

EATING AS A FAMILY

In partnership with
Texas County Turning Point

Project Goal/Objectives:

1. Increase awareness of the benefits of family meal time for **WIC families** and Texas County families
2. To encourage Texas County residents to eat as a family

Project Scope/Narrative:

Texas County Turning Point's (TCTP) 2006 strategic plan for improving children's health included the development of a social marketing campaign encouraging county residents to eat together as a family. The **WIC grant** offered us an opportunity to do this on a level we never expected.

Advertising on one side of a public bus picturing a family at the dinner table labeled "The Foundation of a Family Starts at the Table" was purchased for six months. Utilizing the already existing TCTP's Children's Health Fair, we had a viable audience to promote this initiative. Close to 200 children attend this event each year with their parents and we were able to **promote WIC** and hold cooking demonstrations every 30 minutes throughout the event to show them quick nutritious meal options for their families. Brochures promoting eating as a family were distributed at the health fair and at other community events. Newspaper articles and advertising were purchased from the local paper and gift certificates from the local YMCA were purchased to give away to five families during the Children's Health Fair. Participants were also given a recipe book containing the quick and healthy recipes used during the demonstration, as well as others.

Testimonial:

I, Heather Avey, was one of the winners of the 2-month free pass to the Texas County YMCA and it has been a great asset to me and my family. I have been going Monday through Saturday with my three children and they love it. They love to play and participate in activities with the other children while I work out for about an hour. On Saturdays my boys and I take a dip in the pool and they have fun time with mommy. This has brought me and my children closer by doing more activities together, not to mention that I have lost 19 pounds! This has also given my family and I a little more time to spend together. Since I am able to work out in the morning and during lunch, we have more time at home in the evening to sit down as a family. Being aware of how important gathering around the dinner table can be for you and your family is a must. The **TP/WIC grant** is great for me and my community! *Heather Avey*



**Children's Health
Fair
July 26, 2007**



Testimonial:

When we started to look for a focus for our **WIC grant** I came across several websites about health and nutrition that touted the benefits of simply eating together as a family. When I read some of the research I was amazed to see what a difference there was in a child's academic achievement by simply eating as a family. Our Turning Point Partnership determined that this would be the topic of the **WIC grant**. We have had lots of comments from people who either saw the demonstrations at the Children's Health Fair or have seen the advertisement on the city bus. I have also heard many stories from local people about their upbringing and eating with their families.

On a personal note, I have changed my own habits. Even though my children are grown, my husband and I have gone back to sitting at the dining room table to eat lunch and supper together. We talk to each other more when we are not interrupted by the television.

*Dianna Brown
Committee Member*

Project Outcomes:

1. Increased awareness of the importance of eating together as a family
2. Information given on practical steps to take as a family encouraging the "eat together" message
3. Free cookbook with quick recipes to give Texas County families options when eating at home
4. Gift membership certificates to YMCA moved people to action

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