

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: **Health Department/FCH**

Contact Person & Phone No: **Natalie Alcaraz, WIC Program Manager, 286-6507**

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 Program

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: Aug 2018

Anticipated Award Date: Sept 2018

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 the WIC population and 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 children and families. 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 to the USDA Education and Administrative Reporting System. According to the most recent Fit Families Evaluation Report, 233 children (age 2 through 4 years) participated in Fit Families-SNAP-Ed at the City of Milwaukee Health Department WIC program. The following results were compiled from a combination of pre and post-program data. The percentage of children who ate at least 4 servings of fruits and vegetables per day increased from 25.9% to 36.5%. The percentage who engaged in 2 hours or less of screen time per day increased from 78.8% to 82.4%. The percentage who consumed 6 ounces or less of juice per day increased from 47.1% to 62.4%. The percentage who consumed one or less sweetened beverages per week increased from 54.1% to 95.3%. At enrollment, 13% of the children had a BMI at or above the 85th but less than the 95th percentile and 22% 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, 2018 through September 30, 2019.

6. Provide a List of Subgrantees:

N/A

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

See attached.