



**fit families**

Eat healthy • Be active • Your kids are watching

This program is for families of 2-4 year old children enrolled in WIC in Wisconsin. Fit Families Coaches offer support and tools every month over a 12-month period to help children learn healthy eating and activity behaviors. Children that have completed Fit Families have shown significant positive results of eating more fruits and vegetables, drinking less juice and less sugar-sweetened drinks, being more physically active, and watching less TV.

## **Prizes for Participating!**

### **What does it involve?**

Monthly contacts by phone, email, or in person, to provide support as your family makes these lifestyle changes.

Fit Families works with community partners to build strong, healthy environments for all families in Chippewa County with these core messages:

-  **Move More...Watch Less**  
Get active with play or physical activity for at least 60 minutes every day.  
Keep screen time to 2 hours or less daily.
-  **Make Every Bite Count...More Fruits and Vegetables**  
Eat more fruits and vegetables every day.
-  **Make Every Sip Count...More Healthy Beverages**  
Drink more water and cut down on sweet beverages.
-  **Eat Healthy, Be Active: Your kids are watching**  
Parents are the most important role model for their children.

### [Non-Discrimination Statement](#)

