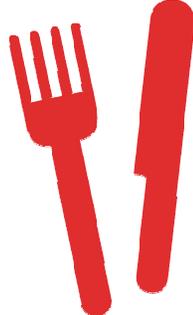




Families

 **Eating Smart**
AND
Moving More 



in support of:



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Why families?

- Lessons learned from Color Me Healthy.
- Families provide the child's first learning environment and have the potential to make that environment supportive of healthy eating and physical activity.
- Adults should be positive role models for children with respect to healthy eating and physical activity.
- Parents can be powerful advocates for change.
- "Families are the foundation of the solution to overweight and obesity." *Moving Our Children Toward a Healthy Weight*

Focus Group...*professionals*

- Suggested that materials were needed to work with families
- Identified major barriers for families to eating healthy and being active
 - No time
 - Can't cook
 - Eat fast food frequently

Focus Group...*parents*

BARRIERS

- Too expensive
- Don't know what is healthy
- Rely on fast food because it is quick
- Lack of time to cook healthy
- Too tired to cook

SOLUTIONS

- Convenient quick meals
- Easy to prepare meals
- Information about what is healthy
- Meal planning techniques
- Family meals
- Weekly menus

HEALTHY EATING

Focus Group...*parents*

BARRIERS

- Tired
- Don't want kids to get dirty
- Safety
- Weather
- Child would rather watch TV
- Don't want to go out with children
- Can't afford a gym

SOLUTIONS

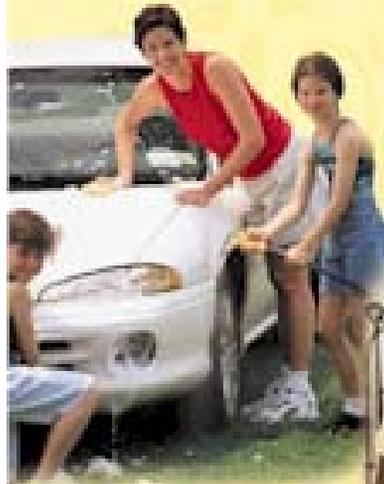
- Ideas of activities family can do together
- Community activities for children
- Knowledge about how to be active
- Ideas of activities that can substitute for TV

