

# FIT AND HEALTHY FUN FAIR

In partnership with

## Enid's Health Planning Committee

### Project Goal/Objectives:

1. To support, encourage, and promote physical activity
2. To educate the community, including **WIC participants**, about the importance of beginning and maintaining a walking program
3. To increase the community's and **WIC participants'** intake of fruits, vegetables, whole grains, and reduced-fat milk

### Project Scope/Narrative:

Enid's Health Planning Committee had been looking at innovative ways to educate the community about being physically active and eating more nutritious foods. The **WIC grant** made this possible. The Fit and Healthy Fun Fair was the answer. The Fair, targeting **WIC families** and the general community, was held at a local mall on a Saturday from 10 a.m. to 4 p.m. Exercise demonstrations and cooking/preparation presentations were held. Many door prizes were given away to all age groups and all promoted physical activity. In addition, an upcoming community six-week walking program (Walk this Way) developed by the committee, was promoted at the Fair.

### Testimonial:

I had a great time at the health fair. It was cool. We watched a cooking demonstration and got to taste test some different things. We ate healthy foods and everything I tried was good. Then we listened to someone talk about exercising and that was cool too. She told us we should use the stuff we won to play outside more, and do things together as a family like walking and playing games instead of watching so much TV or playing video games. I won a scooter that day. I like it a lot and have been riding it a lot too. I think the health fair was a lot of fun.

*Austin Hutchinson*



### Testimonial:

Thanks to the **WIC Grant**, The Fit & Healthy Fun Fair was a big hit in our community. We held it in conjunction with an United Way event which had about 35 vendors through out the mall. Their booths were geared toward prevention and were "all about kids". Our health fair was the big draw though. We had over 200 prizes that encouraged families to be more physically active together. We had a food demonstration and taste-testing where families got to see how to make easy, healthy recipes with tips on making healthier choices. Our nutritionist, with the help of some 4-H members, made fruit smoothies, low-fat/low-calorie quesadillas, and offered fresh vegetables for participants to sample.

After watching the cooking demonstrations, participants then moved to the exercise presentation. We had several area fitness trainers that encouraged ways families could get active and stay active. One trainer was an awesome speaker and encouraged the audience to register for our Walk This Way program. She was a knowledgeable and motivational speaker. Then came the prizes. The participants were allowed to draw for prizes after viewing both presentations. All of the prizes were toys, games and exercise equipment that made them get up and get moving. Prizes included bikes, jump ropes, skate boards, tennis rackets, balls, exercise DVDs, and many, many more.

We also had great coverage for the event. United Way paid for one of the local radio stations to do a live broadcast from the event. We had a great article in the newspaper the next day with a photo of a young boy selecting a healthy food choice. We were pleased with how it went and had many good comments about the fair. Bags with nutrition and exercise information, recipes, and pedometers were given to each participant. The United Way director would love to partner again with **Oklahoma WIC**, and maybe do something like this again. **Thank you WIC.**

*Teresa Bailey,  
Committee member*

### Project Outcomes:

1. Over 300 people participated in the Fit and Healthy Fun Fair.
2. Over 220 prizes related to increasing physical activity were given away.
3. Walk this Way, a six-week walking program, began soon after the Fit and Healthy Fun Fair and had over 1,200 participants.

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