

Guidance on using the Sesame Street *Healthy Habits for Life* kits

The WIC Program has partnered with Sesame Workshop to encourage Colorado families to develop healthy habits! The *Healthy Habits for Life: Get Healthy Now Show* kit is a wonderful way to frame some of the messages for the new food packages coming June 1, 2009. The new food packages are based on the 2005 *Dietary Guidelines for Americans*, which encourage more fruits and vegetables, whole grains, low fat milk, physical activity, and variety, balance, and moderation when choosing foods. This month, each family with children will receive a kit that uses Sesame Street characters to promote nutrition and physical activity in fun, creative ways. The kit is in English and Spanish, and contains an interactive DVD, storybook, and guide for parents.

Key messages included in the *Healthy Habits for Life* kit:

1. Eat 5 fruits and vegetables every day!
2. *Anytime foods* are so good for you, they may be eaten anytime.
 - *Anytime foods* include fruits, vegetables, beans, whole grains, and low fat milk. These are all foods in the new WIC food packages!
 - Eat a vegetable at every meal!
3. *Sometime foods* are usually high in sugar, fat, or salt, so enjoy them sometimes.
4. Eat together as a family.
5. The more you move, the healthier your body is, so be active every day!



For practice, try saying this script out loud to help families get excited about the kit:

“WIC is giving out new food packages beginning June 1, and we want to give your family this gift to help you get ready [show kit]. WIC has teamed with Sesame Street to highlight some of the new foods, like fresh fruits, vegetables, and whole grains, and Muppet characters will get your kids excited to try these foods! There is a DVD featuring Elmo and his new fruit and vegetable friends, a storybook for your child to follow, and a magazine for you with shopping tips and recipe ideas for the new foods [point out the pieces as you talk about them]. Let’s talk about a couple of ways you can use this kit at home.”



How can you help WIC families use these kits?

- Discuss 1 – 2 messages from above with parents.
- Encourage families to watch the video, read the storybook, and to try some of the activities.
- Point out the magazine for shopping tips, recipes, and ideas on healthy eating and physical activities.
- Try some of the activities yourself and encourage parents to do the same!
- Suggest families try some of the shopping and eating tips offered in the video and magazine.
- Encourage parents to make healthy choices, too, since they are role models for their children.
- Suggest families try some of the *easy* recipes for the new foods.
- Recommend families try some of the different fruits and vegetables shown in the kit.
- If your clinic has a DVD player in the lobby or waiting area, show this video during clinic hours.
- Familiarize yourself with the website for more activity ideas to share with families:

<http://www.sesameworkshop.org/initiatives/health/healthyhabits>

