

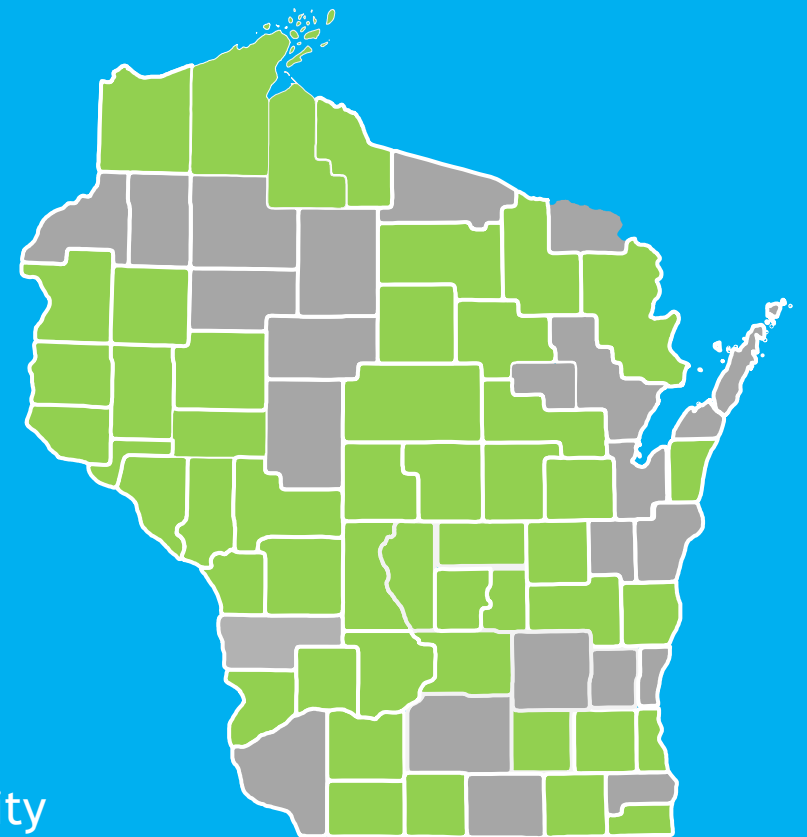


FY22 Wisconsin Fit Families Overview

FIT FAMILIES IS A 13-MONTH NUTRITION EDUCATION

program serving families of 2- to 4-year-old children enrolled in the Women, Infants and Children (WIC) Program. Fit Families strives to prevent child obesity by empowering families to adopt healthy eating and physical activity behaviors through in-person and phone/text coaching. *The information in this infographic reflects the 2022 SNAP-Ed federal fiscal year (FY22) that ran from October 1, 2021, through September 30, 2022.*

