

# GOT HEALTH?

*In partnership with*  
**Picket Fences Turning Point Partnership**

## Project Goal/Objectives:

1. Because 70% of children under 6 yrs of age spend a portion of their day in child care outside of family, we will provide child care centers with approved curricula related to increasing physical activity and improving nutritional consumption
2. Educate children on fruits and vegetables while waiting on appointments at the county health dept.
3. Promote healthy food selections at local grocery stores
4. Promote healthy and nutritious snacks to 5<sup>th</sup> grade students for Clinton and Weatherford Schools



## Project Scope/Narrative:

This project was multi-faceted and targeted various groups. We began on May 5th by offering a Girl Power workshop on healthy eating tips. This workshop was attended by almost every 5th grade girl in the county. During the session we discussed my pyramid and healthy snack options. We concluded the day by making smoothies with the girls. They seemed to really enjoy the smoothies and many commented they were going home to show their parents so they can have them more often.

Our second approach was to begin talking about what a healthy plate looks like with 4 and 5 year olds who attend daycare. We approached all the daycares in the county about participating with over half agreeing. We provided lesson plans to each center. The plans were focused on increasing knowledge of healthy foods and promoting healthy plates. We also required the centers to keep an activity log to track the amount of physical activity the children were getting daily. Upon completion of the project, the centers received equipment that would encourage physical activity and promote healthy foods. The centers also received healthy snack cookbooks to share with their parents.

The third and final phase of our project was to develop the “Got Health?” campaign which is a point of purchase promotion campaign. The campaign was promoted in local grocery stores. Signage was put up in each grocery store promoting healthy foods. The signs provided examples of various kinds of healthy foods, described the benefits and identified the food group. We also provided healthy recipe cards

## Target Audience:

- 5th Grade Girls
- 4 and 5 year olds attending daycare and their parents
- Local grocery store shoppers

## Project Outcomes:

A pre and post test was done with the 4 and 5 year olds. There was a clear increase in their knowledge of healthy foods and what physical activity looks like.

The 5th grade girls demonstrated an increased awareness of healthy snack options as well as increased knowledge of mypyramid.

We had positive reaction to the Got Health? Campaign however, to say the campaign had an effect on purchases is difficult to say. The grocery stores were not able to pull sales of particular food items pre and post campaign. It is the goal

## Participating Partners:

Custer County Health Department  
Local Daycares  
Local Schools  
Red Rock Area Prev. Resource Center  
Homeland  
United Supermarkets



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