



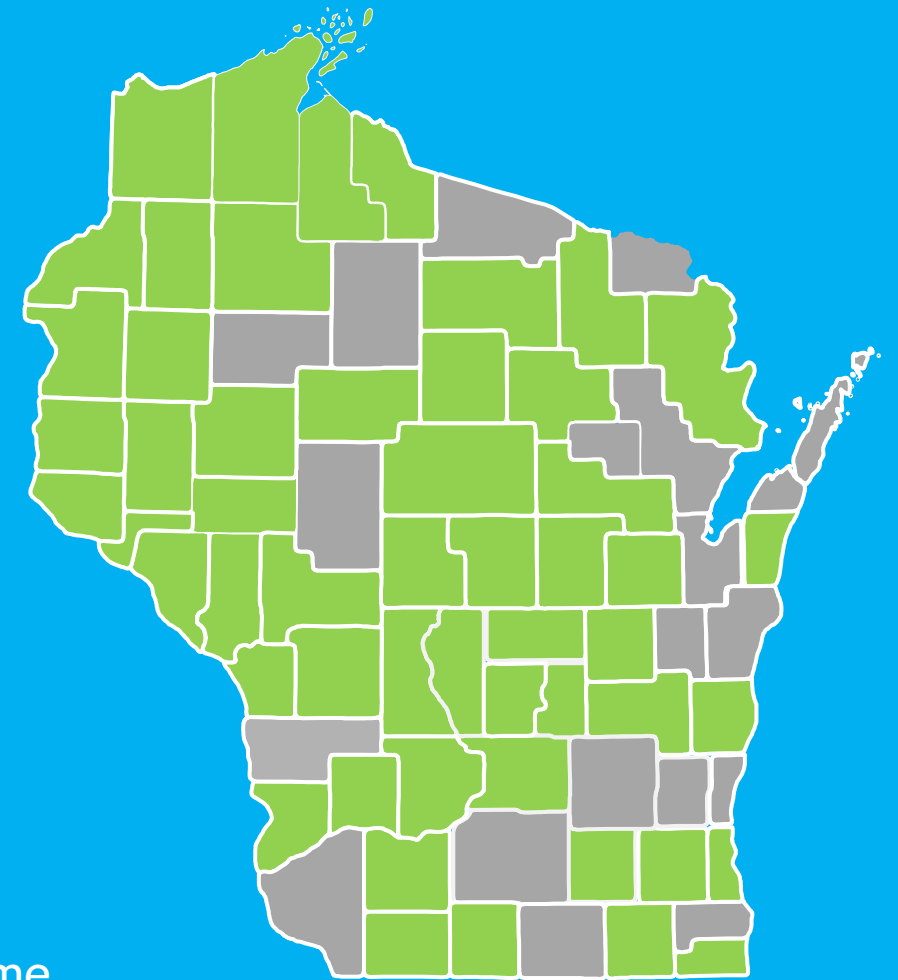
FFY 24 Wisconsin Fit Families Snapshot

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 2024 SNAP-Ed federal fiscal year (FFY 24) that ran from October 1, 2023 through September 30, 2024.

FIT FAMILIES CORE MESSAGES

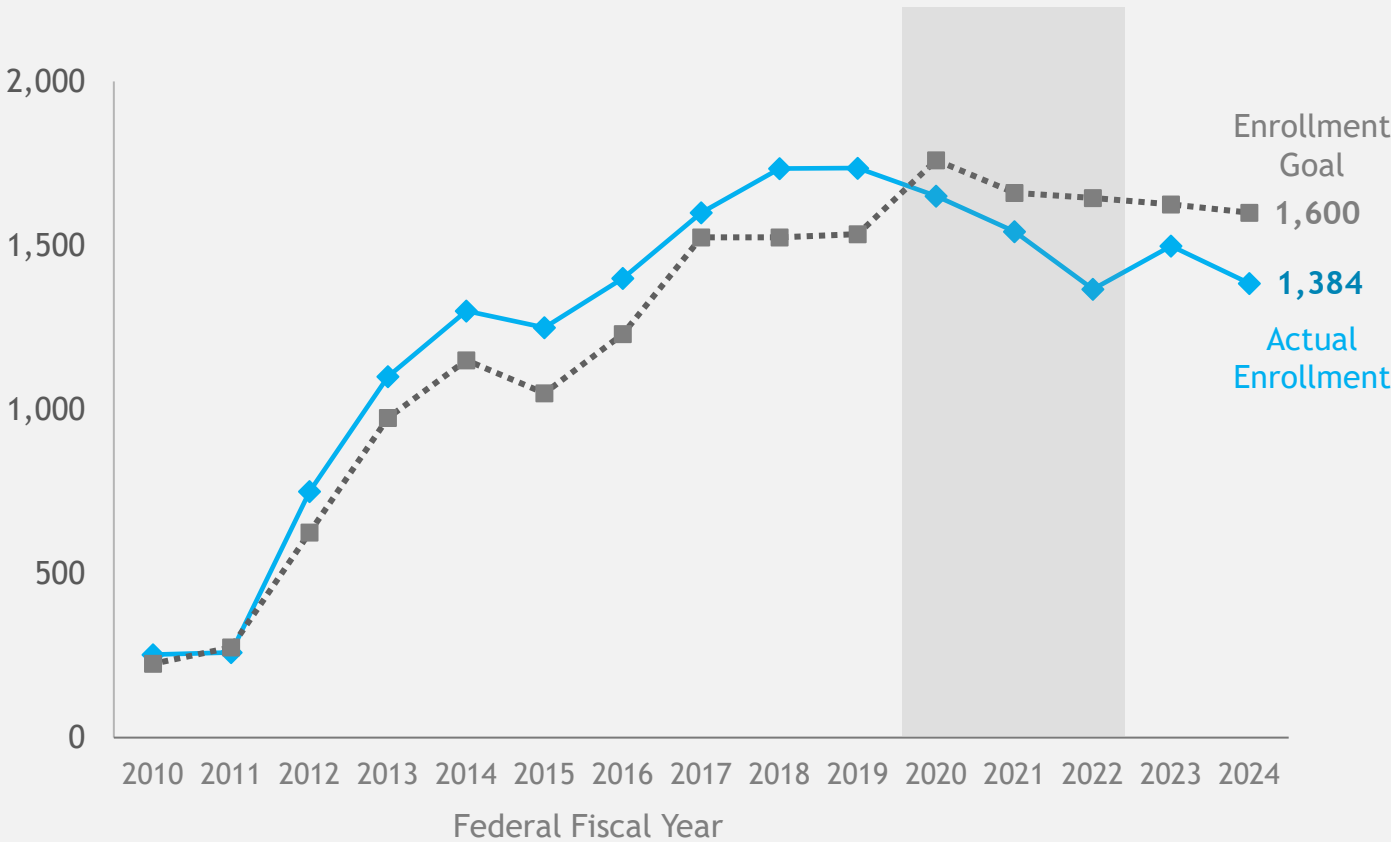
- **MAKE EVERY BITE COUNT:** More fruits and vegetables
- **MAKE EVERY SIP COUNT:** More healthy beverages
- **MOVE MORE, WATCH LESS:** More physical activity, less screen time
- **YOUR KIDS ARE WATCHING:** Model healthy eating and physical activity



52 COUNTIES SERVED

Children Enrolled Annually

1,384 children enrolled in Fit Families coaching in FFY 24



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 24 Statewide Numbers



2,476 children and 2,079 parents participated in Fit Families
(These numbers include those who enrolled in FFY 23 and continued into FFY 24.)



12,128 contacts made in total by all coaches



69% of graduates received the intended 10+ coaching sessions

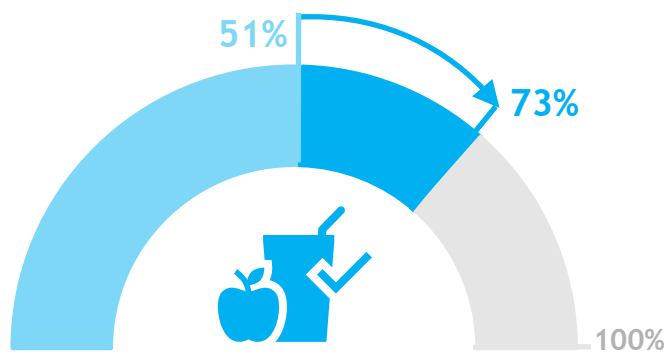
FFY 24 Wisconsin Fit Families Snapshot

Children's Behavior at Enrollment and Graduation

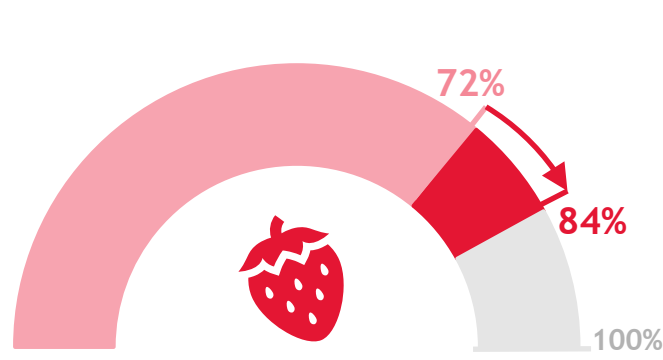
The percent of children meeting the recommended levels of a healthy behavior increased from enrollment to graduation among children whose parent selected the **move goal**, **sip goal**, or **bite goal**.



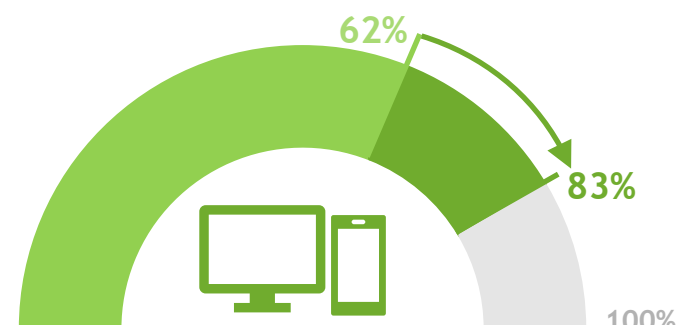
98% Engaged in 60+ minutes of **Physical Activity** per day at graduation, compared to **89%** at enrollment



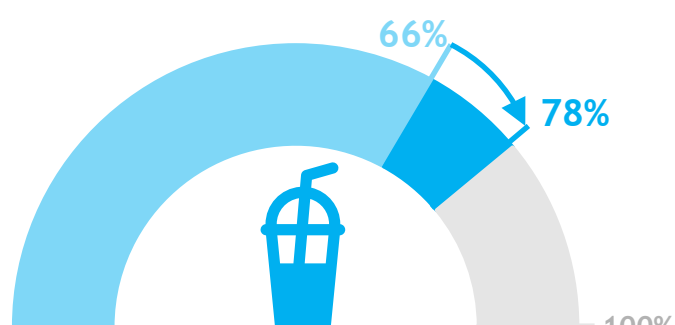
73% Drank 6oz or less of **Juice** per day at graduation, compared to **51%** at enrollment



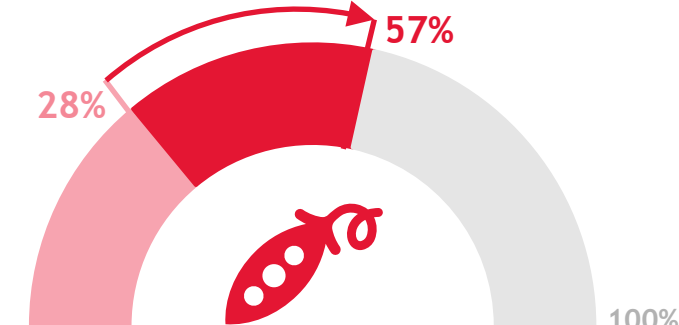
84% Ate **2+ servings of Fruits** per day at graduation, compared to **72%** at enrollment



83% Watched 2 hours or less **Screen Time** per day at graduation, compared to **62%** at enrollment



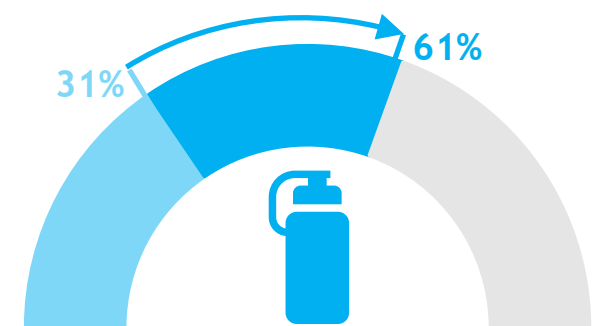
78% Drank 1 or less **Sugary Beverages** per week at graduation, compared to **66%** at enrollment



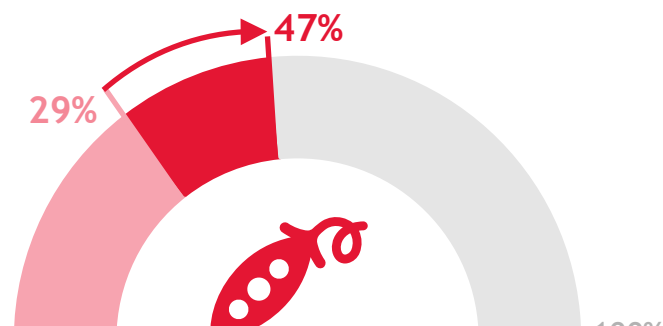
57% Ate **2+ servings of Vegetables** per day at graduation, compared to **28%** at enrollment

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 healthy behaviors ($p < .001$).



