



fit families

***Helping our communities eat healthier
& be more physically active***

What is Fit Families?

Fit Families is a successful behavior change program for...

- Families with 2-4 year old children enrolled in WIC at Fit Families projects in Wisconsin.
- Staff (at Fit Families projects and their organizations).
- Communities (that partner with Fit Families projects to implement policy, systems, and environmental changes to help make the healthy choice the easy choice).

Fit Families Supplemental Nutrition Education Program (SNAP-Ed) works with other SNAP-Ed projects and partners to provide nutrition education targeting families (or individuals) eligible or participating in SNAP (FoodShare in Wisconsin). SNAP-Ed projects use individual or group approaches in combination with organizational, community, and/or public health approaches to increase their effectiveness.

What are the Fit Families messages?

Core Messages:

- *Move More... Watch Less*
- *Make Every Bite Count... More Fruits & Veggies*
- *Make Every Sip Count... More Healthy Beverages*

Overarching Message: *Eat Healthy, Be Active... Your Kids are Watching*

How does Fit Families work?

For families...

- Child enrolled at an individual appointment
- Family chooses one of the core messages to work on
- Monthly contacts with Fit Families Coach (telephone, face-to-face, email)
- Incentives to encourage follow through
- Participate for one year

For staff...

- Organization becomes a Fit Families Center (see next page for more information)
- Adopt an organizational or agency wellness policy to encourage staff to model healthy habits
- Additional staff training
- Provision of on-going wellness information
- Wellness challenges

For communities...

- Develop partnerships with organizations serving low income families with preschool children and other audiences eligible for SNAP (see next page for more information)
- Disseminate Fit Families messages

What does partnership mean?

For partner staff...

- Fit Families orientation/in-service
- Newsletter
- Tip Sheets
- Posters
- Wellness Challenges

For families served by partners...

- Educational displays
- Fit Families newsletters
- Wellness challenges
- If interested, referral to the Fit Families Program

What is a Fit Families Center?



All the Wisconsin Fit Families Centers will adhere to the following principles:

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1. Healthy eating and active lifestyle messages are promoted with all families. All families set a goal to improve their individual or collective dietary and/or activity habits as part of their program enrollment.
2. Agency policies support the development of healthy dietary and activity habits among staff and participants. Every Center has a Fit Families policy that is communicated routinely to all staff and participants.
3. Program staff model healthy eating and activity habits.
4. Directories of low cost/free physical activity and food resources in the community are made available to participating families. Connections to these resources will be fostered.
5. Program staff are knowledgeable, confident and competent in helping families (and each other) develop healthy eating and activity habits.
6. Program staff work collaboratively with other organizations and community groups to promote the Fit Families messages and the development of healthy eating and activity habits among community residents.
7. Program staff work with others to develop a community infrastructure that supports healthy eating and activity habits.

Contact Information

To find out more information about the Fit Families SNAP-Ed Program contact Tony Zech, Wisconsin SNAP-Ed Coordinator at 608-266-3742 or anthony.zech@wisconsin.gov.

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