50 COUNTIES AND TRIBAL NATIONS SERVED

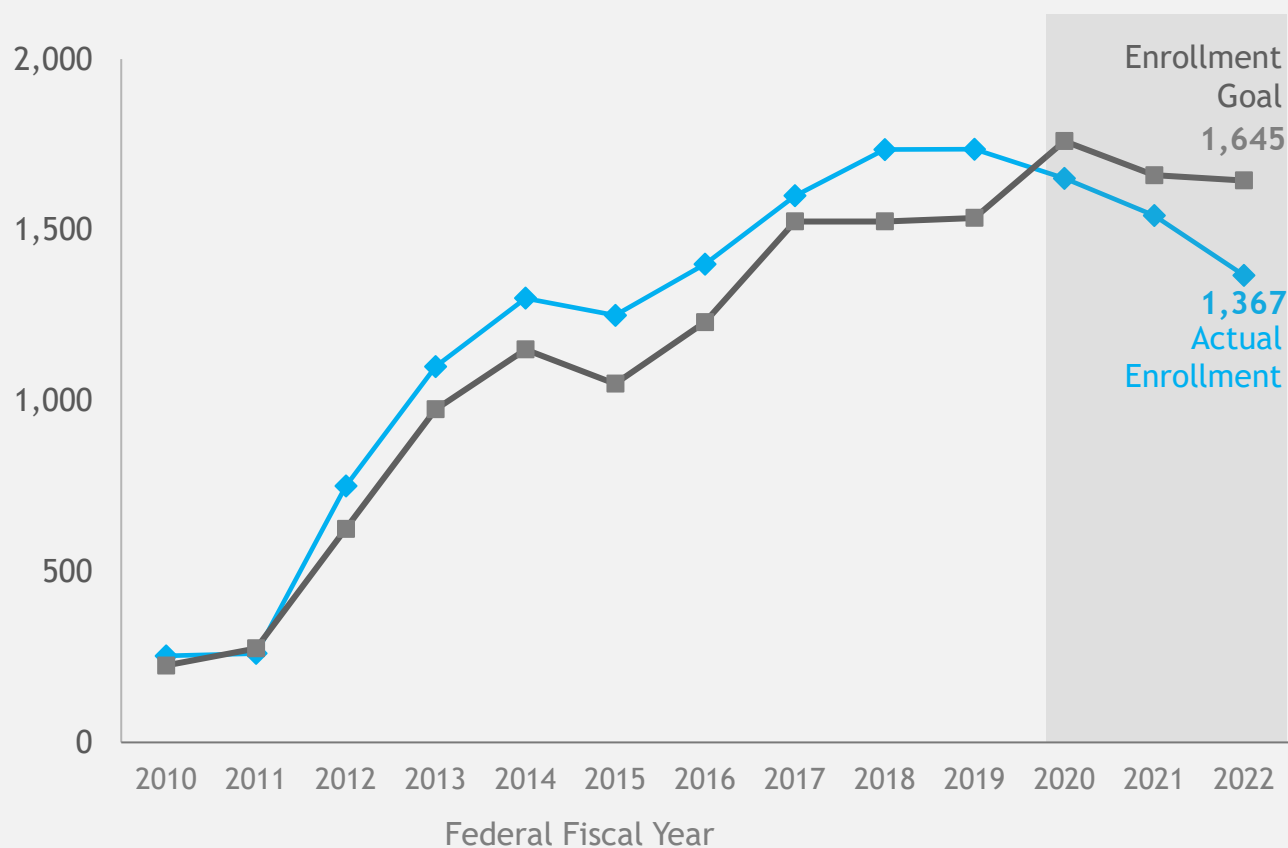


FIT FAMILIES CORE MESSAGES

- **MAKE EVERY BITE COUNT:** More fruits and vegetables
- **MAKE EVERY SIP COUNT:** More healthy beverages
- **MOVE MORE, WATCH LESS:** More physical activity, less screen time
- **YOUR KIDS ARE WATCHING:** Model healthy eating and physical activity

Children Enrolled Annually

1,367 children enrolled in Fit Families in FY22



Prior to the COVID-19 pandemic, Fit Families consistently exceeded enrollment goals. In 2020 and continuing through 2022, COVID-19 restrictions impacted in-person appointments. Fit Families sites nearly met the enrollment goals in these years.

FY22 Statewide Numbers



2,386 children and 2,030 parents participated in Fit Families
(These numbers include those who enrolled in FY21 and continued into FY22.)



13,604 contacts made in total by all coaches



76% of graduates received the intended 10+ coaching sessions



For more information, please contact the Wisconsin SNAP-Ed Coordinator at DHSSNAP-Ed@dhs.wisconsin.gov



<https://www.dhs.wisconsin.gov/nutrition/snap-ed.htm>



University of Wisconsin
Population Health Institute
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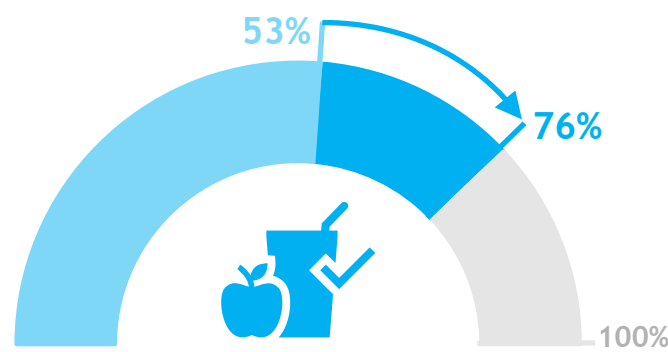
FY22 Wisconsin Fit Families

