



FFY 23 Wisconsin Fit Families Snapshot

FIT FAMILIES IS A MULTI-LEVEL CHILD OBESITY PREVENTION

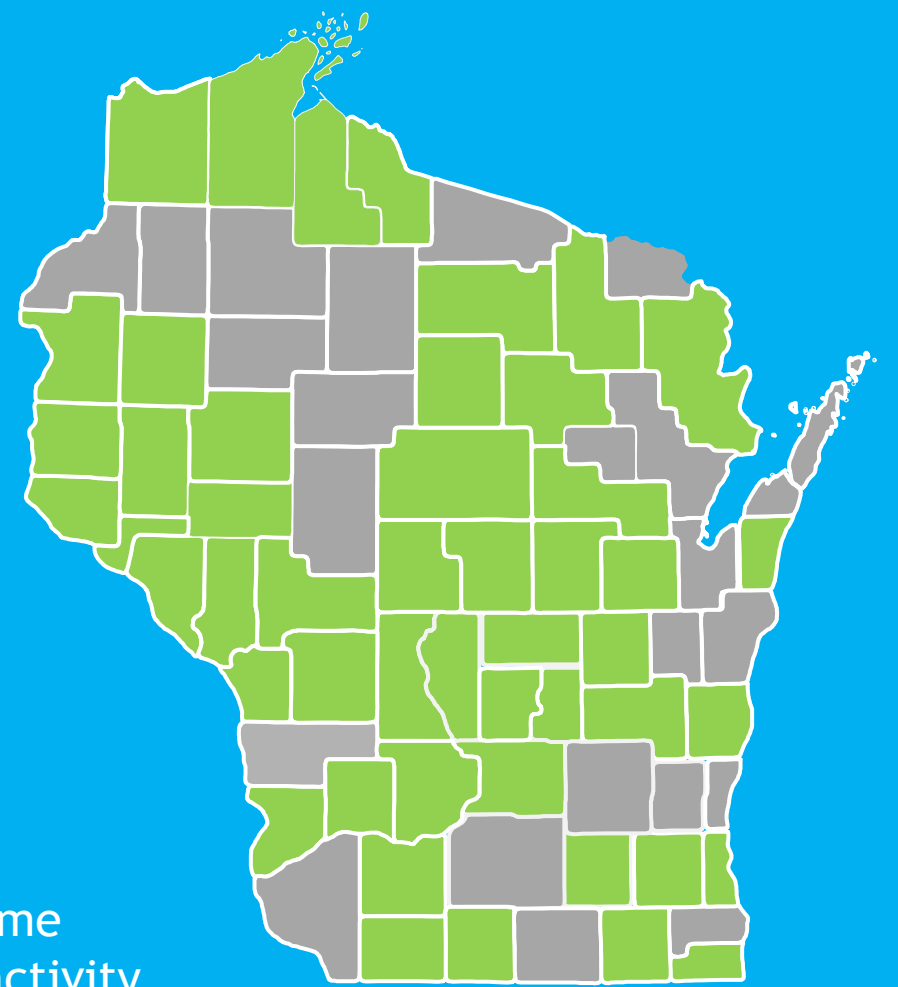
program serving families of 2- to 4-year-old children enrolled in the Women, Infants and Children (WIC) Program. Fit Families strives to prevent child obesity by empowering families to adopt healthy eating and physical activity behaviors through a nutrition education program comprised of 13 months of in-person and phone/text coaching. Fit Families sites also implement other direct, indirect, and Policy, Systems, and Environmental (PSE) activities.

The information in this infographic reflects the 2023 SNAP-Ed federal fiscal year (FFY 23) that ran from October 1, 2022, through September 30, 2023.

FIT FAMILIES CORE MESSAGES

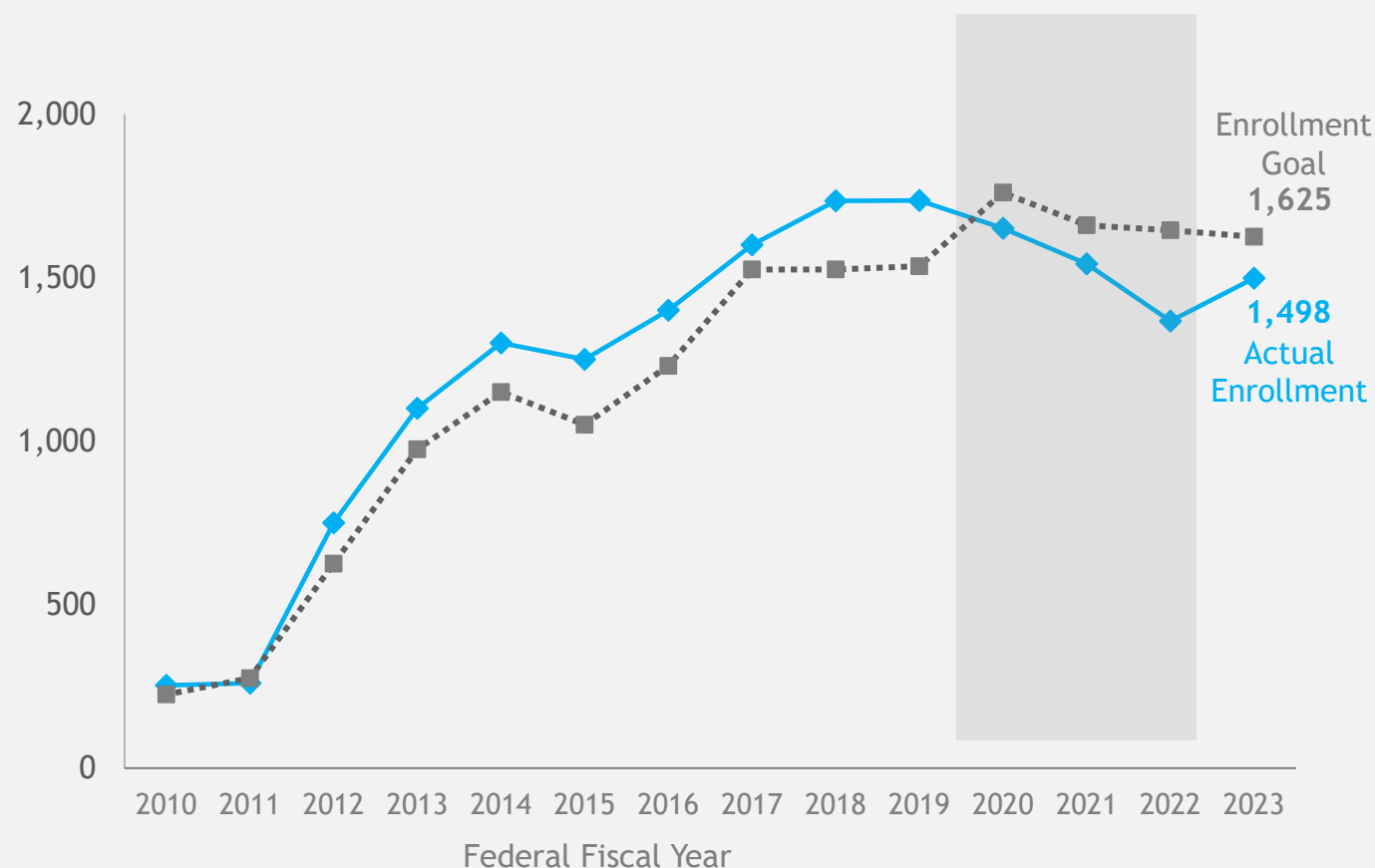
- **MAKE EVERY BITE COUNT:** More fruits and vegetables
- **MAKE EVERY SIP COUNT:** More healthy beverages
- **MOVE MORE, WATCH LESS:** More physical activity, less screen time
- **YOUR KIDS ARE WATCHING:** Model healthy eating and physical activity

50 COUNTIES AND TRIBAL NATIONS SERVED



Children Enrolled Annually

1,498 children enrolled in Fit Families coaching in FFY 23



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.

FFY 23 Statewide Numbers



2,457 children and 2,066 parents/guardians participated in Fit Families
(These numbers include those who enrolled in FFY 22 and continued into FFY 23.)