61% Drank **water 3+ times per day** at graduation, compared to **31%** at enrollment



47% Ate **more than one type of Vegetable** per day at graduation, compared to **29%** at enrollment

Program Activities

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

67 Program activities across 17 sites

84 Indirect education activities across 10 sites

60 PSE activities across 36 sites

PSE Changes

The 60 PSE activities implemented in FFY 24 resulted in the following changes:

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

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

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

126

Partnerships

were reported in FFY 24 by

38

Fit Families sites representing

23

Sectors

such as early childhood education and government

Fit Families FFY 24 Annual Report

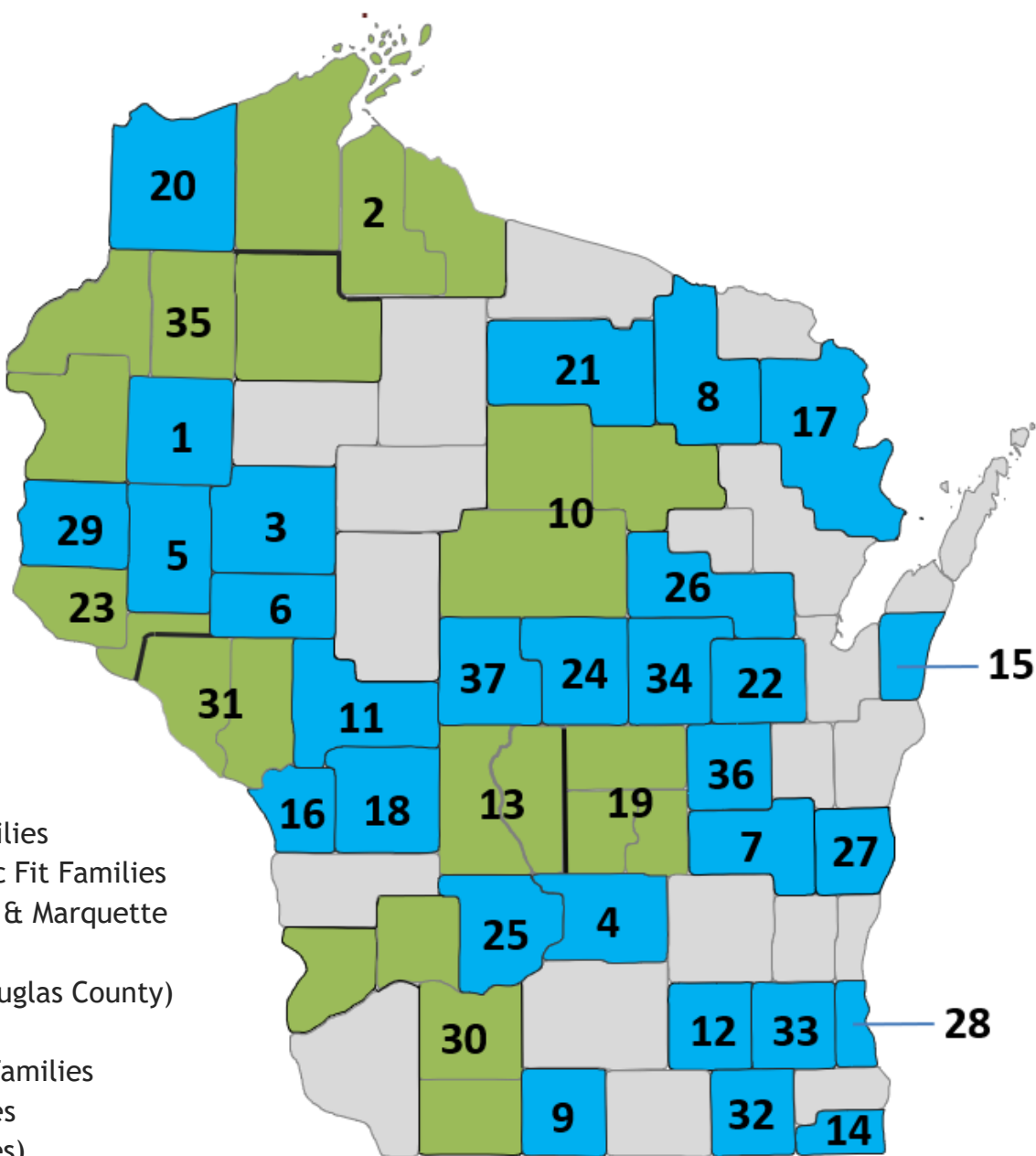
Program Description

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. 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 Counties Served

In FFY 24, there were 37 Fit Families SNAP-Ed project sites located throughout Wisconsin, providing broad statewide coverage. Each site provided the individual direct education component of the Fit Families program. Many sites engaged in partnerships and PSE activities to support and reinforce healthy behaviors.

- | | |
|--|---|
| 1. Barron County Fit Families | 18. Monroe County Fit Families |
| 2. Bay Area Fit Families (Bayfield, Ashland & Iron Counties) | 19. Noble Community Clinic Fit Families (Green Lake, Waushara & Marquette Counties) |
| 3. Chippewa County Fit Families | 20. NWCSA Fit Families (Douglas County) |
| 4. Columbia County Fit Families | 21. Oneida County |
| 5. Dunn County Fit Families | 22. Outagamie County Fit Families |
| 6. Eau Claire City-County Fit Families | 23. Pierce-Pepin Fit Families (Pierce & Pepin Counties) |
| 7. Fond du Lac County Fit Families | 24. Wild Rivers WIC (Burnette, Washburn, Sawyer & Polk Counties) |
| 8. Forest County Health Department | 25. Portage County Fit Families Program |
| 9. Green County Health Department | 26. Sauk County Health Department |
| 10. Healthfirst Network Fit Families (Marathon, Lincoln & Langlade Counties) | 27. Shawano County Fit Families |
| 11. Jackson County Fit Families | 28. Sheboygan County Fit Families |
| 12. Jefferson County Fit Families | 29. Southwest Suburban Health Department Fit Families (Milwaukee County) |
| 13. Juneau/Adams Fit Families (Juneau & Adams Counties) | 30. St. Croix County Fit Families |
| 14. Kenosha County Fit Families | 31. SWCAP (Crawford, Richland, Iowa & Lafayette Counties) |
| 15. Kewaunee County Fit Families | |
| 16. La Crosse County Fit Families | |
| 17. Marinette County WIC | |



- Sites working in one county
- Sites working in multiple counties

- 32. Trempealeau Buffalo Fit Families (Trempealeau & Buffalo Counties)
- 33. Walworth County Fit Families
- 34. Waukesha County Fit Families
- 35. Waupaca County Fit Families
- 36. Winnebago County Fit Families
- 37. Wood County Fit Families

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, policy, system, and environment change, partnerships, and parent 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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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.

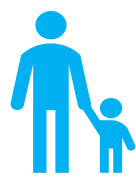
About this Report

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 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.



2,079
parents

and

2,476
children
participated

in Fit Families
during FFY 24.

This section provides information about parents/guardians and their children who participated in Fit Families coaching in FFY 24. This includes parents/guardians and children who enrolled in FFY 24 and those that enrolled in FFY 23 and received coaching sessions during FFY 24.

Enrollment and Active Children

1,384 children enrolled in FFY 24

Fit Families project sites reported 1,384 children enrolled during FFY 24, about 200 below the target enrollment of 1,600.

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 24 enrollments, 1,158 were first-time participants in FFY 24, 226 were children who re-enrolled during FFY 24 (219 FFY 23 enrollees graduated and re-enrolled and 7 FFY 23 enrollees lost to follow-up re-enrolled in FFY 24.)

FFY 24 Enrollment		FFY 23 Enrollment
1,158	226	921
First-Time Enrollment in FFY 24	Re-enrolled	Not re-enrolled in FFY 24

1,501 FFY 23 enrollees were active in FFY 24

Because the program lasts 13 months, most children who were enrolled in FFY 23 were still active at the beginning of FFY 24. A total of 1,501 FFY 23 children were active in FFY 24.

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, Hmong and Dari. Other languages are available as needed through translation services.

Virtual contacts were much more common than in-person contacts during FFY 24, with 10,460 (86%) of contacts delivered virtually and 1,668 (14%) delivered in person.

Fit Families
coaches delivered



1,668
In-person

and

10,460
virtual
Contacts



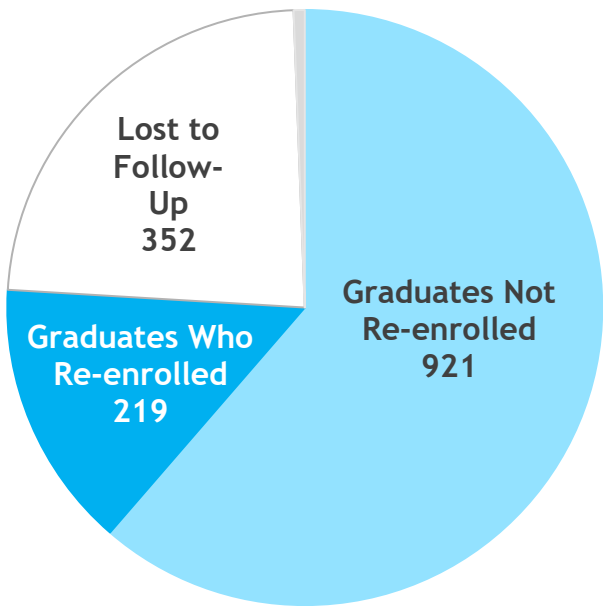
Graduation and Re-Enrollment

77% of FFY 23 enrollees graduated

Because the program lasts 13 months, most children enrolled in FFY 23 would have been eligible to graduate by the end of FFY 24.

In FFY 23, 1,501 children enrolled in the program, of which 1,140 (75.9%) graduated, 352 (23.5%) were lost to follow-up and did not complete the program, and nine (0.6%) were still active at the end of FFY 24.

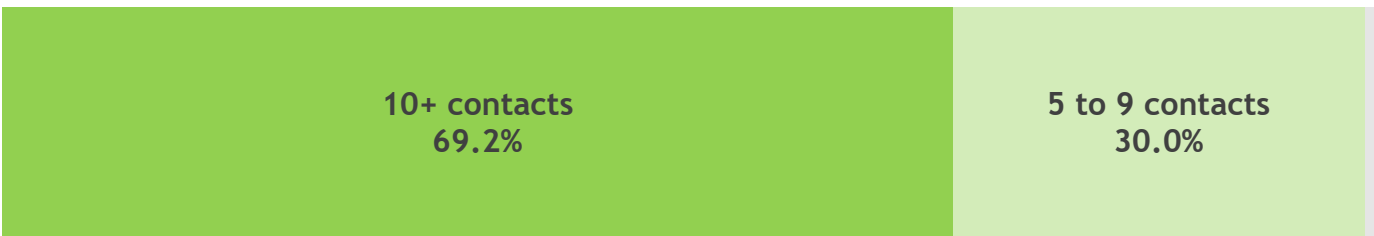
Of the children who graduated from the program, 219 (19.2%) children re-enrolled for another year of Fit Families.



Graduation Status of FFY 23 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 1,140 FFY 23 enrollees who graduated in FFY 24, 69.2% received 10+ contacts, 30.0% received 5-9 contacts, and 0.8% received 2-4 contacts.

