinic staff to approach excessive weight issues, goal setting support and followup strategies, family challenges, community outreach posters, and WIC participant surveys for the project evaluation component.

Results: STEP UP was just launched in February 2013 after all Local Agency staff was trained, with all of our planning efforts done in 2012. We have only received baseline participant surveys thus far which asked participants questions about their current behaviors related to the six lifestyle messages in the project.

Summary/Discussion: The project content has been well received by Local Agency staff and we anticipate similar feedback from WIC families. The STEP UP messages adheres to current national health recommendations which allow us to share a cohesive message in Nevada communities about healthy lifestyles.