14,640 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>

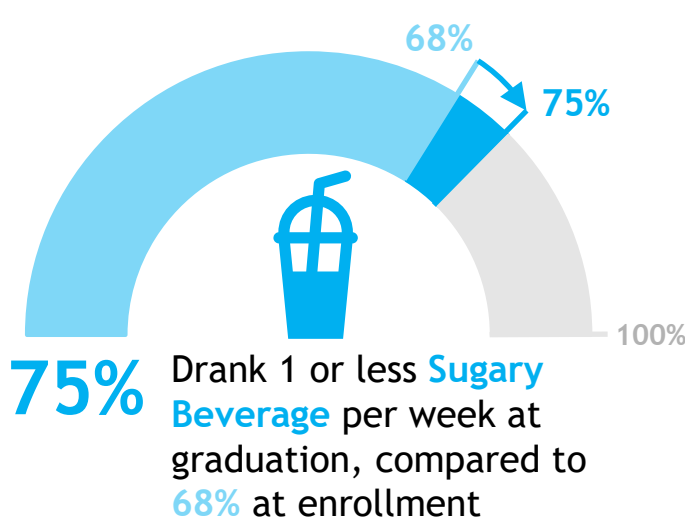
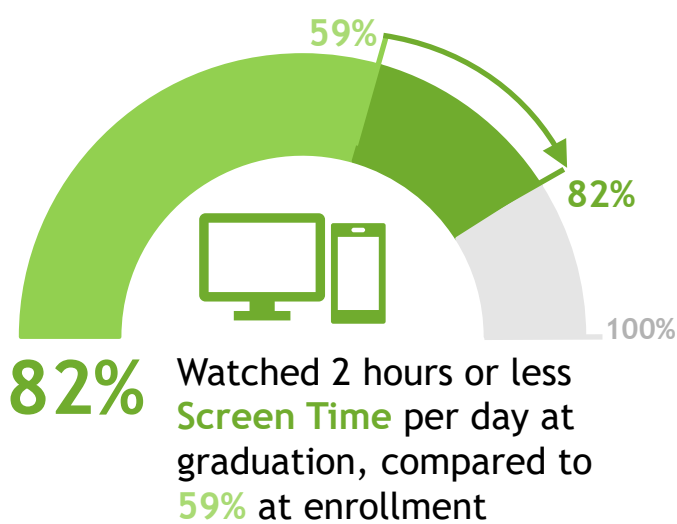
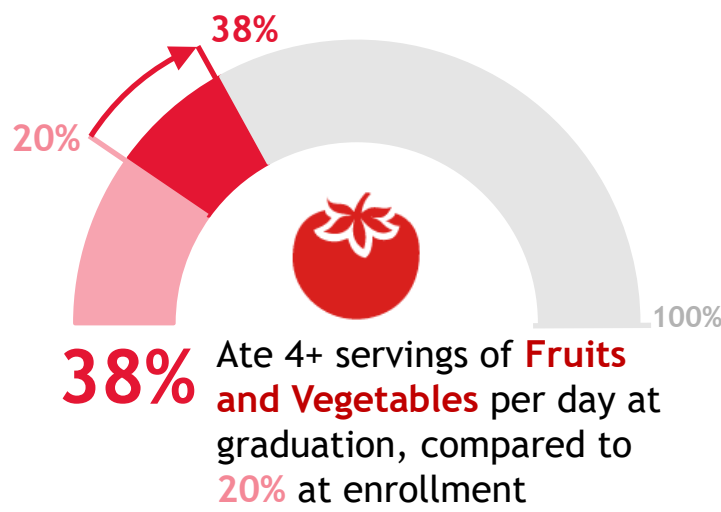
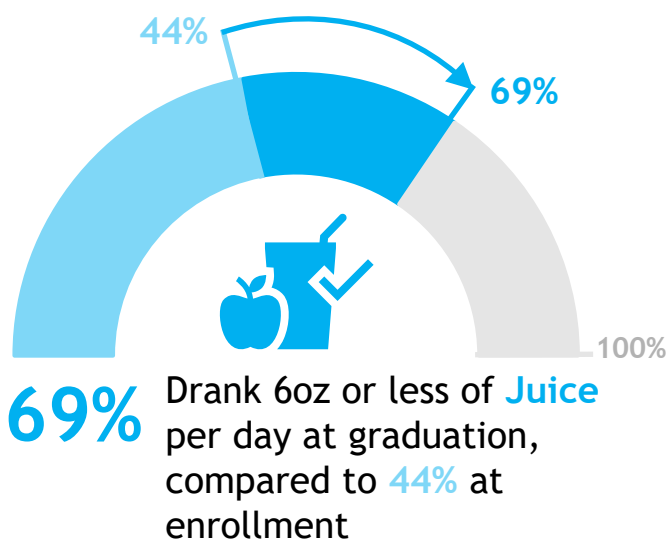
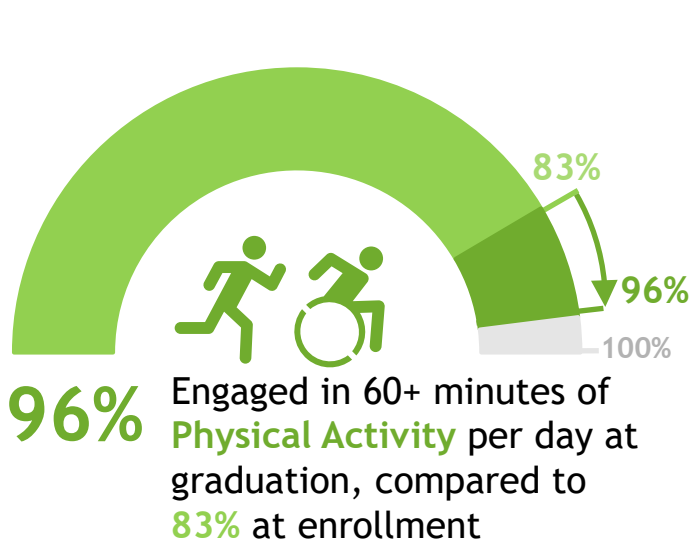


University of Wisconsin
Population Health Institute
SCHOOL OF MEDICINE AND PUBLIC HEALTH

FFY 23 Wisconsin Fit Families Snapshot

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/guardian selected the **move goal**, **sip goal**, or **bite goal**.



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

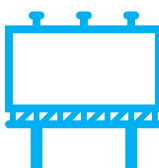
There was a statistically significant increase from enrollment to graduation for all five healthy behaviors ($p < .001$).

Program Activities

In addition to the 13-month coaching series, sites conducted:



96
Program activities
across 15 sites

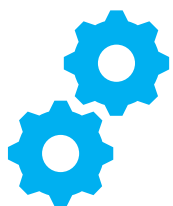


91
Indirect education activities
across 11 sites

50
PSE activities
across 37 sites



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



50 Systems Changes
Such as **expanded food access** and promoting access and use of SNAP/EBT/WIC.



19 Environmental Changes
Such as **increased access to physical activity facilities**.

Partnerships

with service providers and other organizations.

105
partnerships
across

36
Fit Families sites
representing

22
Sectors
such as early childhood education and government

Fit Families FFY 23 Annual Report

Program Description

Wisconsin Fit Families is a multi-level program that strives to prevent child obesity by empowering families to adopt healthy eating and physical activity behaviors. The primary intervention of Fit Families is a 13-month direct nutrition education program delivered to parents/guardians of children aged 2- to 4-years-old enrolled in the Women, Infants, and Children (WIC) program. Through in-person and virtual visits and phone/text coaching, Fit Families coaches guide parents/guardians to choose goals that address healthy eating and active lifestyles. Children may earn Nutrition Education Reinforcement Items (NERI) for participation. Fit Families sites also engage in policy, systems, and environmental (PSE) activities and partner with government and community organizations to promote health.

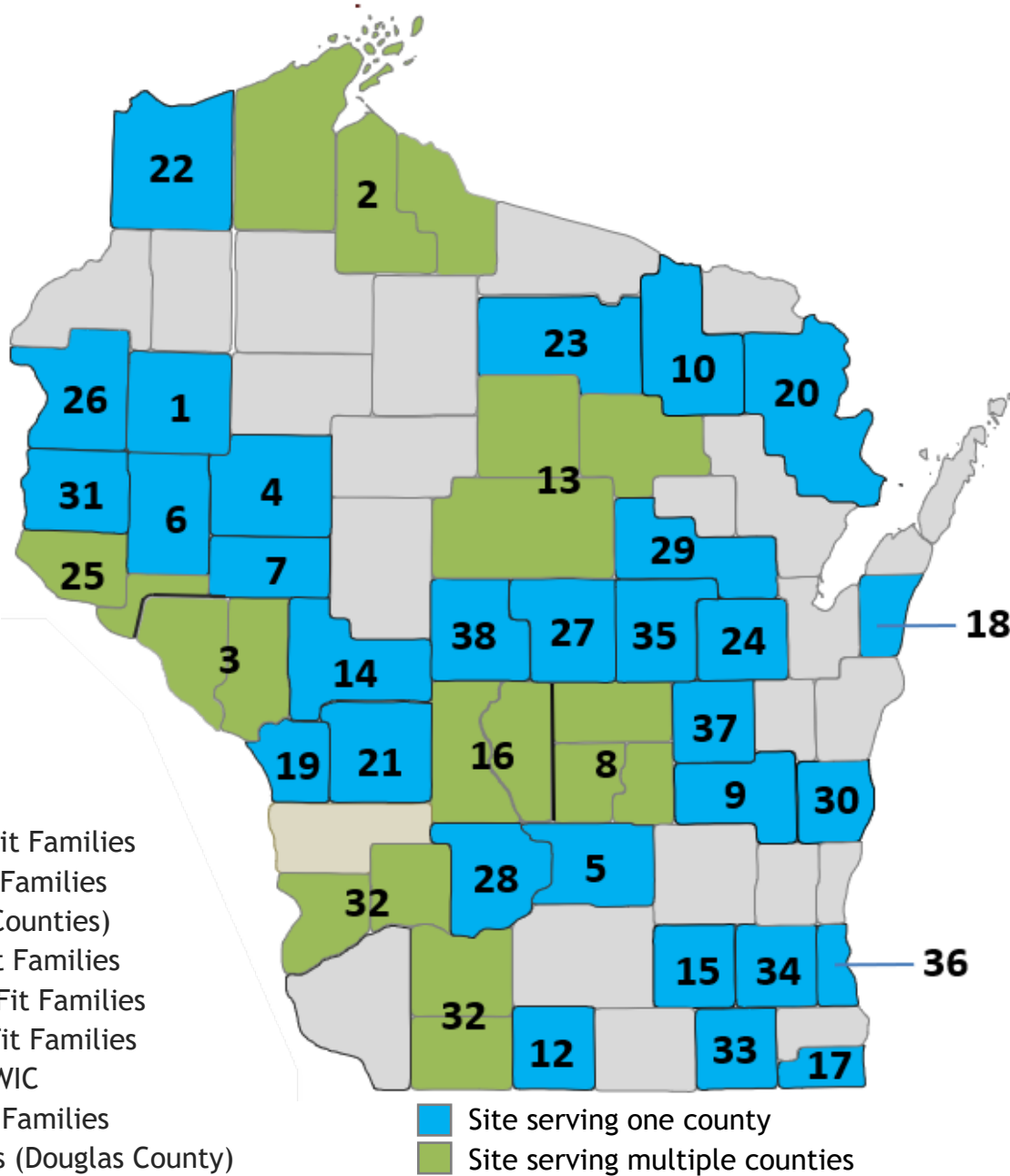
Project Sites and Areas Served

In FFY 23, there were 38 Fit Families SNAP-Ed project sites located throughout Wisconsin, providing broad statewide coverage. Some sites serve multiple counties or Tribal Nations. Together, sites served 50 counties and Tribal Nations, listed below. Each site provided the individual direct education component of the Fit Families program.