PHYSICAL ACTIVITY



Families

 *Eating Smart*
AND
Moving More 



**Simple
solutions**



to help
families
**eat smart and
move more**

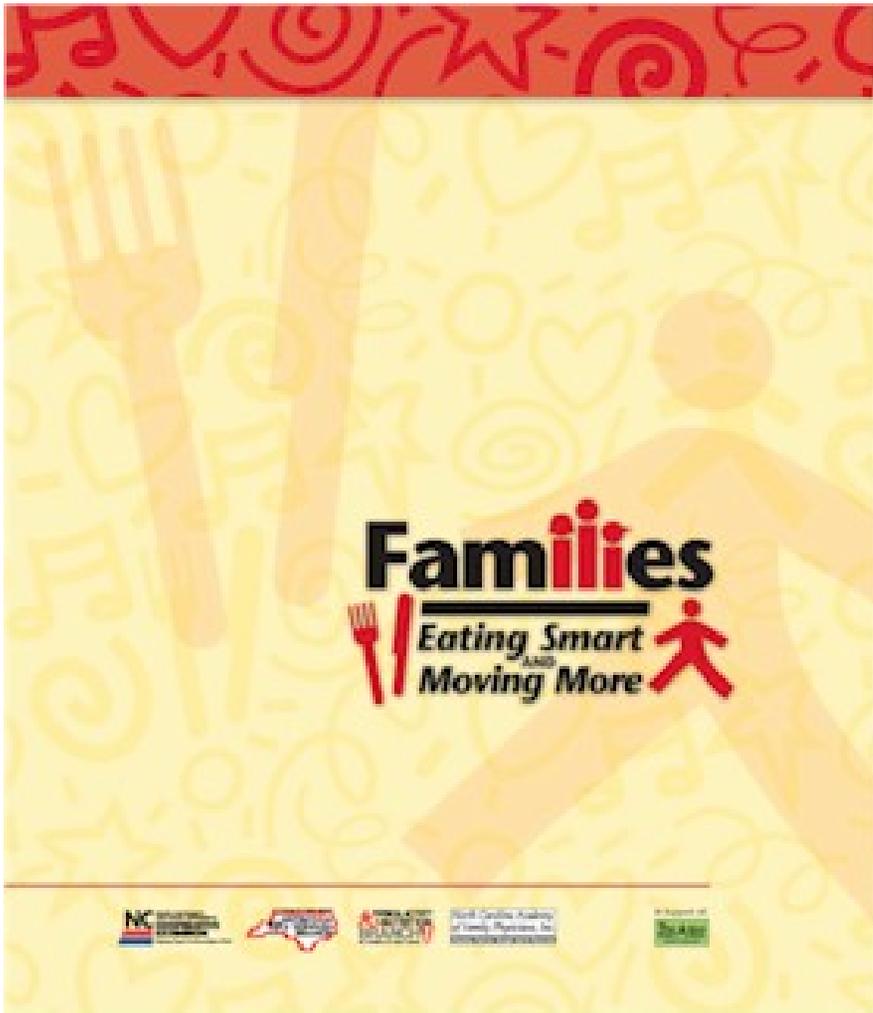


EATING SMART AT HOME

EATING SMART ON THE RUN

MOVING MORE, EVERYDAY, EVERYWHERE

MOVING MORE, WATCHING LESS



Leader's Guide





Flipchart





CD





DVD





VHS Video





ACTIVITIES TO REMEMBER

You know you and your family should move more. Sometimes we forget how much fun it is to play. List the activities you and your family enjoy or would like to try. Use the list to help you plan activities on most days of the week.



Outdoor Activities At Home

_____	_____
_____	_____
_____	_____

Outdoor Activities Away From Home

_____	_____
_____	_____
_____	_____

Indoor Activities

_____	_____
_____	_____
_____	_____

Did you know that moving more does not have to mean organized sports, being part of a team, or going to a gym? Activities can be as simple as taking a walk after dinner, playing in the park or dancing to your favorite songs.



Activities to Remember



Families
Eating Smart
Moving More

 What's For Dinner?

 Let's Get Moving!

 How Much TV?

Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

 Plan your dinners for the week. It will help with shopping and save time.

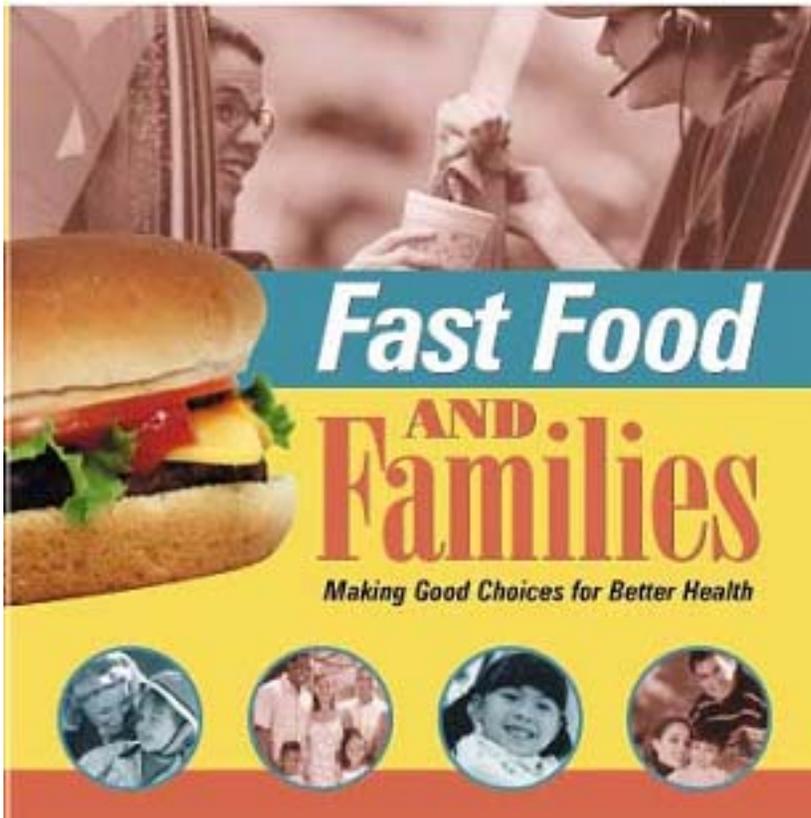
 Plan family activities for the week to make sure you are moving more.

 Plan your television viewing to make sure you watch less. Try to average no more than 2 hours per day.

Wipe Off Board





Fast Food and Families CD





How it is being used

- **FESMM workshop series**
 - Existing groups – child care, PTA, community groups, faith organizations
 - Referrals from physicians or other programs
 - EFNEP On-site
- **One-on-one with WIC clients**
- **Video at a health fair booth**
- **Video in WIC waiting room**



Evaluation

- **FESMM trainings for professionals – WIC, Cooperative Extension, Health Promotion**
- **Training with physicians and Agents**
- **Pre post evaluation being conducted with sample of participants**
- **Workshop survey being conducted with participants of series**