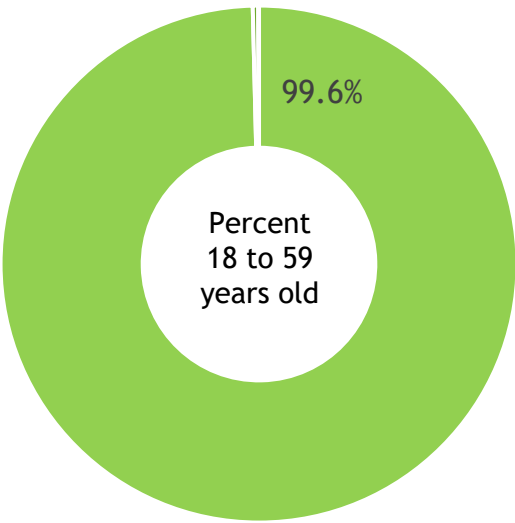


Number of direct education contacts received by children who graduated during FFY 24

Coaching Participant Demographics

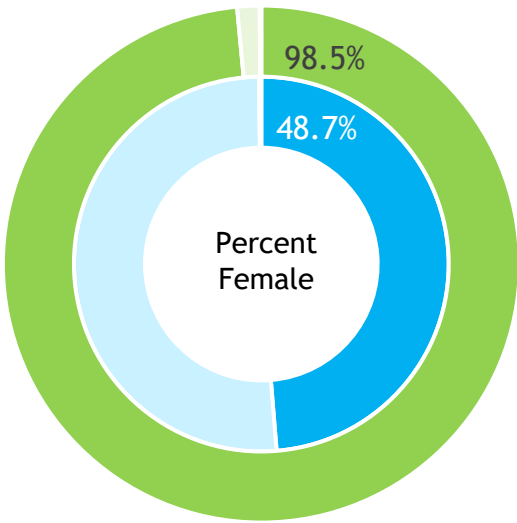
Demographic characteristics are presented for the **2,079 parents/guardians** that participated in the individual, direct education component of Fit Families during FFY 24 and their **2,476 children**.

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



Age
Of the 2,079 **parents/guardians** served by Fit Families during FFY 24, 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 21 months and 60 months old. The average age of children was 35.1 months.

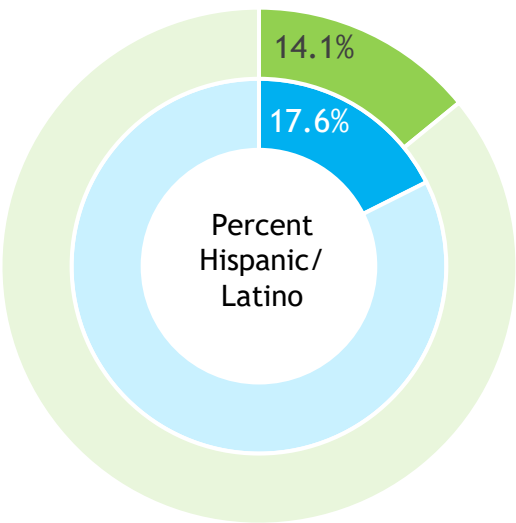


Gender
Nearly all **parents/guardians** who participated in Fit Families in FFY 24 self-identified as female (98.5%). This is not unexpected because Fit Families partners with WIC clinics for this program.

Among **children**, about half (48.7%) were female and half (51.1%) were male.

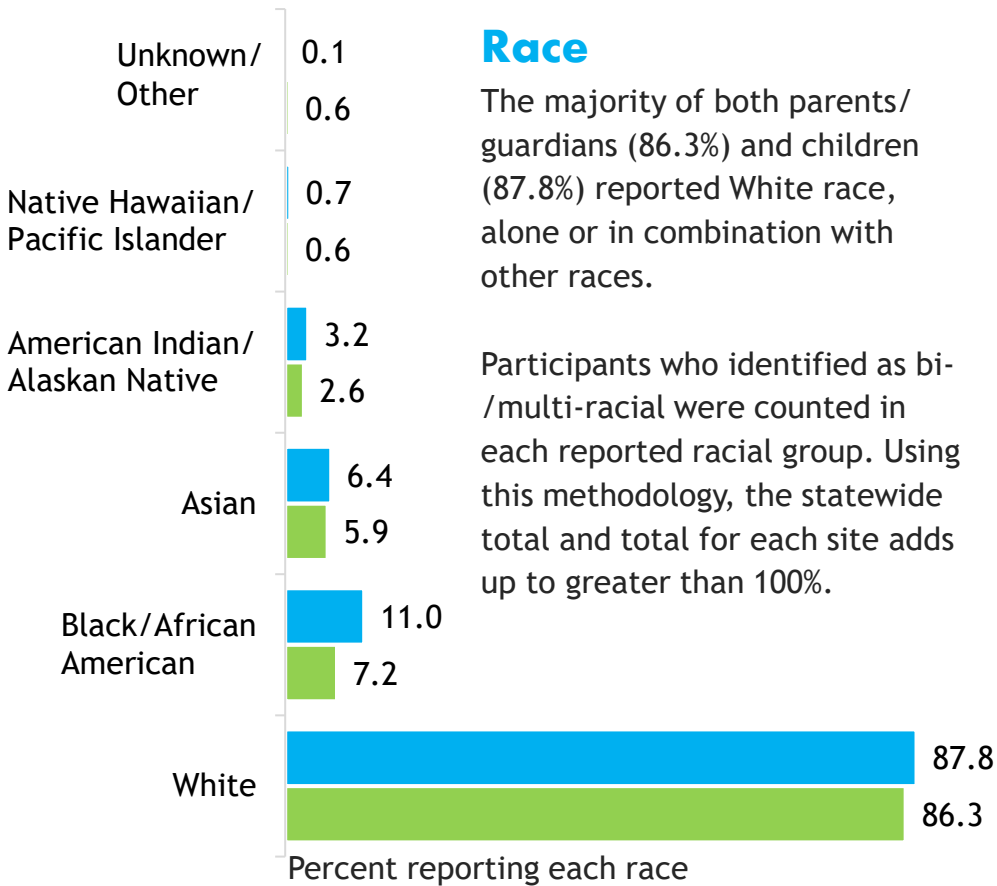
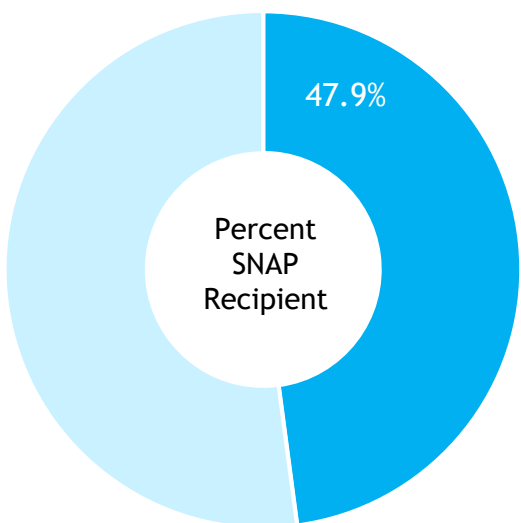
Ethnicity
Overall, 14.1% of **parents/guardians** identified as Hispanic/Latino, while 85.4% identified as Not Hispanic/Latino.

Approximately 17.6% of **children** were Hispanic/Latino and 82.2% were Not Hispanic/Latino.



SNAP Participation
Parents/guardians were asked if they were SNAP recipients at enrollment. Overall, 47.9% of **children** were SNAP recipients.

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



Race
The majority of both parents/guardians (86.3%) and children (87.8%) reported White 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 24, Wisconsin SNAP-Ed project staff will have provided education on healthy eating habits and active lifestyles with and for families eligible for SNAP-Ed.

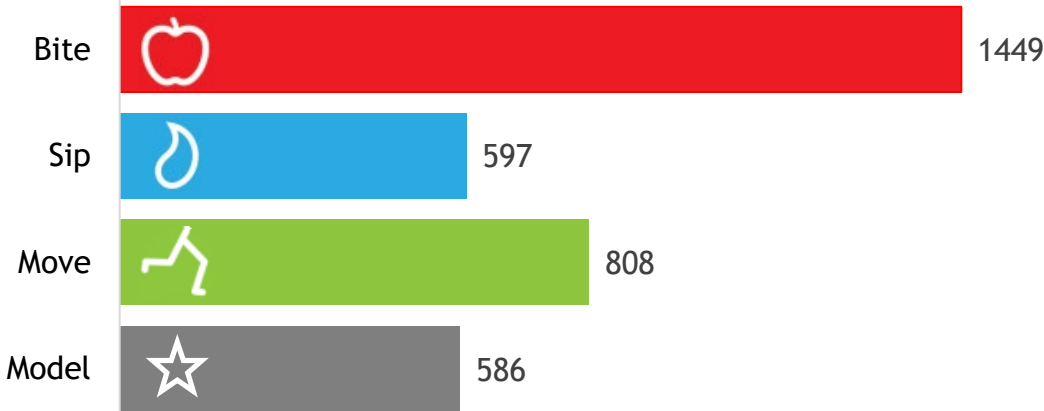
Objective 1b

By the end of FFY 24, 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.

Participant Goals

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 was the most frequent goal with 1449 clients.
Sip was the least common goal with 597 clients.



SNAP-Ed MT1: Healthy Eating

To what extent did children’s dietary behaviors change after their completion of Fit Families?

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

SNAP-Ed Evaluation Framework indicator MT1: Healthy Eating measures changes in individual and family healthy eating behaviors reported by SNAP-Ed participants before and after participation in direct nutrition education.

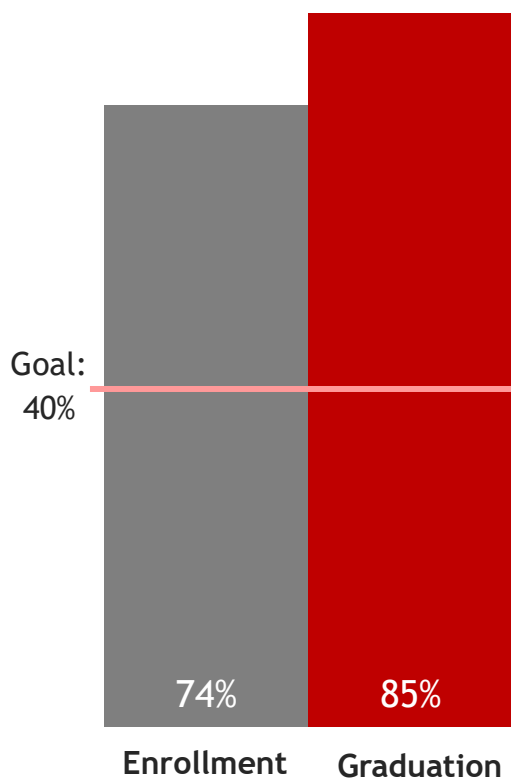
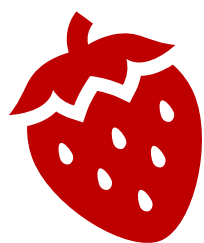
Parents reported the following fruit and vegetable-related dietary measures for each child at enrollment and graduation:

- ½ cup servings of fruits per day (MT1l)
- ½ cup servings of vegetables per day (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)

Starting in FFY 23, fruits and vegetables were reported separately, and parents were asked to report frequency of eating more than one type of fruit and vegetable per day. FFY 24 is the first year that there has been data on enough graduates to report pre-post measurements of these behaviors.

Parents reported a greater number of servings of fruits and more frequent consumption of more than one type of fruit per day compared to vegetables. This aligns with anecdotal reports from nutrition coaches that vegetable consumption is a more challenging dietary behavior than fruit consumption for children entering the program.