FFY 23 Project Site List

- | | |
|--|---|
| 1. Barron County Fit Families | 15. Jefferson County Fit Families |
| 2. Bay Area Fit Families
(Bayfield, Ashland & Iron Counties) | 16. Juneau/Adams Fit Families
(Juneau & Adams Counties) |
| 3. Trempealeau Buffalo Fit Families
(Trempealeau & Buffalo Counties) | 17. Kenosha County Fit Families |
| 4. Chippewa County Fit Families | 18. Kewaunee County Fit Families |
| 5. Columbia County Fit Families | 19. La Crosse County Fit Families |
| 6. Dunn County Fit Families | 20. Marinette County WIC |
| 7. Eau Claire City-County Fit Families | 21. Monroe County Fit Families |
| 8. Family Health La Clinica Fit Families (Green Lake, Waushara & Marquette Counties) | 22. NWCSA Fit Families (Douglas County) |
| 9. Fond du Lac County Fit Families | 23. Oneida County |
| 10. Forest County Health Department | 24. Outagamie County Fit Families |
| 11. GLITC (Great Lakes Inter-Tribal Council, tribes not mapped for confidentiality) | 25. Pierce-Pepin Fit Families
(Pierce & Pepin Counties) |
| 12. Green County Health Department | 26. Polk County Fit Families |
| 13. Healthfirst Network Fit Families
(Marathon, Lincoln & Langlade Counties) | 27. Portage County Fit Families Program |
| 14. Jackson County Fit Families | 28. Sauk County Health Department |
| | 29. Shawano County Fit Families |
| | 30. Sheboygan County Fit Families |
| | 31. St. Croix County Fit Families |
| | 32. SWCAP (Crawford, Richland, Iowa & Lafayette Counties) |
| | 33. Walworth County Fit Families |
| | 34. Waukesha County Fit Families |
| | 35. Waupaca County Fit Families |
| | 36. West Allis Health Department Fit Families
(Milwaukee County) |
| | 37. Winnebago County Fit Families |
| | 38. Wood County Fit Families |

38 Fit Families Project Sites Serving 50 Counties & Tribal Nations



Fit Families Evaluation

The primary intent of the Fit Families evaluation is to provide useful, actionable program evaluation results to continue to inform and shape the Fit Families-SNAP-Ed program's work.

Fit Families project sites submit data on direct education; PSE activities and changes; partnerships; and parent/guardian satisfaction. These data are used to:

- Monitor service delivery
- Explore project activities including direct education, PSE approaches, and partnerships
- Assess participant satisfaction
- Provide feedback to project staff
- Provide necessary information for reporting requirements
 - Measure progress toward project objectives

Evaluation Team

Fit Families is supported by an evaluation team at the University of Wisconsin-Madison's Population Health Institute.

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Hilary Joyner, MS hjoyner@wisc.edu
Erin Taber, MPH etaber2@wisc.edu

The evaluation team agrees to:

- Use data only for evaluation and reporting
- Safeguard the information from misuse, unauthorized use or disclosure
- Destroy identifiers at the conclusion of the Fit Families program

The University of Wisconsin Health Sciences Institutional Review Board determined that the Fit Families protocol was exempt because this project is an evaluation designed to assess and improve program effectiveness.

About this Report

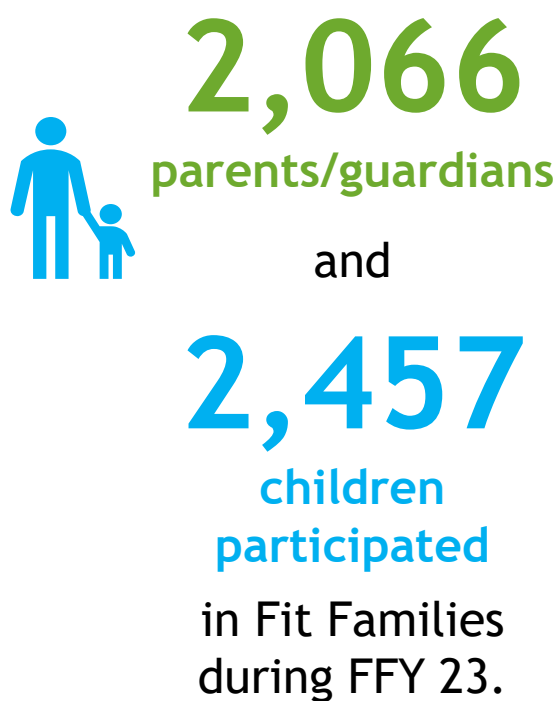
This summary report of the evaluation methods, results, and conclusions is shared with the SNAP-Ed Coordinator, Fit Families project staff, and the Fit Families mentoring team. It is also submitted to National Program Evaluation and Reporting System (N-PEARS) as part of the Wisconsin SNAP-Ed Annual Reporting.

The evaluation team reviews and discusses results via email correspondence and conference calls with Fit Families project staff, mentors, and the SNAP-Ed Coordinator. Annual evaluation results are shared with various audiences by the evaluation team and/or project staff.



13-Month Direct Ed Coaching Series

In the individual direct education component of Fit Families, parents/guardians of 2- to 4-year-old children receive monthly contacts with Fit Families coaches to discuss their goals and progress for 13 months.



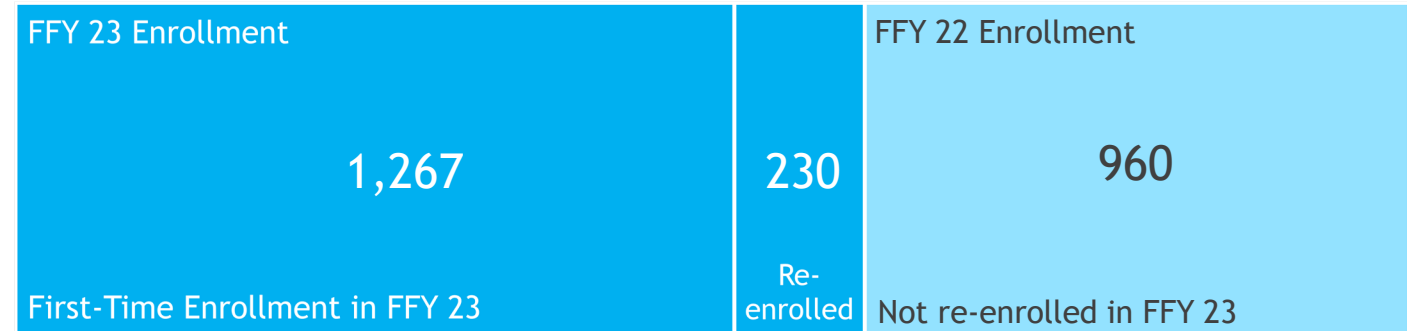
This section provides information about parents/guardians and their children who participated in Fit Families coaching in FFY 23. This includes parents/guardians and children who enrolled in FFY 23 and those that enrolled in FFY 22 and received coaching sessions during FFY 23.

Enrollment and Active Children

1,498 children enrolled in FFY 23

Fit Families project sites reported 1,498 children enrolled during FFY 23, about 125 below the target enrollment of 1,625.

After their initial enrollment, eligible children can re-enroll for additional years, and they count toward sites' total enrollment each year. Of the total FFY 23 enrollments, 1,267 were first-time participants in FFY 23, 230 were children who re-enrolled during FFY 23 (227 FFY 22 enrollees and one FFY 23 enrollee who graduated and re-enrolled during FFY 23 and two FFY 22 enrollees lost to follow-up and re-enrolled in FFY 23.)



1,198 FFY 22 enrollees were active in FFY 23

Because the program lasts 13 months, most children who were enrolled in FFY 22 were still active at the beginning of FFY 23. A total of 1,198 FFY 22 children were active in FFY 23.

Monthly Contacts

Fit Families coaches deliver monthly nutrition education contacts in-person and virtually, by text, e-mail, or phone call. In-person contacts are often made when families are in the WIC clinic for recertification. Coaches conduct contacts in English, Spanish, and Hmong. Other languages are available as needed through translation services.

Virtual contacts were much more common than in-person contacts during FFY 23, with 14,035 (96%) of contacts delivered virtually and 605 (4%) delivered in person.



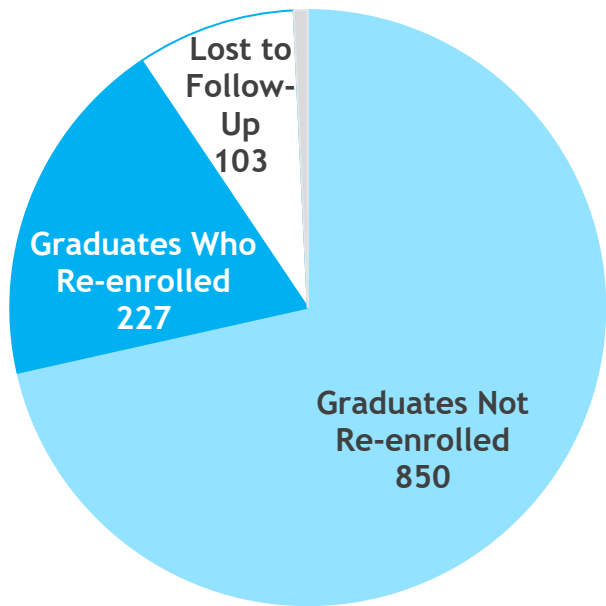
Graduation and Re-Enrollment

77% of FFY 22 enrollees graduated

Because the program lasts 13 months, most children enrolled in FFY 22 would have been eligible to graduate by the end of FFY 23.

In FFY 22, 1,189 children enrolled in the program, of which 1,077 (90.6%) graduated, 103 (8.7%) were lost to follow-up and did not complete the program, and nine (0.8%) were still active at the end of FFY 23.

Of the children who graduated from the program, 227 (21%) children re-enrolled for another year of Fit Families.



Graduation Status of FFY 22 Enrollees

Most graduates received the intended 10+ contacts

The intended dose of the Fit Families direct education component is 10+ monthly contacts with a coach. Of the 1,077 FFY 22 enrollees who graduated in FFY 23, 75.5% received 10+ contacts, 24.4% received 5-9 contacts, and 0.1% received 2-4 contacts.

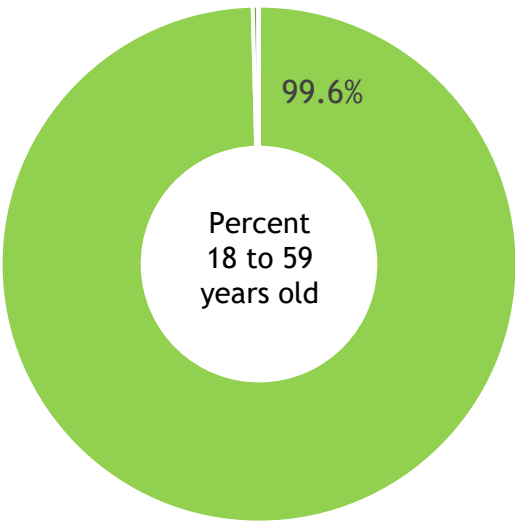


Number of direct education contacts received by children who graduated during FFY 23

Coaching Series Participant Demographics

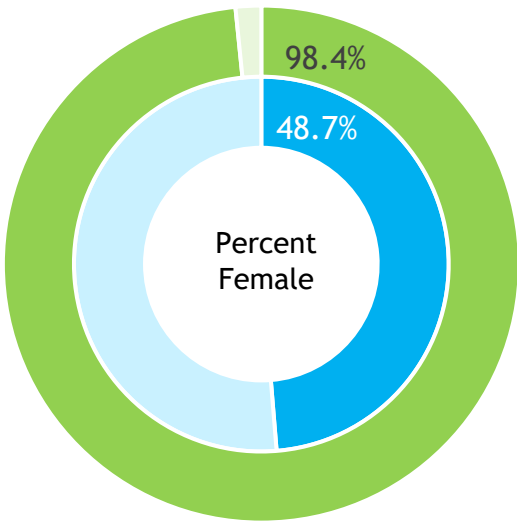
Demographic characteristics are presented for the **2,030 parents/guardians** that participated in the individual, direct education component of Fit Families during FFY 23 and their **2,386 children**.

