

HEALTHY HEART

In partnership with

Washington County Wellness Initiative

Project Goal/Objectives:

1. Increase **WIC participant awareness** of the importance of:
 - A. Daily physical activity
 - B. How to choose healthy foods
 - C. Understanding the relationship between stress and unhealthy lifestyle choices, in order to improve overall health status and prevent disease
2. To promote parent/infant bonding and nutrition through breastfeeding



“The Washington Co. **WIC Breastfeeding class** is rewarding to teach. Some of the mothers are returning with their second pregnancy and taking my class for the second time. They are enthusiastic about breastfeeding benefits and in class they become great breast-feeding marketing moms. The concept of kangaroo care is always met with receptivity, and they listen intently. The slings promote the idea that ‘wearing your baby’ is very progressive and healthful. **Thank you WIC!**” Nelda Downer, WIC Nutritionist

Project Scope/Narrative:

Participants were offered the opportunity to attend 4 fun, interactive mini health/education events held in local neighborhood areas, **funded by the WIC grant.**

The locations included the Salvation Army, Westside Community Center, Casa Hispana, and the First Baptist Activities Center (Native American). The mini events included topics on nutrition, physical activity, stress, diabetes, and heart disease. Special emphasis was given to health issues that impact specific minority groups such as diabetes for the Native American populations and heart disease for the African American population.

Participants also had the opportunity to attend follow-up health promotion events including Walk this Weigh and the more intensive lifestyle change workshop, “Body Healthy—I Can Do It” offered through the Washington County Wellness Initiative in partnership with the YMCA and the Washington County Health Department. Participants who were in need of additional counseling support had the opportunity to access services through the Mental Health Work Group’s adult counseling program.

Special marketing strategies were done for the high health risk population, including **WIC clients.** They were given incentives like healthy cookbooks, fitness club memberships, stress reliever tools, and exercise equipment. Participants that qualified were offered the opportunity to register for free Breastfeeding II classes. Each participant received a breastfeeding sling.

Project Outcomes:

Attendance at Healthy Heart Luncheons:

- Casa Hispana-26
- Native American-15
- Westside Community Center-17
- Salvation Army-19

Surveys were completed after each Healthy Heart Luncheon and all surveys either strongly agreed or agreed with the keynote speaker’s presentation being clear and easily understood, the keynote speaker’s information was helpful and interesting, the table topic information was helpful and interesting, the professionals at the table topics were friendly and helpful and they would recommend the event to others.

7 attended the Body Health—I Can Do It! class

75 transportation vouchers were used for all events.



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