More children met recommendations for servings of fruits and vegetables per day at graduation

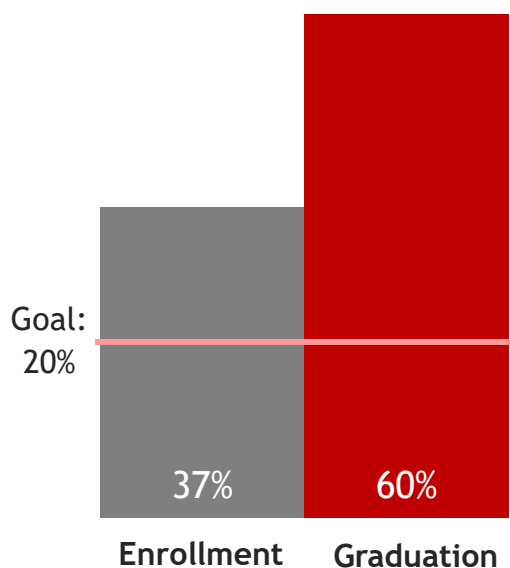
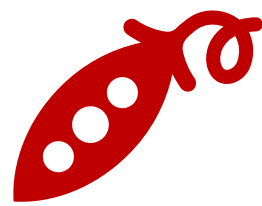


Servings of Fruit

The program had a statewide goal of 40% of children eating at least 2 servings of fruits per day (½ cup per serving).

Of all children active in FFY 24, 75% ate ≥2 servings of fruits per day at enrollment.

Among children who completed the program, 74% met the target at enrollment, compared to 85% at graduation.



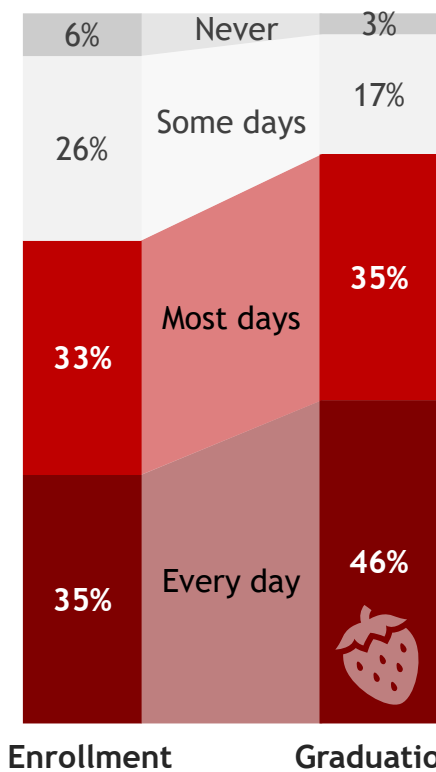
Servings of Vegetables

The program had a statewide goal of 20% of children eating at least 2 servings of vegetables per day (½ cup per serving).

Of all children active in FFY 24, 40% ate ≥2 servings of vegetables per day at enrollment.

Among children who completed the program, 37% met the target at enrollment, compared to 60% at graduation.

Children ate more than one type of fruit and vegetable more often at graduation

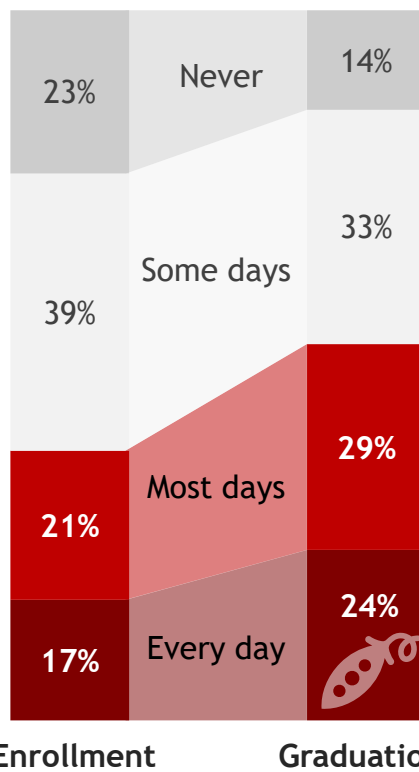


More Than One Kind of Fruit

The program did not have a statewide goal for this measure.

Of all children active in FFY 24, 68% ate >1 type of fruit on most days or every day, while 6% never did.

Among children who completed the program, 68% of children ate more than one type of fruit **Every day** or **Most days** at enrollment compared to 81% at graduation.



More Than One Kind of Vegetable

The program did not have a statewide goal for this measure.

Of all children active in FFY 24, 38% ate >1 type of vegetable on most days or every day, while 25% never did.

Among children who completed the program, 38% of children ate more than one type of vegetable **every day** or **most days** at enrollment compared to 53% at graduation.

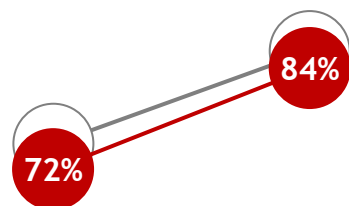
Overall, 1,449 (59%) of the 2,476 children active in FFY 24 worked on the Bite goal. These families received coaching related to SNAP-Ed evaluation framework measures ST1a (Fruit) and ST1b (Vegetables).

680 graduates



worked on the Bite Goal

Graduates that worked on the Bite goal were more likely to eat the recommended servings of fruits and vegetables per day at graduation than at enrollment



Goal: 40%

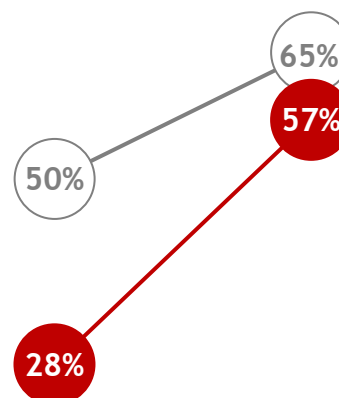


Servings of Fruit

Among children whose parents/guardians selected the **Bite goal**, 72% met the recommended level of ≥ 2 servings of fruits per day at enrollment, while 84% reached the recommended level at completion.

The percent of children meeting the recommended level increased among *all* children enrolled in FFY 24 and did not differ between those working on the Bite goal and those who did not.

Enrollment Graduation



Goal: 20%



Servings of Vegetables

Among children whose parents/guardians selected the **Bite goal**, 28% met the recommended level of ≥ 2 servings of vegetables per day at enrollment, while 57% reached the recommended level at completion.

The percent of children meeting the recommended level also increased among those *not* working on the Bite goal, from 50% to 65%.

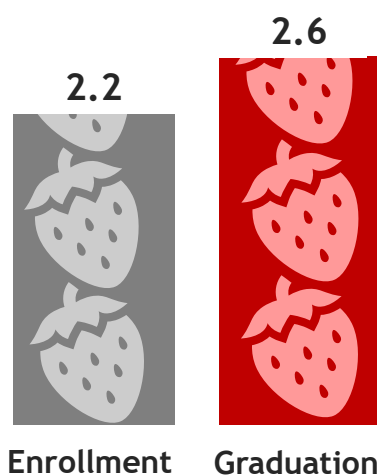
Enrollment Graduation

Servings of fruits and vegetables increased for *all* children who graduated the program

Servings of Fruit

All graduates increased their fruit consumption from 2.2 to 2.6 servings per day by **graduation**, reflecting an average increase of 0.4 $\frac{1}{2}$ -cup servings.

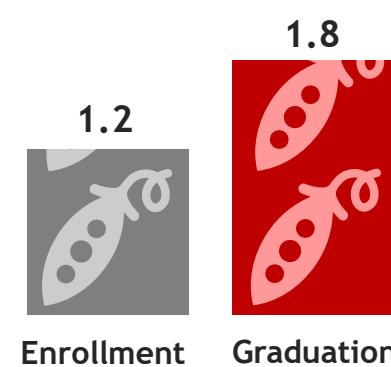
There was no difference in servings of fruit between children working on the Bite goal and those who did not.



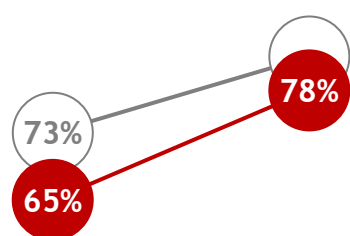
Servings of Vegetables

Graduates working on the Bite goal increased their vegetable consumption from 1.2 to 1.8 servings per day by **graduation**, reflecting an average increase of 0.6 $\frac{1}{2}$ -cup servings.

Those not working on the Bite goal increased from 1.6 to 1.9 servings.



Graduates that worked on the Bite Goal were more likely to eat more than one type of fruit or vegetable most or every day by graduation



Goal: 40%

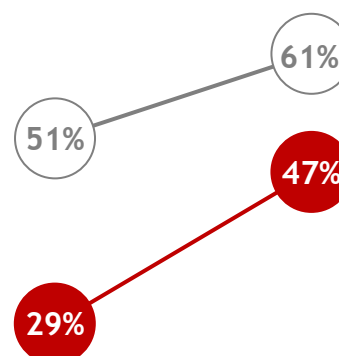


Enrollment Graduation

More Than One Type of Fruit

Among children whose parents/guardians selected the **Bite goal**, 65% ate more than one type of fruit most or every day, while 78% did at graduation.

The percent of children eating more than one type of fruit per day most or every day also increased among those *not* working on the Bite goal, from 73% to 82%.



Goal: 20%



Enrollment Graduation

More Than One Type of Vegetable

Among children whose parents/guardians selected the **Bite goal**, 29% ate more than one type of vegetable per day at enrollment, while 47% did at graduation.

The percent of children eating more than one type of vegetable per day most or every day also increased among those *not* working on the Bite goal, from 51% to 61%.

Parents reported the following beverage-related dietary measures for each child at enrollment and graduation:

- 6-ounce servings of juice per day
- 8-ounce servings of sweetened beverages per day
- Frequency of drinking water per day

Starting in FFY 23, juice consumption was measured as a continuous variable to allow analysis of servings of juice, rather than just whether children were meeting the juice consumption guideline. A measure of frequency of drinking water was also added in FFY 23. FFY 24 is the first year that there has been data on enough graduates to report pre-post measurements of water consumption and servings of juice.

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



Juice
 The program had a statewide goal of 80% of children drinking ≤6 oz. of juice per day.

Of all children active in FFY 24, 72% drank ≤6 Ounces of juice per day at enrollment.

Among children who graduated, 68% met the target at enrollment, compared to **80% at graduation**.



Water
 The program had a statewide goal of 80% of children drinking water 3 or more times per day.

Of all children active in FFY 24, 54% drank water 3+ times per day at enrollment.

Among children who graduated, 50% met the target at enrollment, compared to **67% at graduation**.

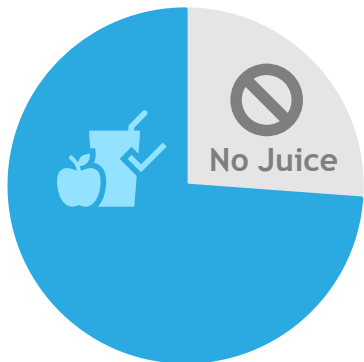


Sweetened Beverages
 The program had a statewide goal of 85% of children drinking ≤1 sweetened beverage per week (8 oz. per serving).

Of all children active in FFY 24, 81% drank ≤1 sweetened beverage per week at enrollment.

Among children who graduated, 79% met the target at enrollment, compared to **82% at graduation**.

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



Juice
 At enrollment, 26% of children drank 0 servings of juice per day.

29% of children drank 0 servings of juice per day at graduation.



Sweetened Beverages
 At enrollment, 62% of children drank 0 servings of sweetened beverages per week.

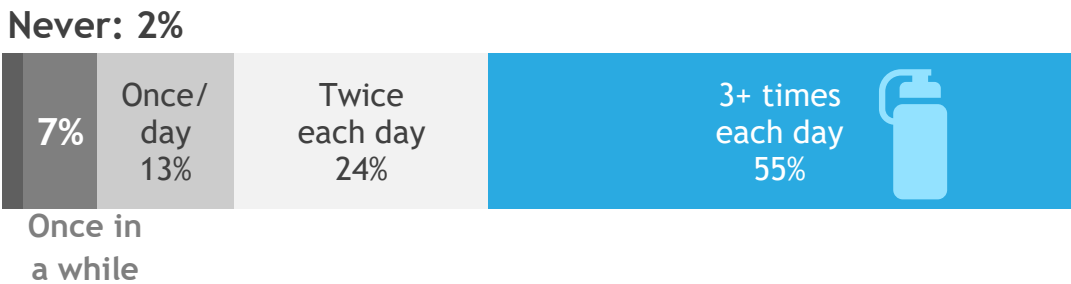
65% of children drank 0 servings per week of sweetened beverages at graduation.

The program did not have state-wide goals for drinking 0 servings of juice or sweetened beverages or drinking water never/once in a while.

Very few children never drank water

Never Drank Water
 Of all children active in FFY 24, 9% of children drank water never or ‘once in a while’ at enrollment.