Children’s age, gender, ethnicity, and race are also reported below, because the distribution differs from parents/guardians.



Age
Of the 2,066 **parents/guardians** served by Fit Families during FFY 23, 99.6% were between 18 and 59 years old. Less than 1% of parents/guardians were over age 60 or under 18.

At enrollment, all children were between 14 months and 59 months old. The average age was almost 3 years old (35.2 months).

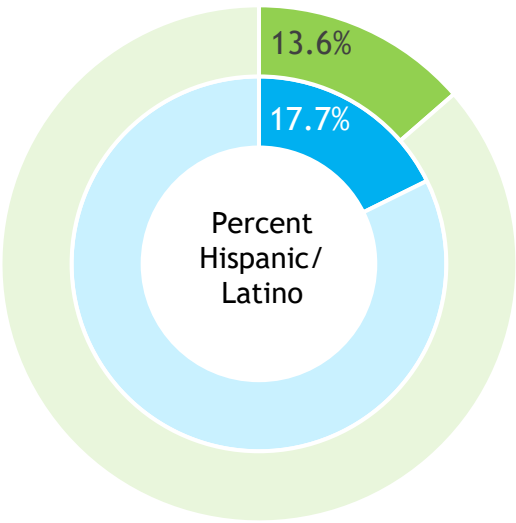


Gender
Nearly all **parents/guardians** who participated in Fit Families in FFY 23 self-identified as female (98.8%). This is not unexpected because Fit Families partners with WIC clinics for this program.

Among **children**, about half (48.7%) were female and half (51.3%) were male.

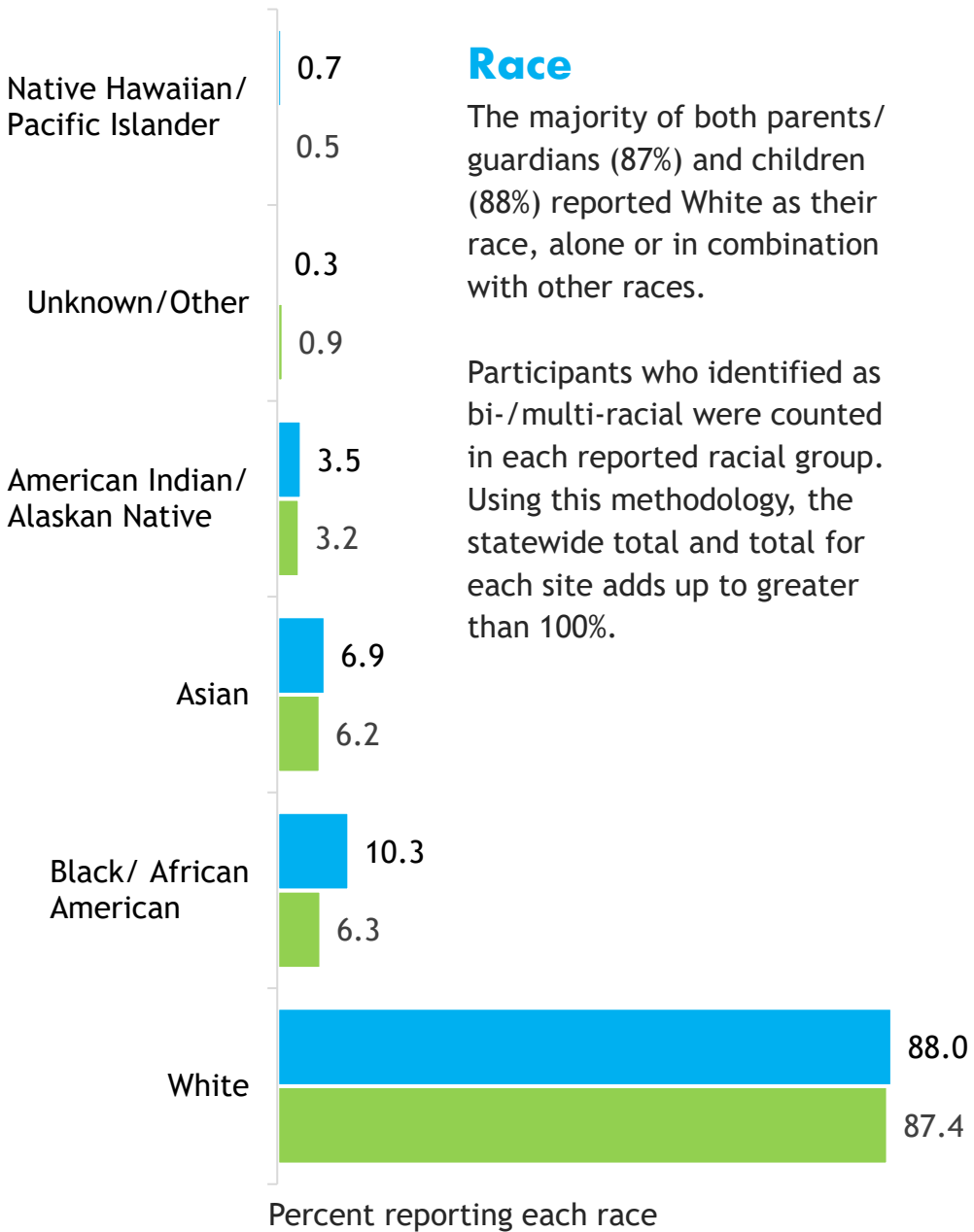
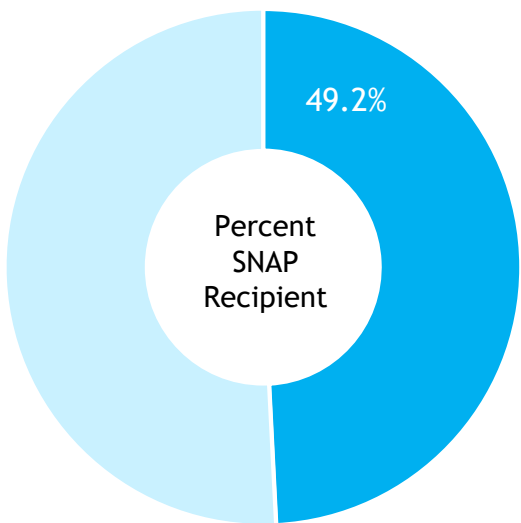
Ethnicity
Overall, 13.6% of **parents/guardians** identified as Hispanic/Latino, while 85.4% identified as Not Hispanic/Latino.

Approximately 17.7% of **children** were Hispanic/Latino and 82.3% were Not Hispanic/Latino.



SNAP Participation
Parents/guardians were asked if they were SNAP recipients at enrollment. Overall, 49.2% of **children** were SNAP recipients.

This is consistent with SNAP-Ed State-Level Goal 1.



Race
The majority of both parents/guardians (87%) and children (88%) reported White as their race, alone or in combination with other races.

Participants who identified as bi-/multi-racial were counted in each reported racial group. Using this methodology, the statewide total and total for each site adds up to greater than 100%.

SNAP-Ed State-Level Goal 1
Provide behaviorally focused, evidence-based nutrition education and obesity prevention interventions consistent with current dietary guidelines and USDA food guidance with and for families eligible for SNAP-Ed.

Objective 1a
By the end of FFY 23, Wisconsin SNAP-Ed project staff will have provided education on healthy eating habits and active lifestyles with and for families eligible for SNAP-Ed.

Objective 1b
By the end of FFY 23, Wisconsin SNAP-Ed projects will use multi-level interventions and/or community and public health approaches in association with direct education methods with and for families eligible for SNAP-Ed.

Data Collection
Fit Families coaches conduct a parent interview at enrollment and at the end of the 13-month program. Participant information is recorded in a secure web-based electronic data platform called REDCap. Data includes family and child identification numbers, completion status, demographics, children’s Body Mass Index (BMI), servings of fruits and vegetables per day, amount of juice per day, number of sweetened beverages per week, hours of screen time per day, and minutes of activity per day. Fit Families coaches also document monthly encounters with parents/ guardians by recording the date, type of contact, goal areas, and goal progress.

SNAP-Ed Indicator MT1: Healthy Eating

To what extent did children's dietary behaviors change after they graduated from Fit Families?

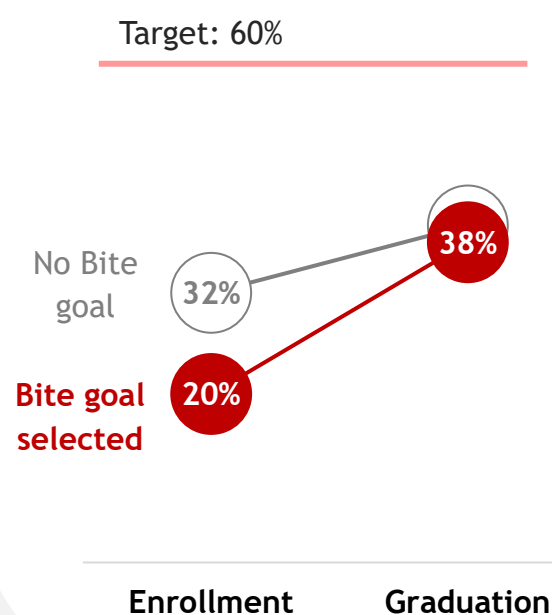
At enrollment, parents select which goals they will work on with each of their enrolled children. Parents may add or change goals during the 13-month program as they make progress on their initial goals.

Bite Make Every Bite Count... More Fruits & Veggies

Overall, **1,391 (56%)** of the 2,457 children active in FFY 23 worked on the Bite goal. These families received coaching related to SNAP-Ed evaluation framework measures ST1a (Fruit) and ST1b (Vegetables).

607
graduates  **worked on the Bite goal**

Graduates that worked on the Bite goal were less likely to meet the recommended servings at enrollment, but not at graduation, compared to those not working on the Bite goal.

