



# Sharing WIC Success National Nutrition Month and Beyond

**Sharon Sass, R.D.**

**Communications Manager**

**Bureau of Nutrition and Physical Activity**



*Health and Wellness for all Arizonans*



**eat**<sup>®</sup>  
**right.**

**RDN  
DAY.**

WEDNESDAY, MARCH 11, 2015

**Registered Dietitian  
Nutritionist Day**

**ADHS Celebrates  
RDN Day!**



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# WIC Success



# It Takes a Village

- ADHS “Winnable Battle” – Promote nutrition and physical activity to decrease obesity
- County Health Assessments and County Health Improvement Plans
- WIC and SNAP-Ed provide primary prevention to families throughout Arizona

# Obesity Prevention

- New WIC Food Package
  - Vegetables and fruits
  - Fat-free and low-fat dairy products
  - Whole grain breads, rice, pastas, and tortillas
- Breastfeeding Peer Counseling Programs
- Participant-Centered Nutrition Education and Clinic Services

# Obesity Prevention

- Empower Program reaches 200,000 children in licensed early care and education (ECE) centers and homes
- Empower Plus Project supports 75 ECE programs, serving nearly 10,000 children with obesity prevention activities above and beyond the voluntary Empower standards

# Obesity Prevention

- Arizona Champions for Change: Communities Putting Prevention to Work
  - Arizona Baby Steps for Breastfeeding Success
  - Arizona Healthy Youth
  - Active School Neighborhood Checklist
  - Empower Child Care training

# Obesity Prevention

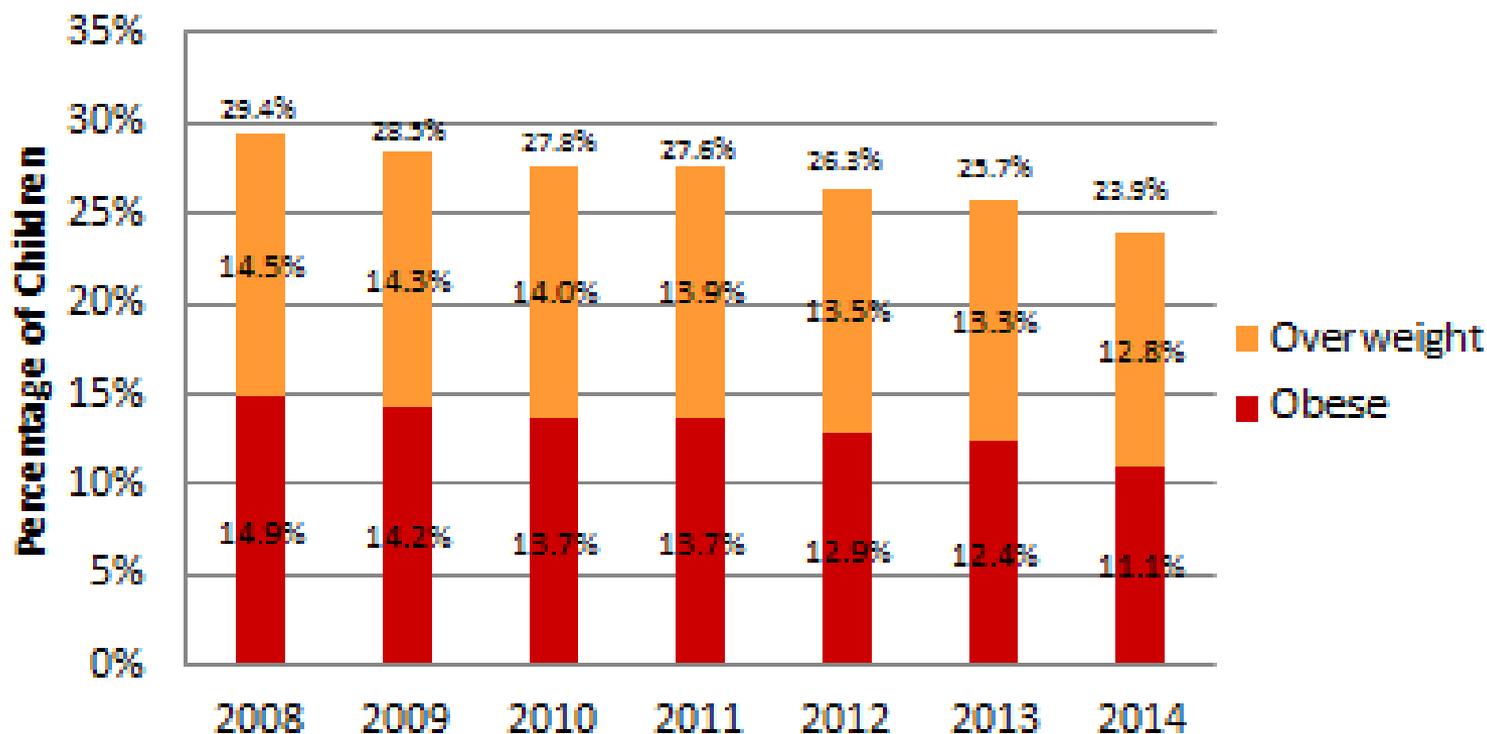
- Arizona Nutrition Network statewide marketing messages and community education activities in FFY 14
  - 542,306 direct nutrition education
  - 24 million contacts through media and online ads

# Obesity Prevention

- Power of collaboration in efforts to promote healthy eating and active living to decrease obesity in Arizona



# Obesity and Overweight in Low-Income Children 2 – 5 Years Old in WIC\*



\*Rundate: 3/6/2015, Source: HANDS



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# Thank You and Questions