By graduation, 5% of children drank water never or ‘once in a while’.



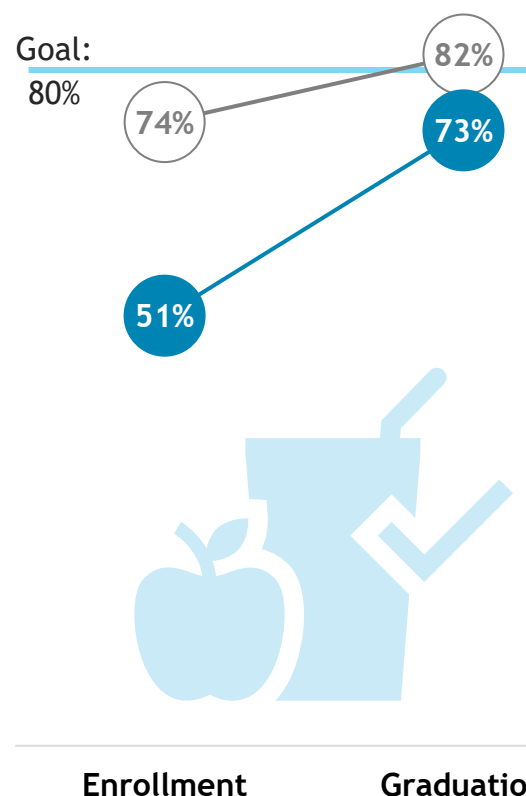
Overall, **597 (24%)** of the 2,476 children active in FFY 24 worked on the Sip goal. These families received coaching related to SNAP-Ed evaluation framework measure ST11 (Drink water instead of sugary beverages).

276
graduates



**worked
on the
Sip Goal**

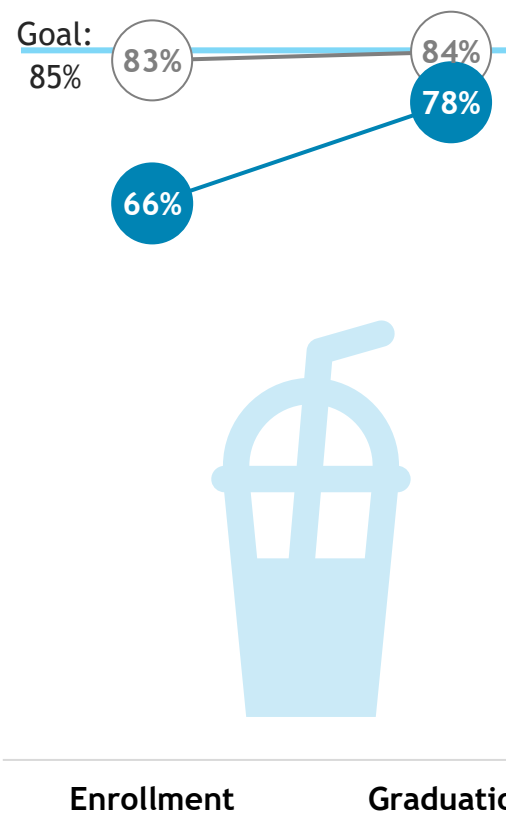
Children working on the Sip goal were less likely to meet recommended levels of juice, sweetened beverage, and water consumption at enrollment compared to their peers



Juice

Among children whose parents/guardians selected the **Sip goal**, 51% met the recommended ≤ 6 Ounces of juice per day at enrollment, while 73% reached the recommended level at completion.

The percent of children meeting the recommended level of juice consumption also increased among those *not* working on the Sip goal.



Sweetened Beverages

Among children whose parents/guardians selected the **Sip goal**, 66% met the recommended ≤ 1 sweetened beverage per week at enrollment, while 78% reached the recommended level at completion.

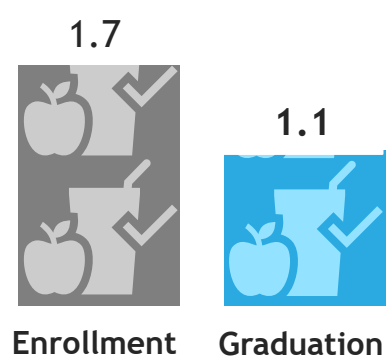
The percent of children meeting the recommended level of sweetened beverage consumption did not significantly change among those *not* working on the Sip goal.

Children working on the Sip goal drank decreased juice and sweetened beverages by graduation

Servings of Juice

Children working on the Sip goal reduced their juice consumption from 1.7 to 1.1 6 oz. servings per day by **graduation**, reflecting an average decrease of about 3.6 oz/day.

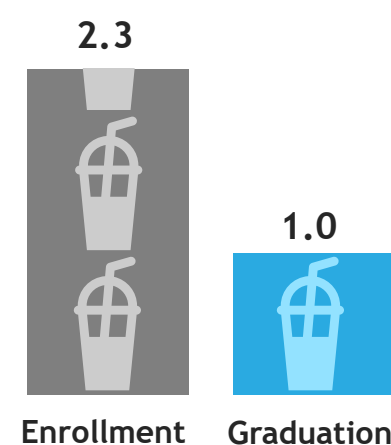
At graduation, children working on the Sip goal drank only slightly more juice per day than those not working on the Sip goal (about 1.3 oz).



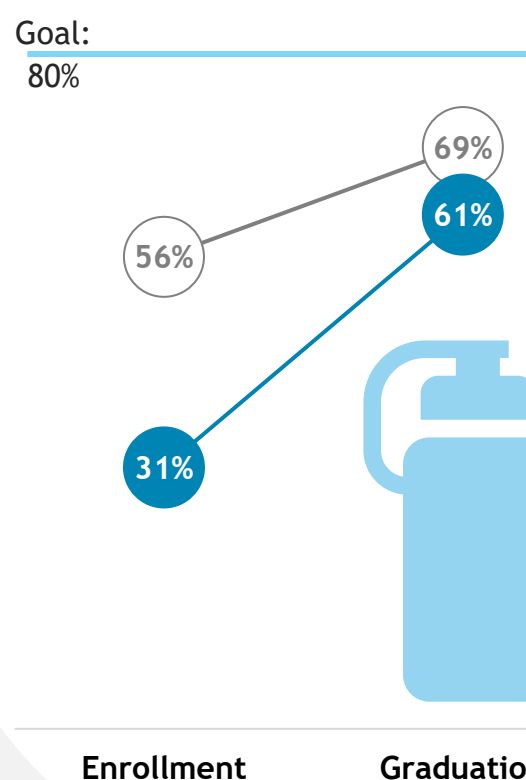
Servings of Sweetened Beverages

Children working on the Sip goal reduced their sweetened beverage consumption from 2.3 to 1.0 8 oz. servings by **graduation**, an average decrease of about 10.4 oz/day.

At graduation, children working on the Sip goal did not drink significantly more sweetened beverages per day than those not working on the Sip goal.



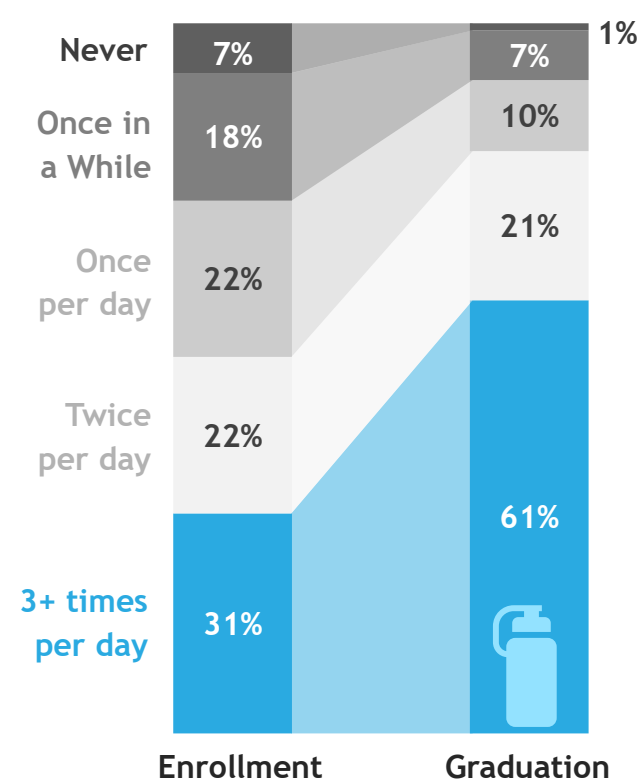
Children working on the Sip goal increased frequency of drinking water by graduation



Water

Among children whose parents/guardians selected the **Sip goal**, 31% met the recommendation to drink water 3+ times per day at enrollment, while 61% reached the recommended level at completion.

The percent of children meeting the recommended level of water consumption also increased among those *not* working on the Sip goal.



Never Drank Water

The program did not have a statewide goal for this measure.

Of children working on the **Sip goal**, 7% reported never drinking water at enrollment compared to only 1% at graduation.

Only 1% of children *not* working on the Sip goal never drank water at both enrollment and graduation.

SNAP-Ed MT3: Physical Activity & Sedentary Behavior

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

Move Move More... Watch Less

Overall, **792 (32%)** of the 2,457 children active in FFY 24 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).



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 24, 94% engaged in ≥60 minutes of physical activity per day at enrollment.

Among children who completed the program, 93% met the target at enrollment, compared to **98% at graduation.**

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

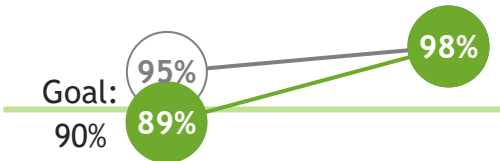


Screen Time
The program had a statewide goal of 87% of children engaging in ≤2 hours of screen time per day.

Of all children active in FFY 24, 74% engaged in ≤2 hours of screen time per day at enrollment.

Among children who completed the program, 72% met the target at enrollment, compared to **84% at graduation.**

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



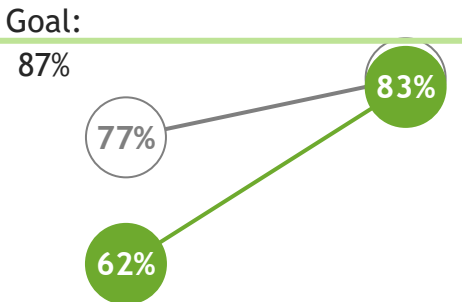
Enrollment Graduation

Physical Activity
Among children whose parents/guardians selected the **Move goal**, 89% met the recommended ≥60 minutes of physical activity per day at enrollment, while 98% reached the recommended level at completion.

The percent of children meeting the recommended level of physical activity also increased among those *not* working on the Move goal.



worked on the Move Goal



Enrollment Graduation

Screen Time
Among children whose parents/guardians selected the **Move goal**, 62% met the recommended ≤2 hours of screen time per day at enrollment, while 83% reached the recommended level at completion.

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

Coaching Program Participant Satisfaction

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

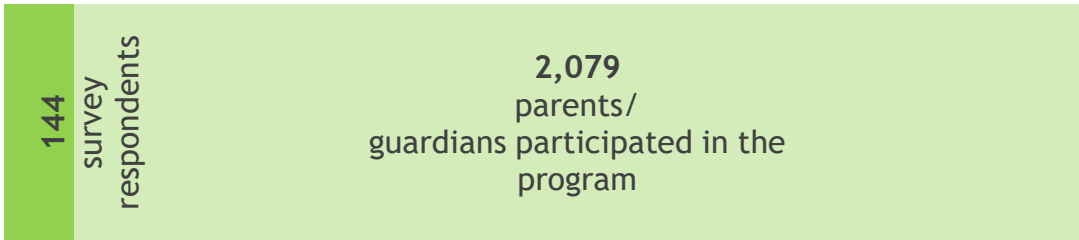
Nearly all respondents were satisfied or very satisfied with the program and how much it helped them achieve their goals

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.

Surveys were received from 144 parents/guardians of children who completed the program during FFY 24 across 22 Fit Families project sites. Findings showed a high level of satisfaction with Fit Families in all areas.

