

**GRANT ANALYSIS FORM
OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS**

Department/Division: **Health Department**

Contact Person & Phone No: **Nancy Castro, 286-8804**

Category of Request

- New Grant**
- Grant Continuation**
- Change in Previously Approved Grant**

Previous Council File No. 140827

Previous Council File No.

Project/Program Title: Fit Families Project

Grantor Agency: US Department of Agriculture, Food and Nutrition Services, Supplemental Nutrition Assistance Program Education (SNAP ED), through the State of Wisconsin Division of Health and Family Services

Grant Application Date: July 1, 2015

Anticipated Award Date: September 2015

Please provide the following information:

1. Description of Grant Project/Program (Include Target Locations and Populations):

Fit Families is a public health nutrition program funded under the USDA's Supplemental Nutrition Assistance Program (SNAP). Fit Families was designed in 2005 using evidence based and promising strategies that focus on helping young families eat healthier and be more active. Fit Families provides the framework for achieving healthy food and beverage consumption, daily physical activity, and healthy supportive environments.

Fit Families is designed for WIC, focuses on 2- 4 year olds who are at risk of overweight or who are overweight and obese. Fit Families will target SNAP eligible WIC families at our Northwest Health Center, Keenan Health Center and Southside Health Center WIC programs.

2. Relationship to City-wide Strategic Goals and Departmental Objectives:

This program relates to the Milwaukee Health Department's objective of promoting the health of women and children. Specifically, this project will address the issue of obesity which is prevalent in our WIC population.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

The grant funds will be used to cover personnel costs and will allow WIC to purchase program materials and incentives to achieve the projects objectives. There is also money budgeted for new staff to attend an annual training.

4. Results Measurement/Progress Report (Applies only to Programs):

Results will be collected, reported and evaluated and will be submitted for the USDA Education and Administrative Reporting System (EARS). According to the most recent Fit Families Evaluation Report, there were statistically significant results for 747 children who finished the program and had pre/post data from parents. The percentage of children who ate at least 4 servings of fruits and vegetables per day increased from 33% to 55%. The percentage who engaged in 2 hours or less of screen time per day increased from 70% to 84%. The percentage who consumed 6 ounces or less of juice per day increased from 60% to 76%. The percentage who consumed one or less sweetened beverages per week increased from 71% to 82%. At enrollment, 16% of the children had a BMI at or above the 85th but less than the 95th percentile and 19% had a BMI at or above the 95th percentile.

The Fit Families program best addresses chronic disease prevention and management, as it has strategically set up initiatives to help address and prevent childhood obesity.

5. Grant Period, Timetable and Program Phase-out Plan:

The project will be implemented October 1, 2015 through September 30, 2016.

6. Provide a List of Subgrantees:

N/A

7. If Possible, Complete Grant Budget Form and Attach.

See attached.