

**Title of Project:** Ohio WIC Healthy Heroes  
**Agency Name:** Ohio Department of Health  
**State:** Ohio  
**Key Word Descriptors:** Nutrition Education - Children; Outreach

**Description of Project:**

Healthy Heroes is a combined outreach and nutrition/health promotion initiative targeted at children one to five years of age. The campaign supports the Ohio WIC program and five basic health topics: nutrition, physical activity, dental health, safety, and immunization and health check-ups. Ohio WIC is developing, as part of this campaign, five nutrition education modules (one module for each of the five Healthy Heroes messages). These modules are used with child participants at secondary nutrition education encounters. Local projects are encouraged to design and conduct secondary nutrition education offerings that compliment and support Healthy Hero messages. In addition, reinforcement tools (i.e., healthy foods coloring books, children's toothbrushes, foam balls, etc.) are provided to child participants in an effort to further support the Healthy Hero good health habits messages.

**Results of Project:**

This project was initiated in October 2000. While comments from local WIC staff have been positive, no formal evaluation has been completed at this time.

**Contact person:**

Pam Hamilton  
Program Development Supervisor  
Ohio Department of Health Bureau of Nutrition Services  
246 North High Street, 6' floor  
Columbus OH 43215-0118  
Telephone: 614-644-8571  
Fax: 614-728-2881  
E-mail: [phamilto@gw.odh.state.oh.us](mailto:phamilto@gw.odh.state.oh.us)