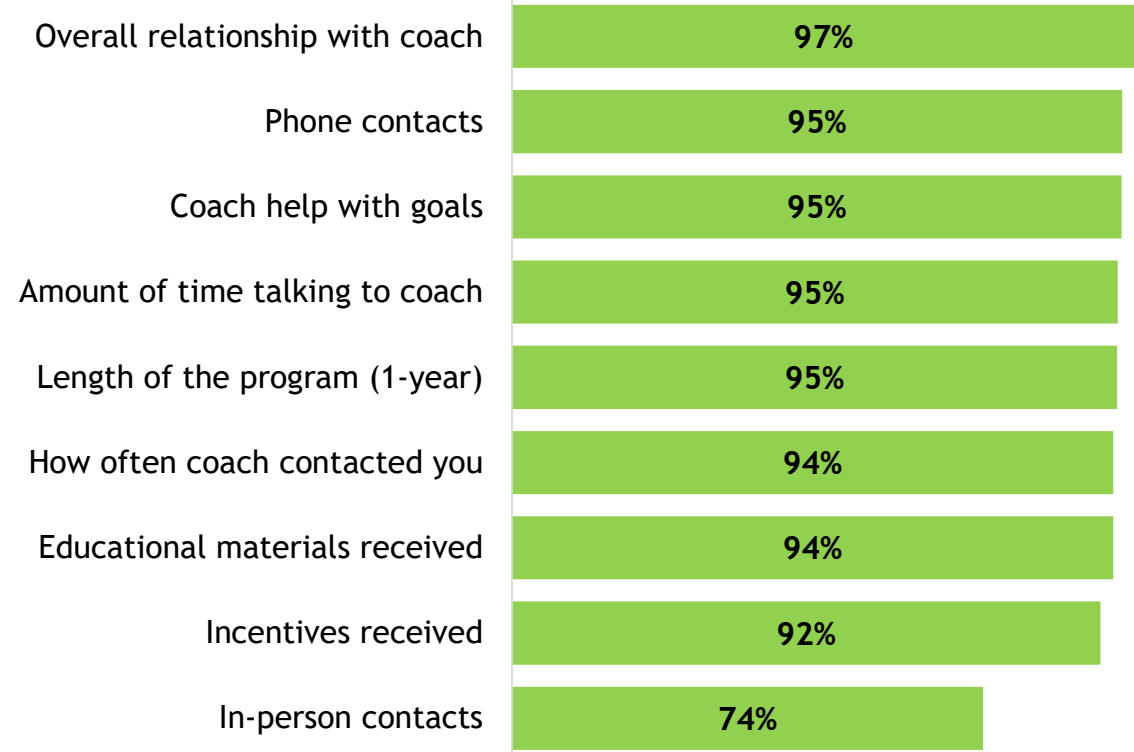


7% of parents/guardians who completed the program responded to the satisfaction survey.

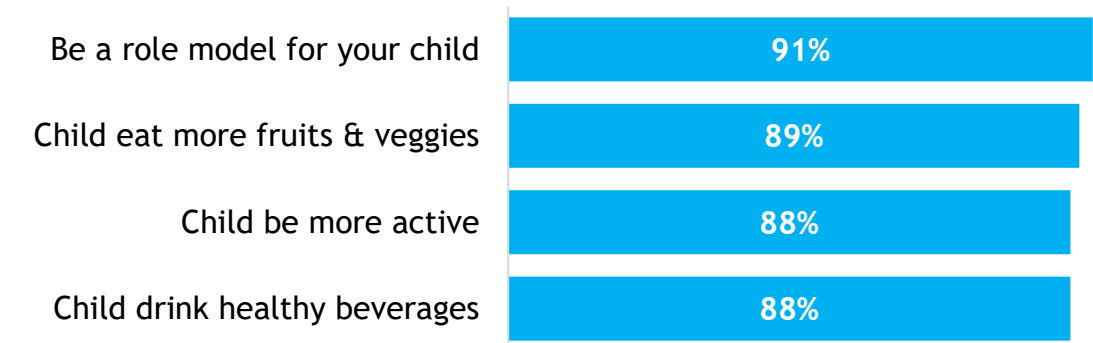


96% of respondents report they would *probably or definitely* be able to maintain the healthy changes they made.

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 5 most frequently reported themes.

Respondents reported that the program helped:



Hold themselves accountable, get advice and receive help in reaching their goals



Offer new ideas and resources to help their family practice healthier habits



Their child overcome picky eating habits or to try new foods



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



Their child to be more active or play outside more

"We (as parents) enjoyed the calls for connection, ideas, and encouragement. It was a really fun program to be part of."

"Checking in and receiving the newsletters every month was helpful to bounce ideas back and forth - some I wouldn't have thought of. Being a mom is hard enough so help with ideas to incorporate more fruits and veggies helps with the mental load."

"It has help[ed] my child by getting him to try veggies he NEVER liked to actually trying again and liking them. [Our coach] gave us amazing tips on how to reintroduce those veggies he didn't like before."

Policy, System, & Environmental Activities

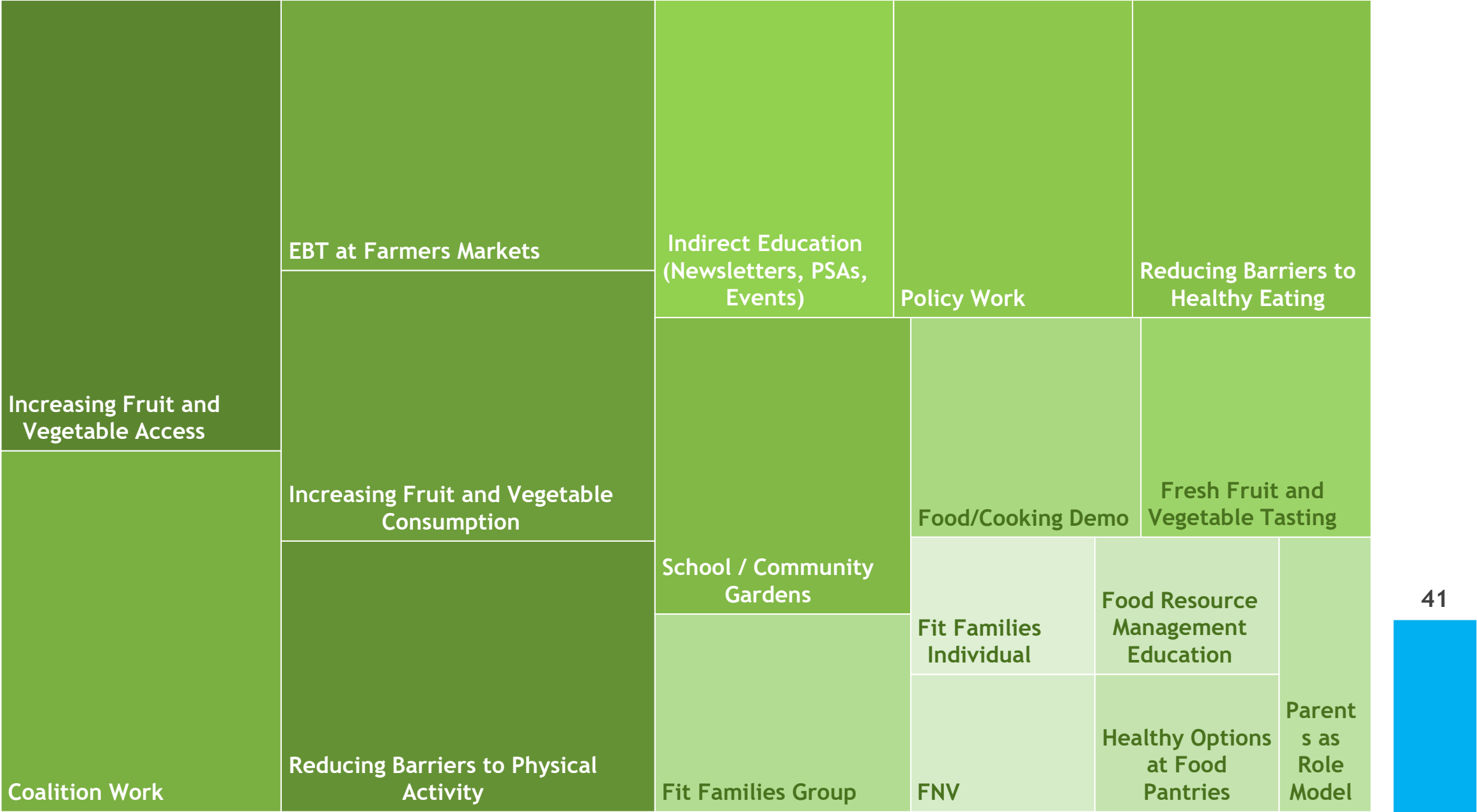
What number and type of PSE activities do project sites report engaging in to support healthy eating and physical activity?

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).

In FFY 24, 36 sites implemented 60 PSE activities addressing 19 types of interventions

Count of PSE Activities Implemented in FFY 24 by Intervention Type

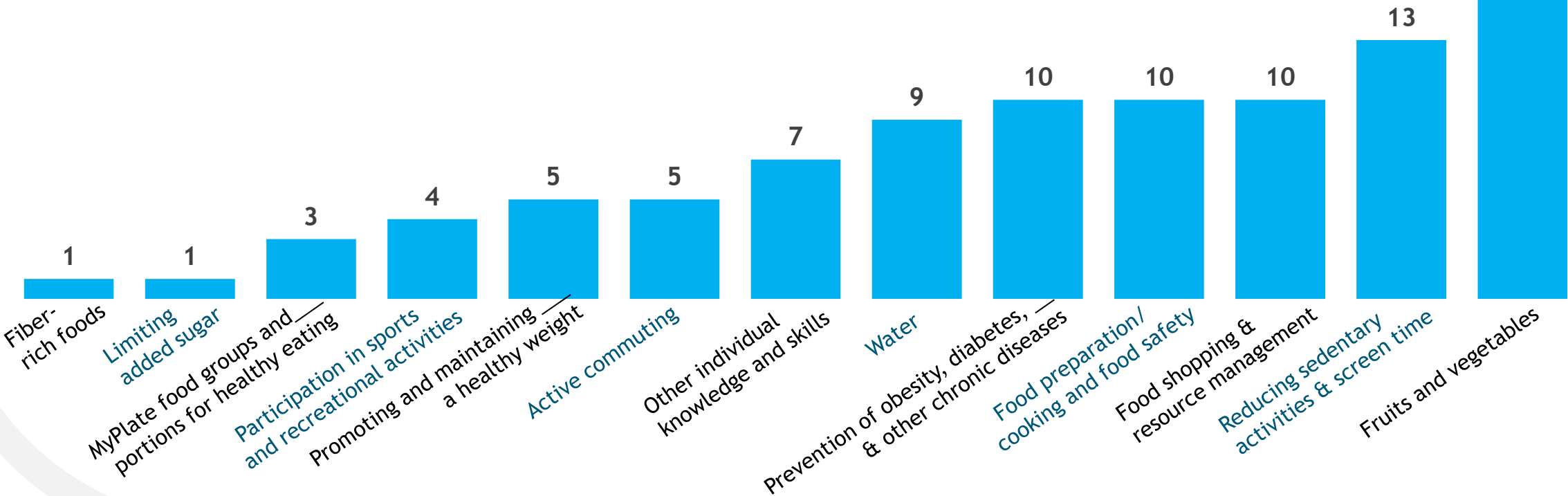


PSE Activity Topics

Sites reported the topics targeted by each PSE activity. Some PSE activities targeted more than one topic. PSE activities targeted 13 different topics.

More than half of all PSE activities targeted fruits and vegetables

Count of PSE Activities Addressing Topic



Policy, System, & Environmental Activities

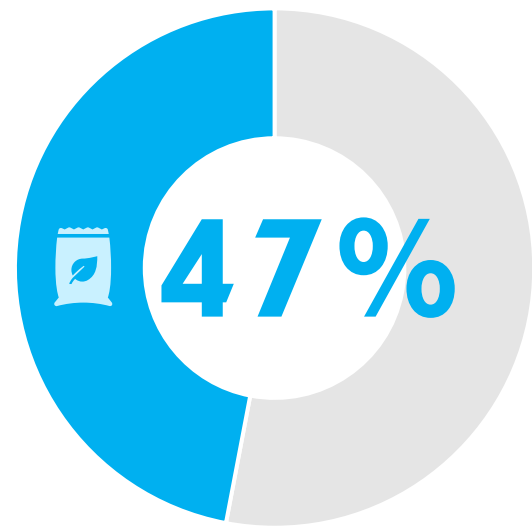
What stages of implementation have sites engaged in and what support do they have?