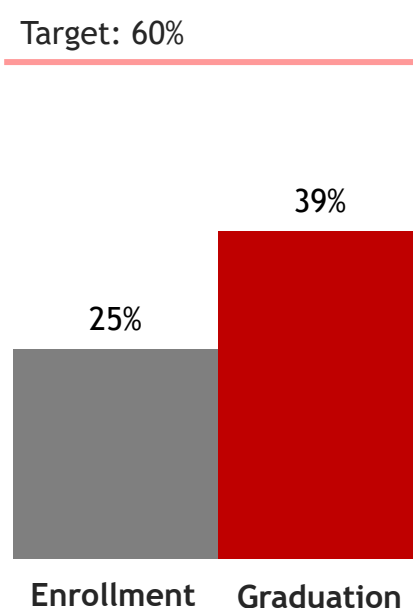


Among children whose parents/guardians **selected the Bite goal**, 20% met the recommended level of ≥ 4 servings of fruits and vegetables per day at enrollment, while 38% reached the recommended level at graduation.

The percent of children meeting the recommended level did not significantly change among those *not* working on the Bite goal.

Parents/guardians reported the number of $\frac{1}{2}$ -cup servings of fruits and vegetables each child consumed per day at enrollment and graduation.

More children ate at least 4 servings of fruits and vegetables per day at graduation than at enrollment.

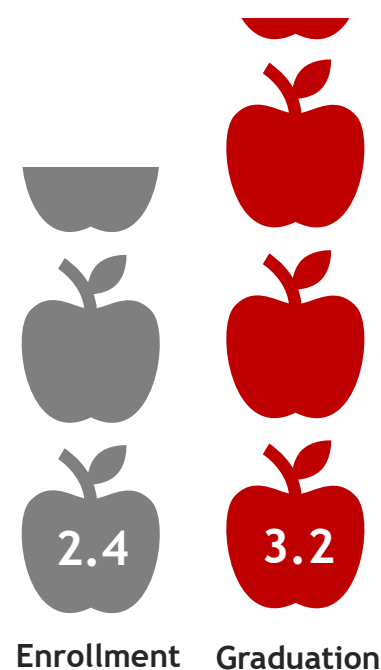


The program had a statewide goal of 60% of children eating at least 4 servings of fruits and vegetables per day ($\frac{1}{2}$ cup per serving)

Of all children active in FFY 23, 37% ate ≥ 4 servings of fruits & vegetables/day at enrollment.

Among children who completed the program, 25% met the target at enrollment, compared to **39% at graduation.**

Children working on the Bite goal ate 0.6 more $\frac{1}{2}$ -cup servings of fruits and vegetables at graduation than at enrollment.



Children who selected the Bite goal increased their fruit and vegetable consumption from 2.4 to 3.2 servings per day by **graduation**, reflecting an average increase of 0.6 servings.

By graduation, fruit and vegetable consumption was only slightly lower among children working on the Bite goal compared to those *not* working on the Bite goal. Those children not working on the Bite goal consumed 3.0 servings per day at enrollment and 3.3 at graduation.

Model Your Kids are Watching

Parents can choose to work on the Model goal in conjunction with at least one of the Bite, Sip, and Move goals.

Overall, **679 (28%)** of the 2,457 children active in FFY 23 worked on the Model goal. These parents received coaching on how to model healthy eating and physical activities for their children.

679
children  **had a parent work on the Model goal**

FFY 23 Behavioral Outcomes Reporting Updates

Starting in FFY 23, measurement of fruit and vegetable consumption changed to meet updated SNAP-Ed reporting guidelines. Reporting for FFY 24 will include the following measures:

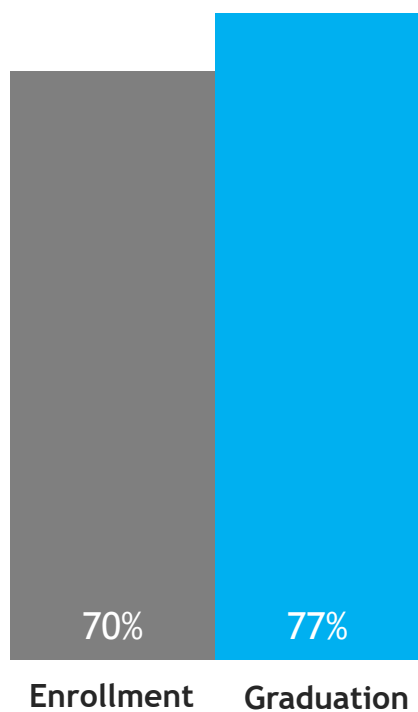
- $\frac{1}{2}$ cup servings of fruits and vegetables separately (MT1l & MT1m)
- Frequency of eating more than one type of fruit per day (MT1c)
- Frequency of eating more than one type of vegetables per day (MT1d)
- Juice consumption in number of ounces consumed rather than "equal to, less than, or more than 6 oz. of juice per day"
- Frequency of water consumption each day (MT1g)

Fit Families evaluation also measures child BMI. Due to the shift to largely virtual coaching sessions in response to COVID-19, only 58 of the 1,078 graduates had BMI data for enrollment and graduation. Reporting on BMI has been omitted in FFY 23 due to the poor availability of data.

Sip Make Every Sip Count... More Healthy Beverages

Overall, **547 (22%)** of the 2,457 children active in FFY 23 worked on the Sip goal. These families received coaching related to SNAP-Ed evaluation framework measure ST11 (Drink water instead of sugary beverages).

Target: 80%



Juice

The program had a statewide target of 80% of children drinking ≤ 6 ounces of juice per day.

Of all children active in FFY 23, 69% drank ≤ 6 ounces of juice per day at enrollment.

Among children who graduated, 70% met the target at enrollment, compared to **77% at graduation**.

More children met the recommended levels of juice and sweetened beverage consumption at graduation than at enrollment.

Target: 85%



Sweetened Beverages

The program had a statewide target of 85% of children drinking ≤ 1 sweetened beverage per week (8 oz. per serving).

Of all children active in FFY 23, 79% drank ≤ 1 sweetened beverage per week at enrollment.

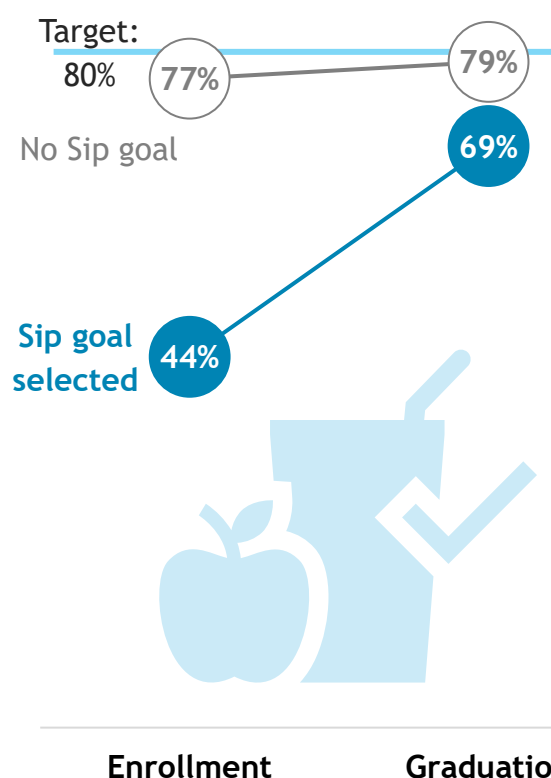
Among children who graduated, 78% met the target at enrollment, compared to **80% at graduation**.

243
graduates



worked on the Sip goal

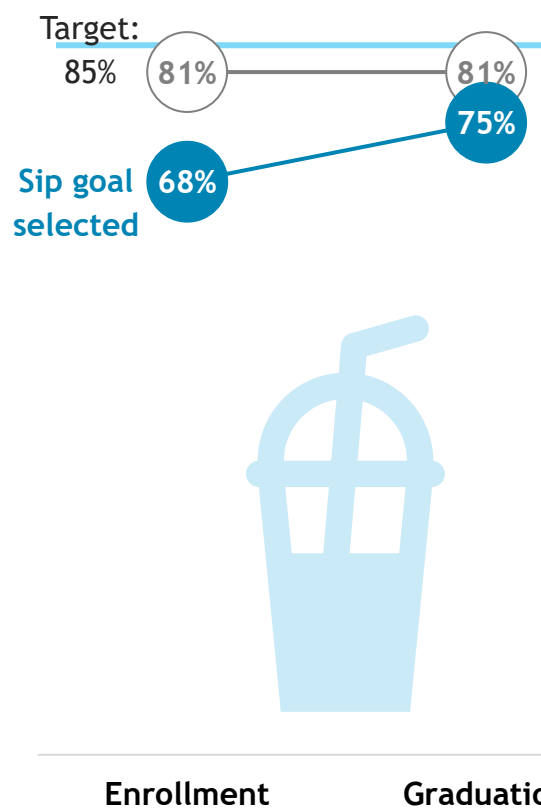
Children working on the Sip goal were less likely to meet recommended levels of juice and sweetened beverage consumption at enrollment compared to those not working on the Sip goal.



Juice

Among children whose parents/guardians **selected the Sip goal**, 44% met the recommended ≤ 6 ounces of juice per day at enrollment, while 69% reached the recommended level at graduation.

The percent of children meeting the recommended level of juice consumption did not significantly change among those *not* working on the Sip goal.

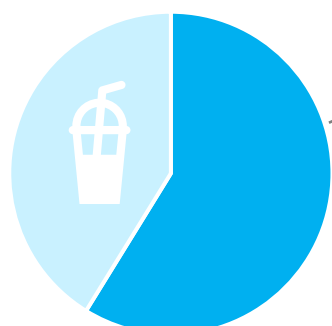


Sweetened Beverages

Among children whose parents/guardians **selected the Sip goal**, 68% met the recommended ≤ 1 sweetened beverage per week at enrollment, while 75% reached the recommended level at graduation.

The percent of children meeting the recommended level of sweetened beverage consumption did not significantly change among those *not* working on the Sip goal.

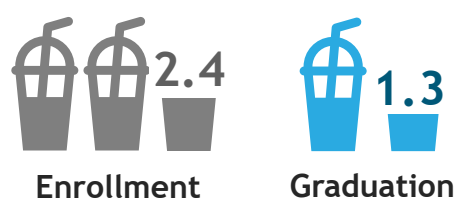
Parents reported that many children did not drink sweetened beverages at enrollment and graduation.



At enrollment, **59%** of children drank **0 servings per week**.