Children's Behavior at Enrollment and Graduation

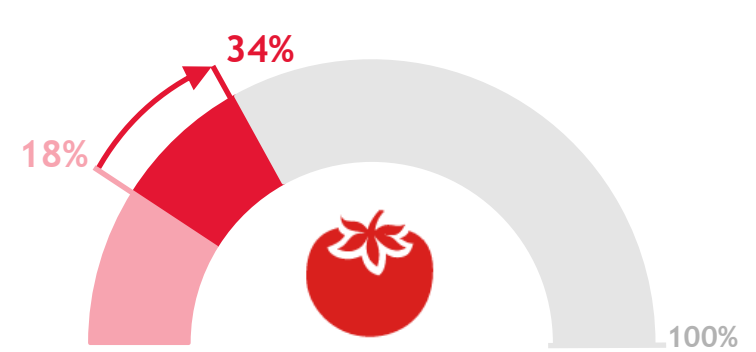
The percent of children meeting the recommended levels of a healthy behavior increased from enrollment to graduation among children whose parent selected the **move goal**, **sip goal**, or **bite goal**.



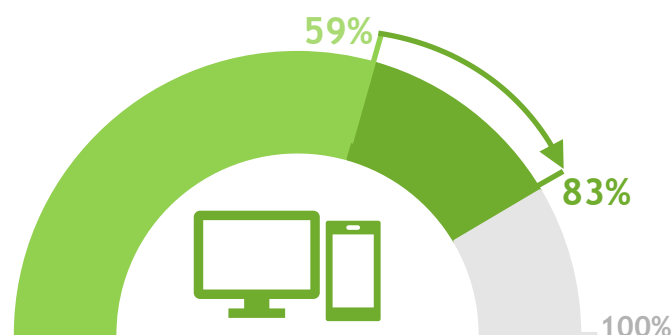
94% Engaged in 60+ minutes of **Physical Activity** per day at graduation, compared to **84%** at enrollment



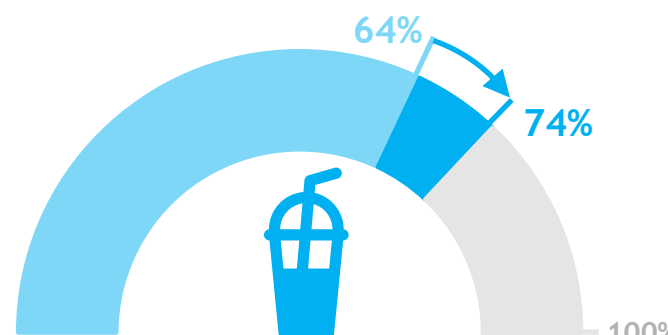
76% Drank 6oz or less of **Juice** per day at graduation, compared to **53%** at enrollment



34% Ate 4+ servings of **Fruits and Vegetables** per day at graduation, compared to **18%** at enrollment



83% Watched 2 hours or less **Screen Time** per day at graduation, compared to **59%** at enrollment



74% Drank 1 or less **Sugary Beverages** per week at graduation, compared to **64%** at enrollment

Percentages are of those children who graduated and whose parents chose a Fit Families goal relevant to the healthy behavior.

There was a statistically significant increase from enrollment to graduation for all five healthy behaviors ($p < .001$).

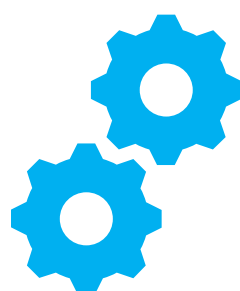
Policy, System and Environment (PSE) Activities

29 Fit Families sites conducted 38 PSE activities in FY22. PSE activities complement direct education and build healthy places where families eat, learn, and play.



Policy

Such as **establishing or improving policies** related to nutrition and physical activity.



System

Such as **expanded access to gardens** and promoting access and use of SNAP/EBT/WIC.



Environment

Such as **improved opportunities for nutrition education** and expanded use of the garden.

Partnerships

with service providers and other organizations.

92

partnerships across

35

Fit Families sites representing

16

Sectors such as early childhood education and government