PSE Stages of Implementation

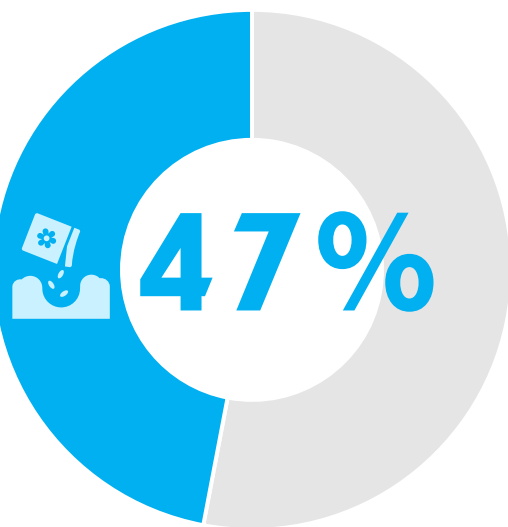
Sites reported each of the planning and implementation stages of their SNAP-Ed funded PSE work that was conducted at their site or organization. In FFY 24, sites reported the following stages of planning and implementation across their PSE work.

Note: Sites can select all planning and implementation stages that apply for each PSE activity. These charts reflect the percent of all PSE activities for which each stage of implementation was reported.

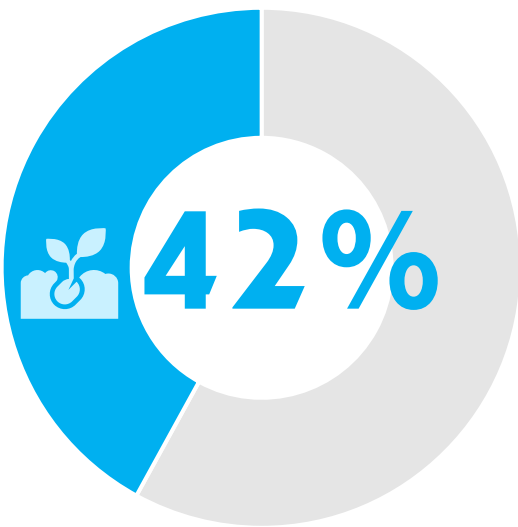
Site(s) contacted and agreed to participate



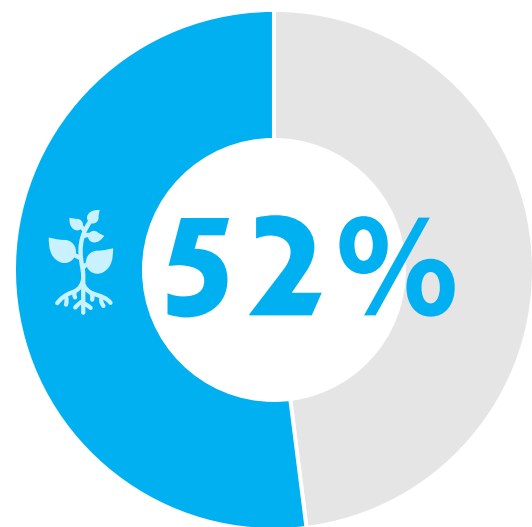
Planning and Preparation for Implementation



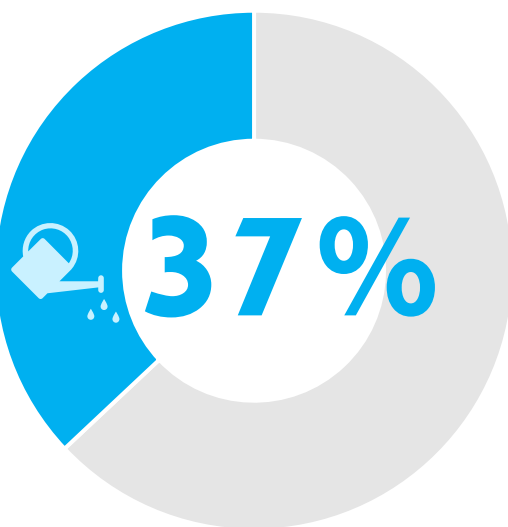
Started Implementation of Changes



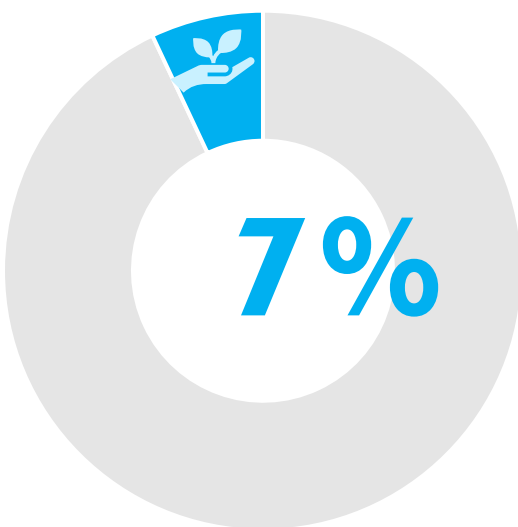
Continued to Implement Changes



Worked to Maintain Changes



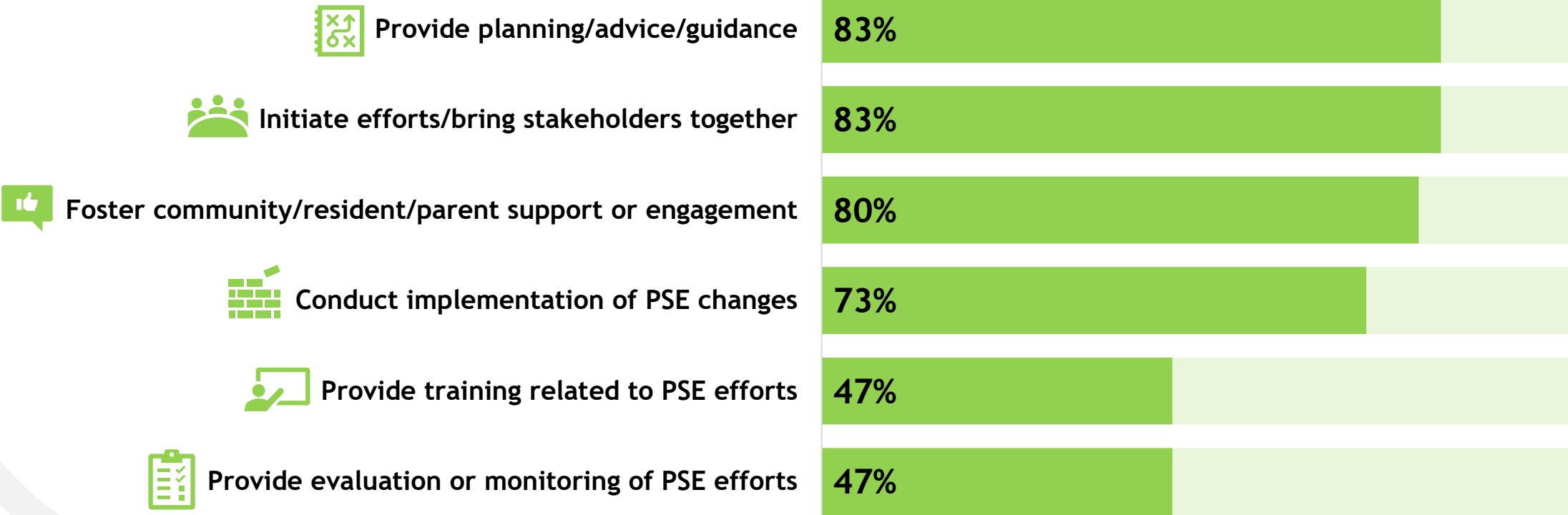
Conducted Follow-up Assessments, Evaluation, and/or Monitoring



PSE Activity Support

SNAP-Ed funds or people supported by those funds were used to initiate PSE activities, foster community engagement, and provide guidance, training, education, and evaluation of efforts. In FFY 24, SNAP-Ed funds or people were used, in a lead/major or supportive role, to:

In FFY 24, SNAP-Ed funds or people provided an array of support for PSE change activities

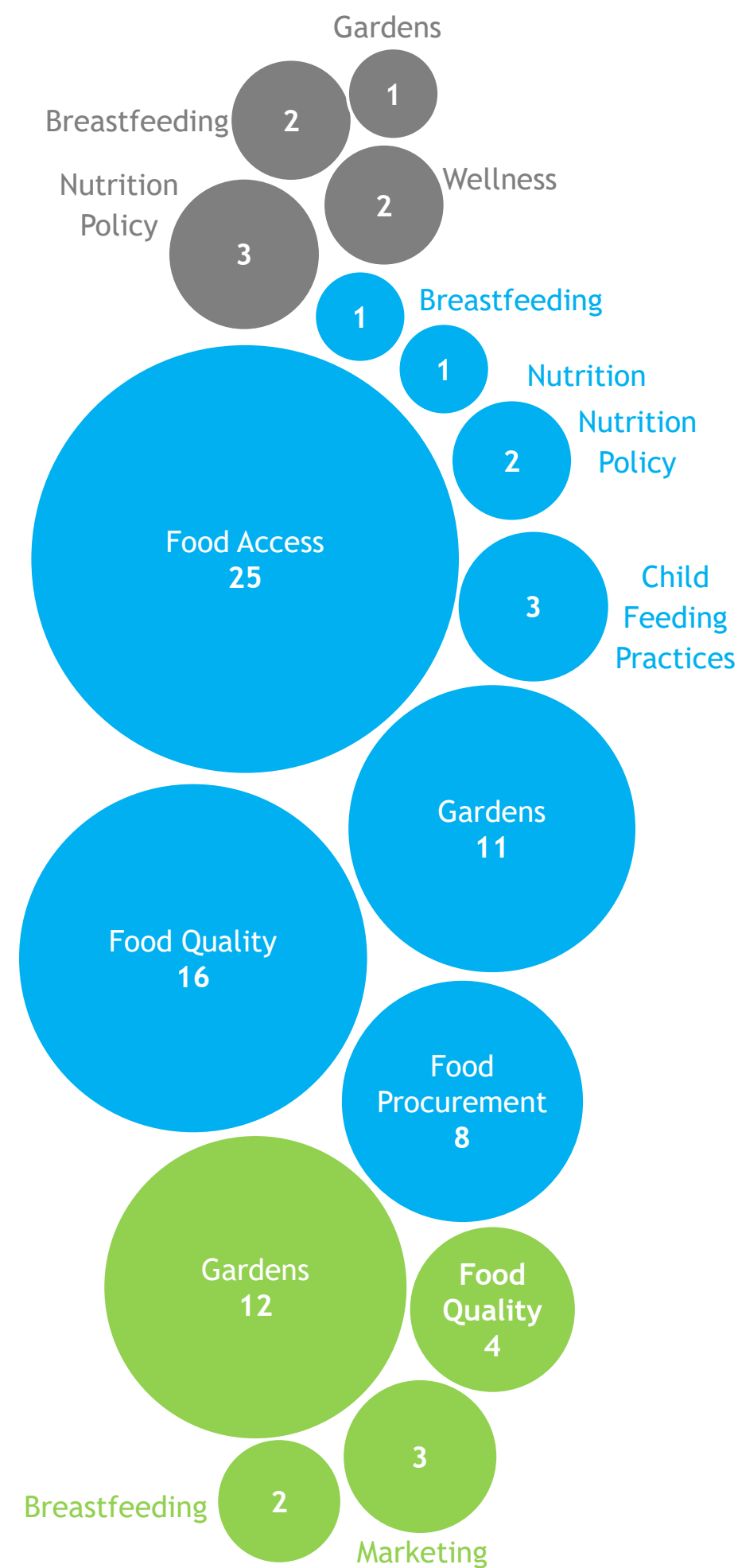


SNAP-Ed MT5: Nutritional Supports

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 24, 96 PSE changes related to nutrition were reported by 24 Fit Families sites, with a total estimated reach of 56,722.



In FFY 24, system changes were the most frequently reported type of PSE change and had the highest reach. Food Access-related system changes were the most commonly reported type of PSE change (25).