61% of children drank 0 servings per week at graduation.

Children working on the Sip goal drank 1.2 fewer 8oz servings of sweetened beverages at graduation than at enrollment.



At enrollment, children working on the Sip goal consumed 1.1 more 8 oz. servings of sweetened beverages, on average, than those that did not select the Sip goal.

Children not working on the Sip goal consumed, on average, about one 8 oz. serving per week.

SNAP-Ed Indicator MT3: Physical Activity & Sedentary Behavior

To what extent did children’s physical activity and screen time behaviors change after their graduation from Fit Families?

Move Move More... Watch Less

Overall, **792 (32%)** of the 2,457 children active in FFY 23 selected the Move goal. These families received coaching related to SNAP-Ed evaluation framework measures ST3a (physical activity and leisure sport) and ST3g, ST3h, and ST3i (reducing sedentary behavior related to screen time).

More children met the recommended levels of physical activity and screen time at graduation than at enrollment.



Physical Activity
The program had a statewide goal of 90% of children engaging in ≥60 minutes of physical activity per day.

Of all children active in FFY 23, 92% engaged in ≥60 minutes of physical activity per day at enrollment.

Among children who completed the program, 91% met the target at enrollment, compared to **96% at graduation.**



Screen Time
The program had a statewide goal of 87% of children engaging in ≤2 hours of screen time per day.

Of all children active in FFY 23, 71% engaged in ≤2 hours of screen time per day at enrollment.

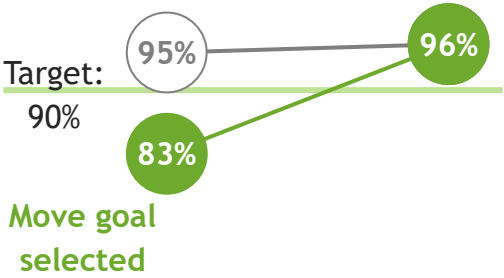
Among children who completed the program, 69% met the target at enrollment, compared to **82% at graduation.**

771
graduates



worked on the Move goal

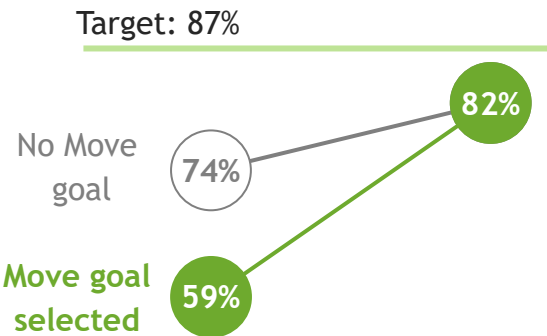
Children working on the Move goal were less likely to meet recommended levels of physical activity and screen time at enrollment, but not at graduation, compared to those not working on the Move goal.



Enrollment Graduation

Physical Activity
Among children whose parents/guardians **selected the Move goal**, 83% met the recommended ≥60 minutes of physical activity per day at enrollment, while 96% reached the recommended level at graduation.

The percent of children meeting the recommended level of physical activity did not significantly change among those *not* working on the Move goal.



Enrollment Graduation

Screen Time
Among children whose parents/guardians **selected the Move goal**, 59% met the recommended ≤2 hours of screen time per day at enrollment, while 82% reached the recommended level at graduation.

The percent of children meeting the recommended level of screen time increased also increased significantly for children who were not working on the Move goal.

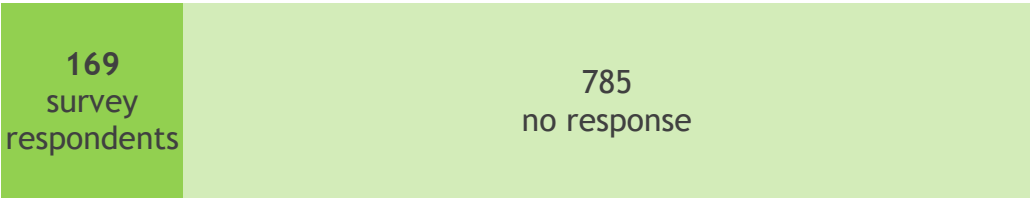
Coaching Series Participant Satisfaction

How satisfied were parents/guardians with the Fit Families program?

The Participant Satisfaction Survey was given to parents/guardians when their children completed the 13-month Fit Families coaching program. Parents/guardians completed the survey anonymously and submitted their responses via a Qualtrics online survey. Parents/guardians rated their satisfaction with nine program aspects and the four program core messages. Respondents rated each item on a scale of not at all satisfied to highly satisfied. Parents/guardians were also asked if they would be able to maintain the healthy changes that they made now that the Fit Families program was ending. Findings showed a high level of satisfaction with Fit Families in all areas.



18% of parents/guardians who completed the program responded to the satisfaction survey.



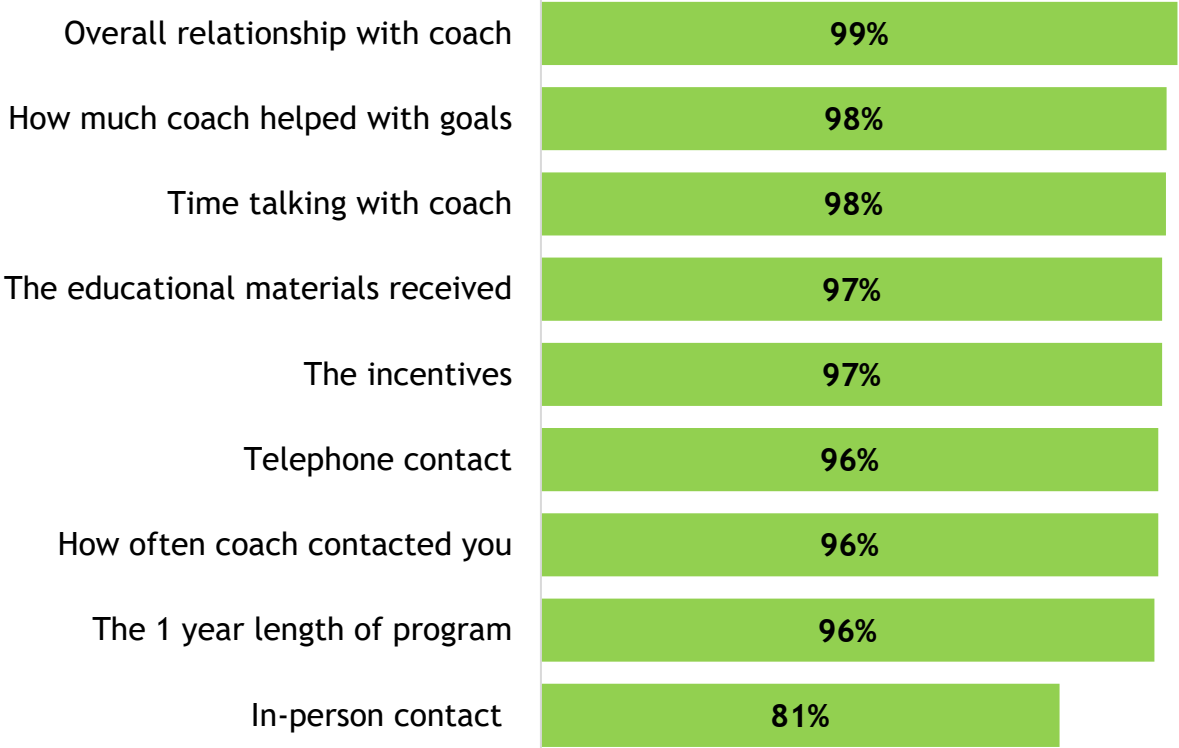
Surveys were received from 169 of the 954 parents/guardians whose children completed the program during FFY 23. Surveys were submitted by families from 24 of the 38 Fit Families project sites. Prior to the pandemic, coaches invited parents/guardians to complete the survey on paper during their in-person graduation visit. Since the shift to largely virtual coaching sessions, coaches report more difficulty in getting survey responses with the online survey.



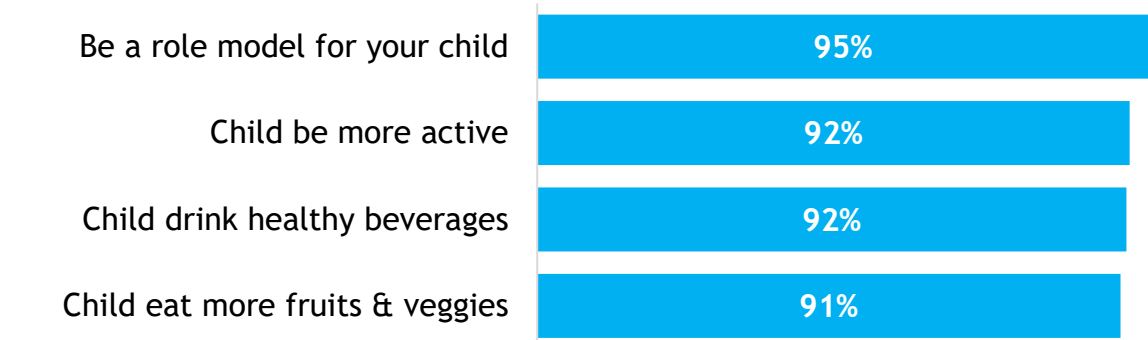
99% of respondents report they would probably or definitely be able to maintain the healthy changes they made.

Nearly all respondents were satisfied or very satisfied with the program and how much it helped them achieve their goals.

How satisfied have you been with...



How satisfied have you been with how much the Fit Families program helped...



Parent/Guardian Impressions of How Fit Families Helped Their Children

Parents/guardians were also asked how Fit Families has helped their children. The evaluation team reviewed open-ended responses and identified the five most frequently reported themes.

Respondents reported that the program helped:



Their child overcome picky eating habits or to try new foods



Their child to be more active or play outside more



Their child or family to eat less unhealthy food, eat healthier food, or generally eat more nutritious



Hold themselves accountable and stay motivated to reach their goals



Motivate their child to help in the kitchen, to help with cooking, or to try new recipes

“It has helped me be persistent in trying to give both new veggies and ones they have tried already to my children. My children do surprise me at times by trying veggies or trying them again and liking them sometimes.”

“Motivated me to follow through with the goals instead of giving up/making excuses when the goal seemed too hard to follow through with on hectic days.”

“We have cut down on junk food and sweets. All my kids now eat vegetables and prefer water over anything else.”

Policy, Systems, & Environmental Activities

What number and type of PSE activities do project sites report engaging in to support healthy eating and physical activity?

