

HEALTHY EATS - A COLLABORATIVE EFFORT

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INTRODUCTION

Many Californians are not consuming the daily recommendations of fruits and vegetables as set by the American Dietary Guidelines. According to the 2001 Dietary Practice Survey, 22% stated "preparation time" as one of the barriers to eating fruits and vegetables.



In an effort to improve fruit and vegetable consumption a food stamp office intervention was developed as an innovative approach to delivering nutrition education to low-income families, and worksite staff (intermediaries).

OBJECTIVES

- Identify low-cost interventions to delivering nutrition education to low-income families, and worksite staff (intermediaries).
- Identify the importance of collaboration with multiple food nutrition assistance programs.

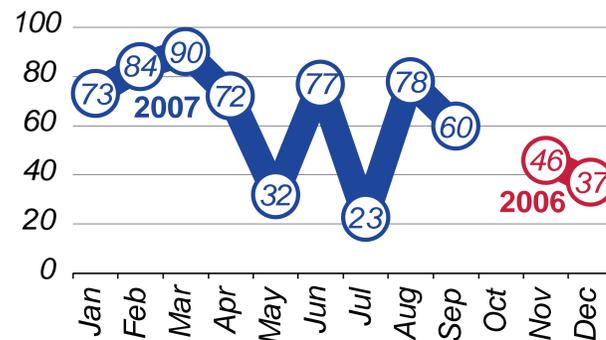


METHODS

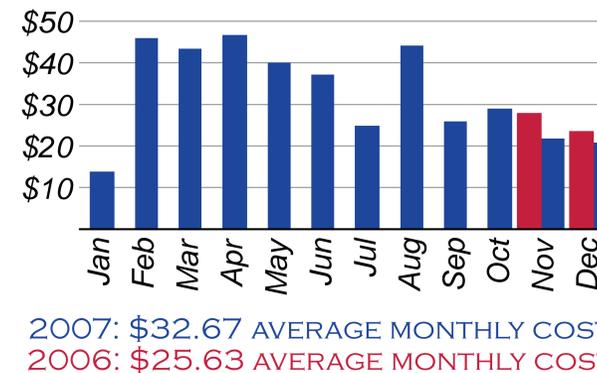
- A partnership was developed between the Women Infants and Children Program, the Network for a Healthy California, and the Food Stamp Program of Stanislaus County. All three programs are housed within the Community Services Agency.
- Food demonstrations featuring low-cost, easy to prepare recipes were held twice per month in the lobby of the Community Services Agency.
- Surveys were provided to determine participants' willingness to eat more fruits and vegetables, prepare recipes at home and incorporate physical activity into their daily lives.



ATTENDANCE RATE



FOOD COST



SURVEY RESULTS & PARTICIPANT COMMENTS

"The recipe today seems to be fast and easy, that is always good."

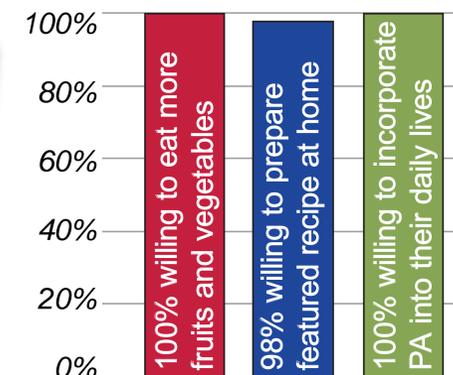
"Now I know the difference in two colors of bell peppers."

"Great information while you wait for your appointment."

"Loved the salsa! Going to introduce recipe at home."



PARTICIPANT ATTITUDES SURVEY SUMMARY



BENEFITS OF COLLABORATION

- Promotion of multiple nutrition assistance programs targeting same population.
- Use of existing resources including, Food Stamp Resource Kit, Network staff and sponsored cookbooks, and WIC food-demo cart.
 - WIC Dietitians also available to provide technical support on any nutrition related questions.



CHALLENGES

- Participant recruitment from lobby area
- Survey collection
- Bilingual participants
- Location of demo cart



CONCLUSIONS

- Low-cost, easy to follow food demonstrations with taste testing in a convenient location, is a simple and effective way to promote fruit and vegetable consumption.
- Survey results indicate participants were introduced to something new, felt recipes were flavorful and were willing to try them at home.
- Collaboration between local nutrition assistance programs was strengthened.