



# Family Challenge: A Nutrition and Physical Activity Model for Tulare County

Funded in part by the California Nutrition Network, Blue Cross, Healthnet, American Cancer Society, Family Health Care Network, and Tulare County Health & Human Services Agency



# Partners in Development

- California Nutrition Network
- Tulare County Nutrition Collaborative
- American Cancer Society
- Blue Cross of California
- Family HealthCare Network
- Health Net
- Kaweah Delta Health Care District
- Tulare County Health and Human Services Agency

# Overweight Children Tulare County

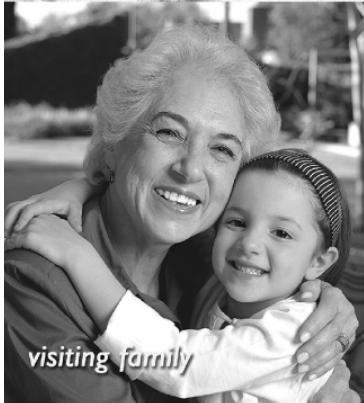
- Tulare HHSA BMI Project:
  - Two School Years 2002 & 2003
  - 15 Schools ( 14 low income)
  - 8 Communities
  - 3334 students in K thru 4<sup>th</sup> Grades
  - Acanthosis Nigricans





# Obesity Epidemic Statistics in Tulare County

- 67% of adults are overweight or obese
- Nearly 22% of children are overweight or obese



# WHAT IS THE FAMILY CHALLENGE?

A 10 week bilingual social marketing campaign toolkit

Designed to:

- Increase consumption of fruits & vegetables
- Increase physical activity
- Improve family relationships



# Each Toolkit Includes:

- A weekly personal nutrition goal
- A weekly personal physical activity goal
- Nutrition & physical activity tips
- Shopping tips & recipes
- Evaluation – Pre/Post Test with weekly participant accountability postcards



# Family Challenge Toolkit Goals

- Increase consumption of colorful fruits and vegetables
- Increase daily physical activity  
Adults: 30 minutes a day  
Children: 60 minutes a day
- Increase family interaction time
- Increase water consumption to 8 cups a day





# Engaging the Participants:

## A best practice that worked for us:

- Collaborate with community agencies to establish Family Challenge classes.
- Healthy Start, parenting groups, schools, Head Start Home Base, Migrant Education.



# Engaging the Participants:

- Health Education Assistant conducts 10 weekly classes in rural communities.
- Work with class participants to establish leaders within the class to sustain future classes in local communities.



# Family Challenge Toolkit Impact on the Community:

Data analysis shows the following positive outcomes:

- Program retention
- Positive participant testimonials
- Healthy behavioral changes
  - Increase in fruits and vegetable consumption
  - Increase in physical activity



# Participants Comments

- After 24 years, I have quite smoking. Week 7 still not smoking.
- The toolkit got me thinking more about what I purchase and have in my kitchen.
- Our children are drinking more water, less soda.
- My main success is that my son ( age 9) says he loves me more when I go outside and do physical activities with him.
- Added a little more time to my walking and now my blood sugars are better.



# Family Challenge Toolkit Outcomes

- The program reaches Spanish Speaking residents
  - 69% of those who completed the 10 wk program were Spanish speaking.



# How do you obtain the Toolkit?:

- Statewide use encouraged
- Toolkit is available for \$10 each plus shipping
- Copyrighted, not to be duplicated
- Contact:  
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