PSE Activity Types

Fit Families sites engage in multi-level public health approaches to support healthy eating habits and active lifestyles. Each fiscal year, Fit Families sites must engage in at least one policy, systems, and environmental (PSE) activity (MT5a). Sites reported the type of PSE activities they implemented.

In FFY 23, 35 sites implemented 50 PSE Activities addressing 17 types of interventions.

Count of PSE Activities Implemented in FFY 23 by Intervention Type

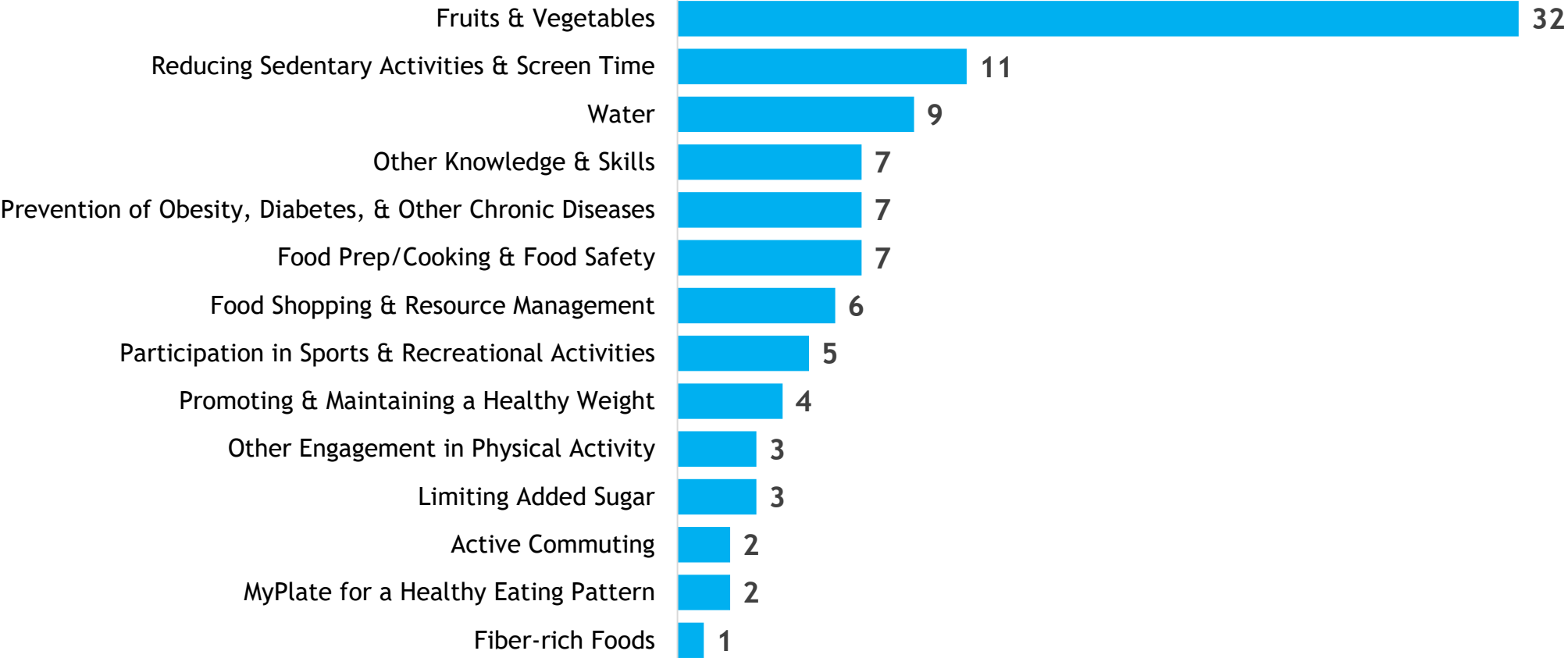


PSE Activity Topics

Sites reported the topics targeted by each PSE activity. Some PSE activities targeted more than one topic. PSE activities targeted 14 different topics.

More than half of all PSE activities targeted fruits and vegetables.

Count of PSE Activities Addressing Topic

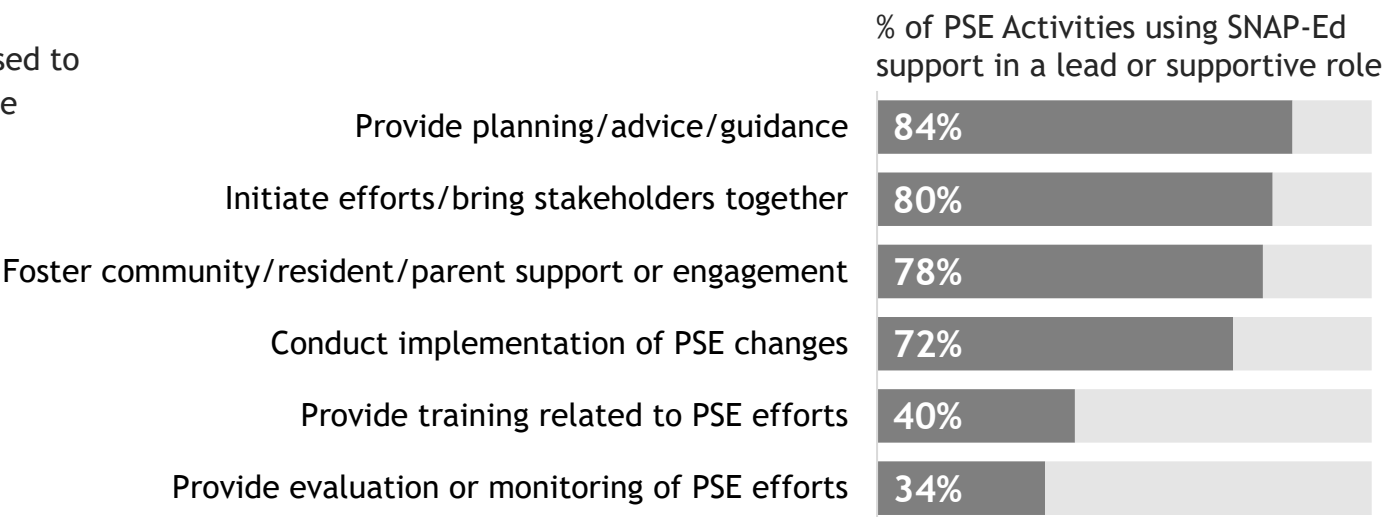


SNAP-Ed Support for PSE Activities

SNAP-Ed funds or staff capacity supported by those funds were used to initiate PSE activities, foster community engagement, and provide guidance, training, education, and evaluation of efforts.

Sites reported how SNAP-Ed funds were used to support PSE Activities in a lead/major or supportive role.

SNAP-Ed support was most often used to provide planning, advice or guidance for PSE activities and to initiate efforts or bring stakeholders together.

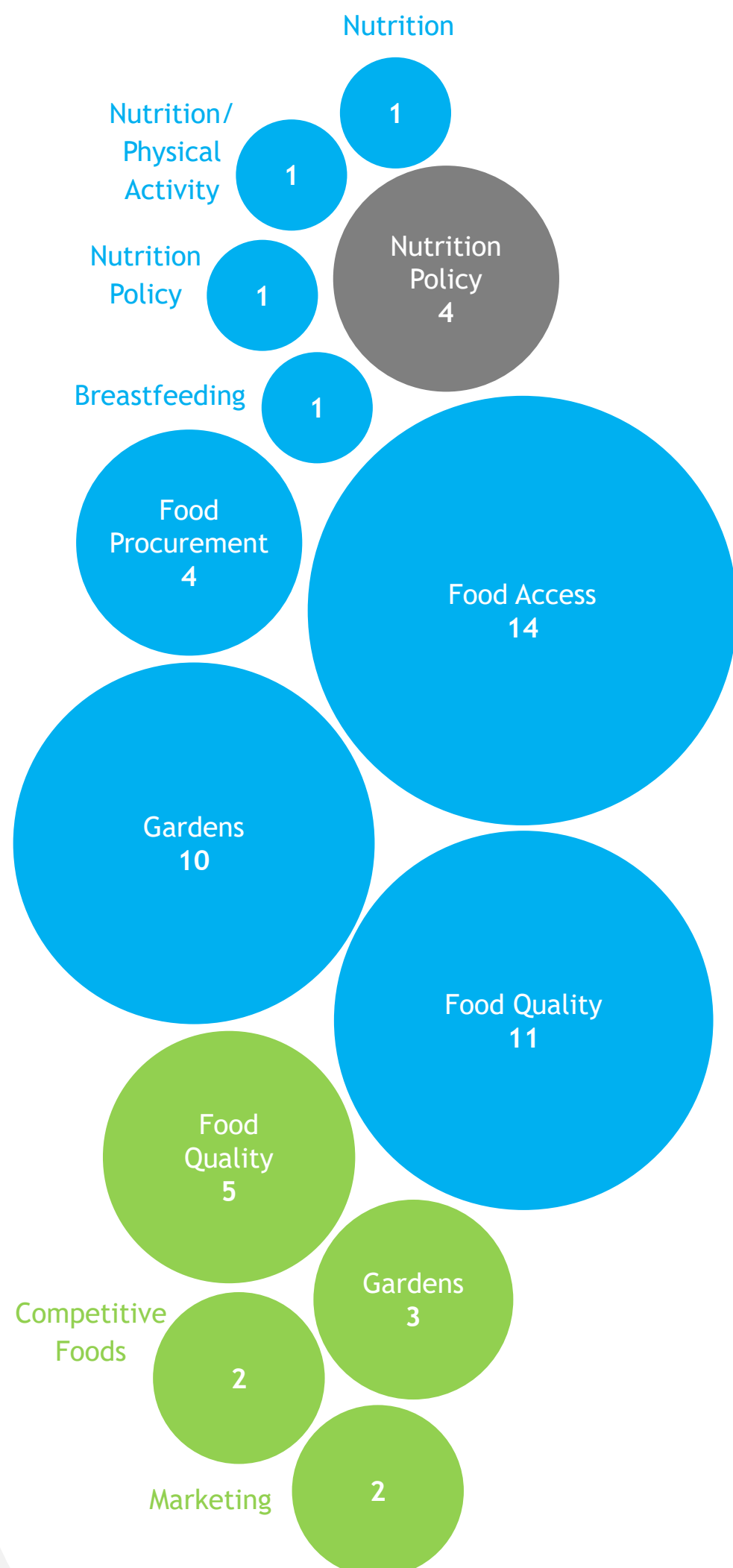


SNAP-Ed Indicator MT5: Nutritional Supports

How did Fit Families projects use multi-level interventions and/or community and public health approaches to address policy, systems, or environmental changes that support healthy eating?