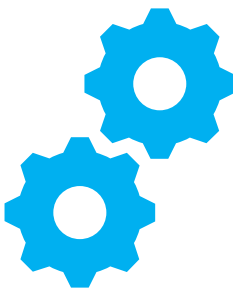
8 Policy Changes



Policy changes (MT5b) addressed nutrition policy. Changes that addressed nutrition policy included improving hours of operation of food distribution site, limiting unhealthy foods, and increasing healthy foods and beverages. *For example, one Fit Families agency held a workshop in 2023 that was designed to address the areas they could change to make their food pantry a more welcoming place for people of all backgrounds and lived experience. This resulted in continued changes this year in reducing barriers to healthy eating.*

Reach
2,867

67 System Changes



Systems changes (MT5c) most frequently addressed food access. Changes that addressed food access included acceptance and use of SNAP/EBT/WIC, mechanism for distributing produce to families or communities, food programs, improving hours of operation for food distribution sites, collection of excess health foods for distribution, novel distribution systems, and use of a clinical screening tool for food insecurity. *For example, one Fit Families agency reported that they increased food access through a community garden program and reported that a section of the garden was donated to the Little Free Pantry.*

Reach
48,824

20 Environmental Changes



Environmental changes (MT5d) most frequently addressed gardens. Changes that addressed gardens included initiation, improvement, expansion, reinvigoration or maintenance of edible gardens; onsite garden produce for meals/snacks provided onsite; and use of the garden for nutrition education. *For example, one Fit Families agency provided education to highlight having increased food security through growing produce.*

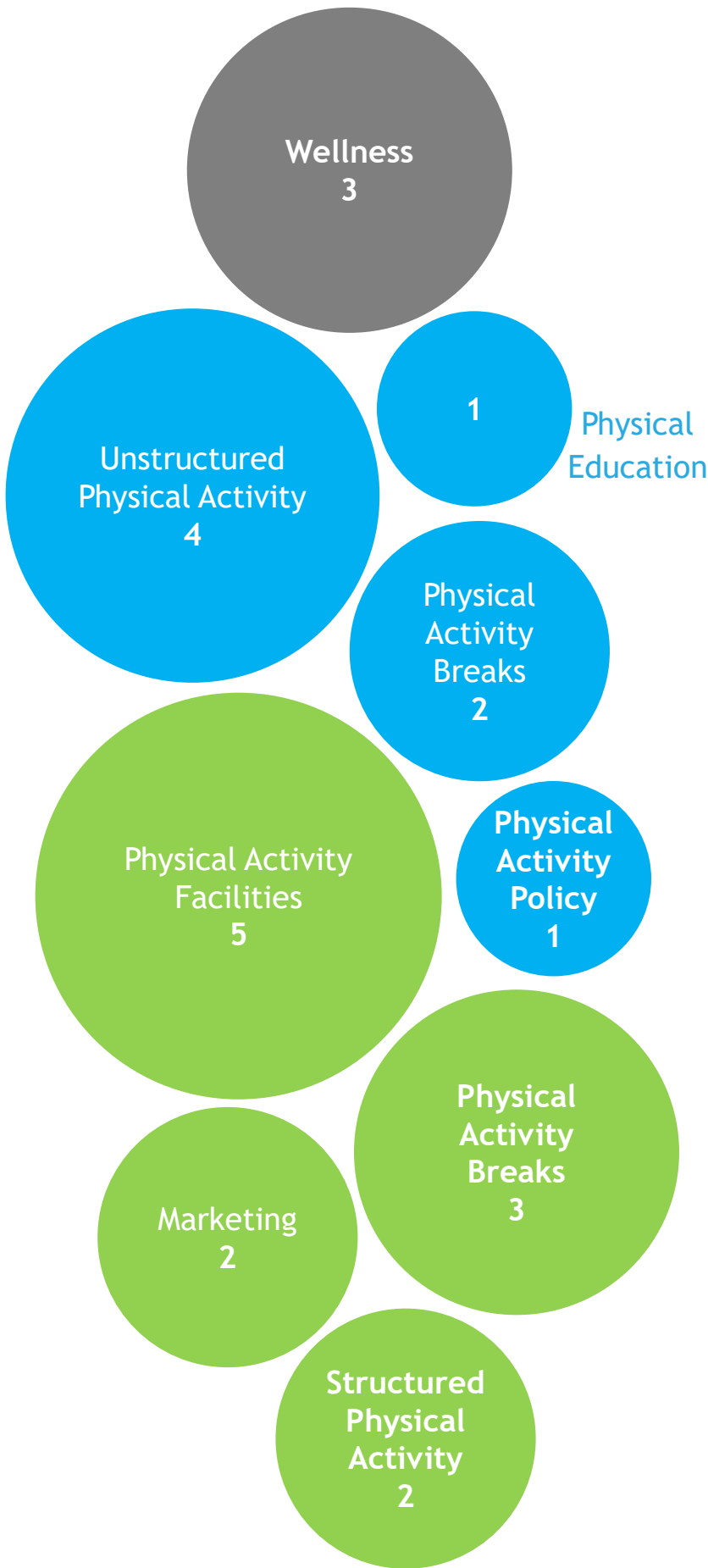
Reach
5,031

SNAP-Ed 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 24. In FFY 24, 23 PSE changes related to physical activity were reported by 8 Fit Families sites, with a total estimated reach of 8,269.



In FFY 24, environmental changes were the most frequently reported type of PSE change and had the highest reach. Environmental changes related to physical activity facilities were the most commonly reported type of change (5).

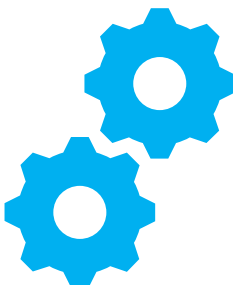
3 Policy Changes

Policy changes (MT6b) addressed wellness. Changes that addressed wellness included physical activity policy. *For example, one Fit Families agency revitalized their wellness team and developed a wellness plan and updated their wellness policy.*

Reach
71

8 System Changes

Systems changes (MT6c) most frequently addressed unstructured physical activity. Changes that addressed unstructured physical activity included opportunities for unstructured physical activity time/free play, strategies to decrease screen time, partners adopt or improve use of a system to monitor implementation of physical activity policies, and quality of physical education. *For example, one Fit Families agency is working to empower non-profit organizations in their community to make built environment changes to impact physical activity.*



Reach
2,965

12 Environmental Changes

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



Reach
5,233

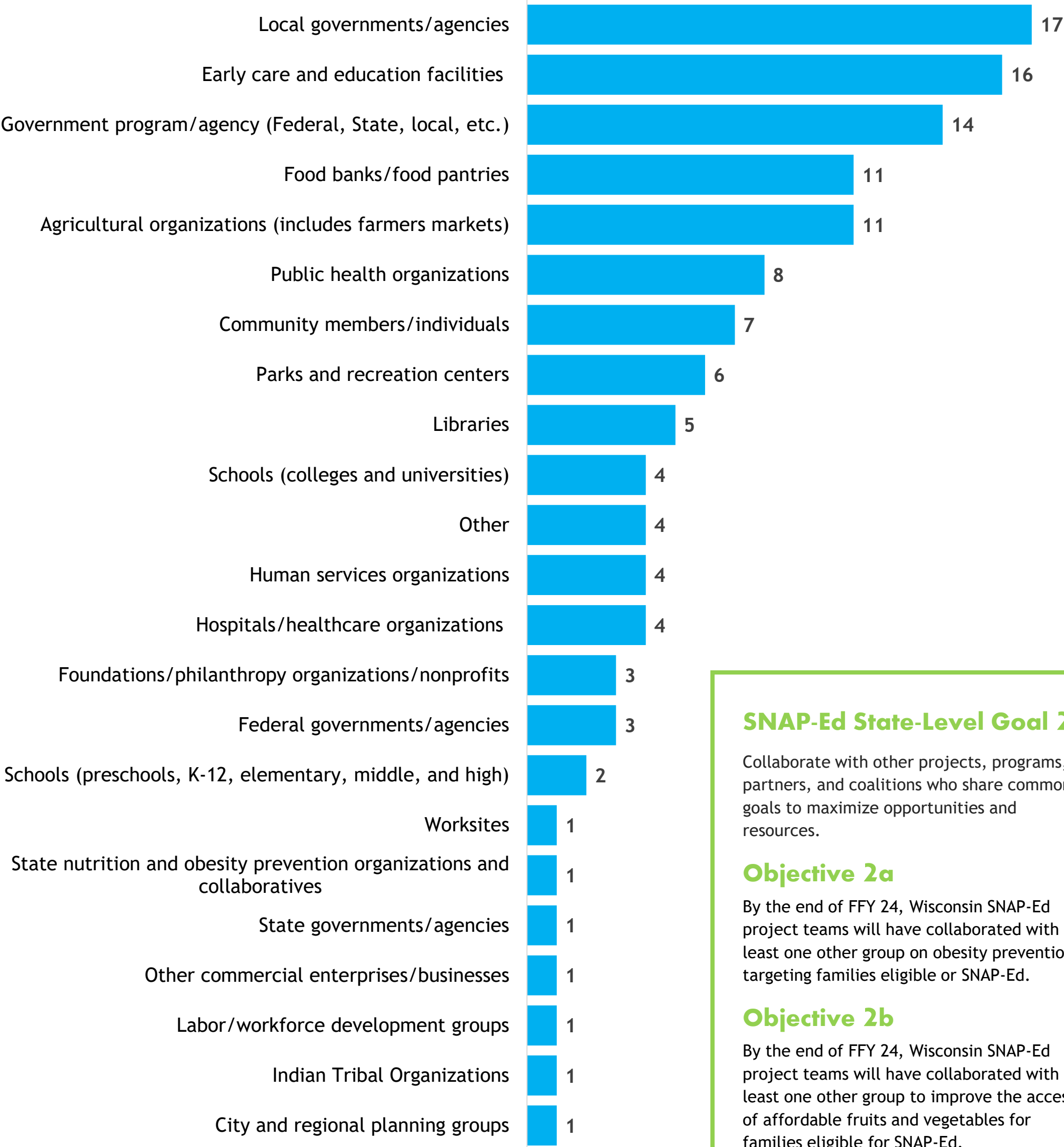
SNAP-Ed ST7: Organizational Partnerships

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

In FFY 24, 37 Fit Families project sites reported engaging in 126 partnerships across 23 sectors. Partnerships with local agencies/government and early care and education facilities were the most reported, followed by partnerships with government programs/agencies, food banks or food pantries, agricultural organizations, and public health organizations.

Sites engaged in a wide variety of partnerships across sectors



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 24, Wisconsin SNAP-Ed project teams will have collaborated with at least one other group on obesity prevention targeting families eligible or SNAP-Ed.

Objective 2b

By the end of FFY 24, 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.

Site Context & Suggestions for Improvement

Site Context



Site Successes

Fit Families project sites reported many accomplishments during FFY 24. Top successes described by sites include:

- **Partnership and activities with partners** - sites described working with partners broadly or working with partners to put on events or offer services
- **Meeting or exceeding enrollment** goals and maintaining caseloads
- **Staffing** - sites noted being fully staffed or bringing on new coaches to work on Fit Families activities
- **Events** - some sites discussed planning and executing events specifically for their Fit Families participants
- **PSE Activities** - some sites noted initiating new PSE activities or PSE changes
- **Other achievements** mentioned included positive family engagement, participating in their health department's CHA/CHIP process, NERI, returning to more in-person activities, and participating in training



Site Barriers

Fit Families project sites also reported some barriers during FFY 24. 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
- **Enrollment** - some sites experienced enrollment or caseload issues; a few sites mentioned that this was an issue they hadn't experienced in previous years
- **NERI distribution** when contacts are virtual continues to be an issue for some sites
- **Other barriers** mentioned included broader department or agency challenges, making or maintaining partnerships, and staff buy-in for challenges

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 in person or opportunities to connect with other Fit Families participants
- More resources or handouts for families while participating in the program such as picture books, additional recipes, gym memberships, or worksheets for children to complete
- A few families mentioned wanting different contact methods, such as email contacts or more in-person contacts
- A few families stated they wanted more interaction or contact with coaches
- The following responses were reported only a couple of times:
 - Different program goals
 - Making the program longer than 13 months
 - Critiques of the WIC program (extending eligibility, program requirements)

"I wouldn't change a thing it was perfect for me and my family"

"Maybe offer a printable for the child in each newsletter that has fun information related to the fruit/veggie of the month. Coloring sheet, puzzle, story etc. to get the child more involved."

"By following up more. Instead of 1 call/message a month, should follow up at least twice a month. Once beginning of the month and one towards the end/middle of the month to see how the progress is going."

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 REDCap. Data includes family and child identification numbers, completion status, demographics, children's 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.

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