



fit families

• be active • eat healthy • drink water

Fit Families Supplemental Nutrition Assistance Program-Education (SNAP-Ed) is a successful behavior change program targeting primarily families of 2-4 year old children enrolled in WIC at Fit Families projects in Wisconsin. Fit Families Coaches empower families to adopt healthy eating and physical activity behaviors. Coaches offer individualized guidance, support, and tools to the families every month over a 12-month period. Evaluation results for children that have completed the program indicated a significant positive effect on fruit and vegetable consumption, juice consumption, physical activity, and TV viewing. Fit Families strives to help prevent childhood overweight/obesity and is collaborating with other SNAP-Ed projects and partners on this effort.

Messages

Fit Families employs three core messages and one over-arching message to combat overweight and obesity:

Core messages:

- **Move More...Watch Less**
Encourage Fit Families participants to engage in active play or physical activity for at least 60 minutes every day and to reduce screen time to two hours or less each day.
- **Make Every Bite Count...More Fruits and Vegetables**
Encourage children and their parents to eat the recommended amount of fruits and vegetables each day.
- **Make Every Sip Count...More Healthy Beverages**
Encourage families to reduce or eliminate use of sugared beverages.

Over-arching message:

- **Eat Healthy, Be Active: Your Kids are Watching**
Encourage parents to be good role models for their children.

For more information, please contact the Monroe County WIC Program at 608-269-8671 or MonroeCounty.WIC@co.monroe.wi.us.