Nutrition-Related PSE Changes

Some PSE activities resulted in PSE change. More than one PSE change can be reported for each PSE activity. Sites also report reach of each PSE change. In FFY 23, 59 PSE changes related to nutrition were reported by 19 Fit Families sites, with a total estimated reach of 4,270 people.



In FFY 23, systems changes were the most frequently reported type of PSE change and had the highest reach. Food Access-related systems changes were the most reported type of PSE change (14).

4 Policy Changes

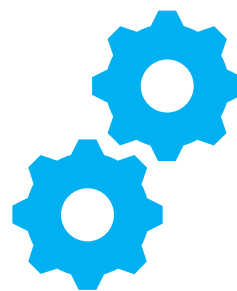


Policy changes (MT5b) addressed the nutrition policy topic. Changes that addressed nutrition policy included improving hours of operation of food distribution sites; increasing or improving nutrition education or cooking activities; increasing healthy foods and beverages; and limiting unhealthy foods.

For example, one Fit Families site helped to create a seed library in which seed packets and seedling plants were distributed and education was provided.

Reach **80**

43 Systems Changes



Systems changes (MT5c) most frequently addressed the food access topic. Changes that addressed food access included food system transportation; mechanisms for produce distribution; acceptance and use of SNAP/EBT/WIC; novel distribution systems to reach high-risk populations; food programs; and improving hours of operation for food distribution sites.

For example, one Fit Families site held a diversity, equity, and inclusion workshop for area food pantries that resulted in several PSE changes.

Reach **4,178**

12 Environmental Changes



Environmental changes (MT5d) most frequently addressed the food quality topic. Changes that addressed food quality included storage for fresh produce and other perishable foods and kitchen/food preparation facilities that allow for healthier or more appealing options or nutrition education.

For example, one Fit Families site coordinated with partners to conduct cooking classes to promote learning new cooking skills and cooking equity among the low-income population that attends Head Start.

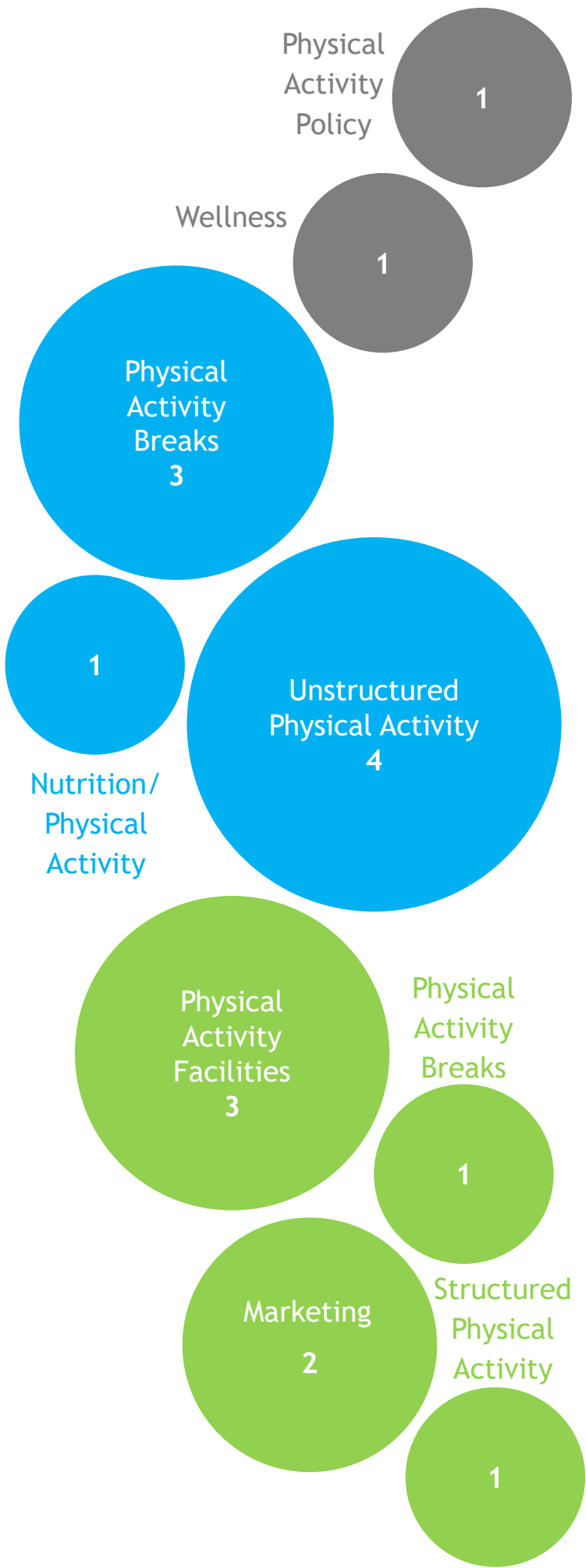
Reach **12**

SNAP-Ed Indicator MT6: Physical Activity & Reduced Sedentary Behavior Supports

How did Fit Families projects use multi-level interventions and/or community and public health approaches to address policy, systems, or environmental changes that support physical activity?

Physical Activity-Related Changes

Sites reported a variety of PSE changes related to physical activity during FFY 23. In FFY 23, 17 PSE changes related to physical activity were reported by 10 Fit Families sites, with a total estimated reach of 3,189 people.



2 Policy Changes

Policy changes (MT6b) addressed the topics of physical activity policy and wellness. The physical activity policy topic included policy to provide incentive to increase time spent doing physical activity. The wellness topic included physical activity policy.

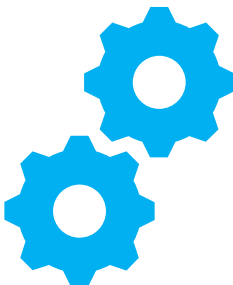
For example, Fit Families site implemented wellness initiatives, challenges, and policies among public health staff.

Reach **45**

8 Systems Changes

Systems changes (MT6c) most frequently addressed the unstructured physical activity topic. Changes that addressed this topic included opportunities for unstructured physical activity/free play.

For example, one Fit Families site partnered with a school district to help implement a school wellness policy in classrooms that includes brain breaks and opportunities for physical activity throughout the day.



Reach **3,054**

7 Environmental Changes

Environmental changes (MT6d) most frequently addressed the physical activity facilities topic. Changes that addressed this topic included physical activity facilities, equipment, structures, or outdoor space; access to exercise or recreation facilities; and access to physical activity facilities for after-hours recreation or shared use.

For example, one Fit Families site is helping to implement a built environment project.



Reach **90**

SNAP-Ed Indicator ST7: Organizational Partnerships

How did Fit Families projects collaborate with other groups on obesity prevention and on improving access to affordable fruits and vegetables for families eligible for SNAP-Ed?

Partnerships

Sites engaged a wide variety of partners across sectors.
In FFY 23, 36 Fit Families project sites reported engaging in **105 partnerships** across 22 sectors. Partnerships with early care and education facilities and government programs were the most common followed by partnerships with local agencies, agricultural organizations, public health organizations, and community members.



SNAP-Ed State-Level Goal 2

Collaborate with other projects, programs, partners, and coalitions who share common goals to maximize opportunities and resources.

Objective 2a

By the end of FFY 23, Wisconsin SNAP-Ed project teams will have collaborated with at least one other group on obesity prevention targeting families eligible for SNAP-Ed.

Objective 2b

By the end of FFY 23, Wisconsin SNAP-Ed project teams will have collaborated with at least one other group to improve the access of affordable fruits and vegetables for families eligible for SNAP-Ed.



Data Collection

Fit Families project sites document their organizational interventions, partnerships, community interventions, and PSE activities and changes in the online Program Evaluation and Reporting System (PEARS).

Site Context & Suggestions for Improvement

Site Context



Site Successes

Fit Families project sites reported many accomplishments during FFY 23. Top successes described by sites include:

- **Partnership and PSE activities** - sites described working with partners to put on events or offer services, initiating new PSE activities or PSE changes.
- **Planning and putting on Fit Families events**, especially for the first time since the pandemic.
- **Meeting or exceeding enrollment** goals and maintaining caseloads.
- **Distributing NERI effectively** or offering NERI of value.
- **Staffing** - sites noted being fully staffed or bringing on new coaches to work on Fit Families activities.
- **Trainings** - sites participated in various trainings or provided training to partners.

COVID-19 Impacts

Sites reported ways their Fit Families program delivery has permanently changed due to the pandemic, and ways they have returned to pre-pandemic norms.

Activities Returning to Pre-Pandemic Norms:



- Collecting child BMI measurements
- In-person contacts and events returning
- Resuming PSE or partnership activities
- Distributing NERI at in-person appointments



Site Barriers

Fit Families project sites also reported some barriers during FFY 23. Top barriers described by sites include:

- **Capacity** - sites described not having enough time or bandwidth to fully execute all aspects of Fit Families programming.
- **Staffing** - some sites experienced staff turnover leading to capacity issues.
- **Inability to accomplish PSE activities**, many times due to staffing and capacity issues.
- **Virtual or hybrid program delivery** is still affecting some sites' ability to deliver the program as effectively compared to in person.
- **NERI distribution** when contact are virtual continues to be an issue for some sites.

Data Collection

Sites reported successes, barriers, and COVID-19 impacts as part of their Annual Narrative Report.

Permanent changes include:



- Incorporation of virtual contacts or a hybrid delivery model
- Mailing NERI or doing NERI pick-ups/drop-offs
- Utilizing texts and emails for monthly contacts

Parent/Guardian Suggestions for Improvements

In the Satisfaction Survey, parents/guardians were asked how they would change the program to make it better. Among respondents, most indicated that there was no need for change.

Top themes that emerged from the other responses included:

- More group events or contacts in person
- More opportunities to get together or make connections with other families
- Extend the program longer than 13 months
- Offer hands-on activities for kids or for families to do together
- Provide goal sheets or trackers
- Offer food samples or coupons for healthy foods
- Provide more online resources or a Facebook group

The following responses were each reported once:

- Ability to modify the program for kids with special needs
- Having a better Spanish translator available
- Offering the program to older kids
- Providing more recipe ideas
- Distributing NERI more frequently

"I love everything about this program and don't believe it could be any better."

"Maybe an in-person group class to encourage sharing ideas and see that other kids do the same things."

"The only thing I can think of is to offer more hands on activities. It is not always easy to get out there but I like having the opportunity to have the activities where kids and parents can spend that time together."