

# Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name

**Veggin' Out**

Contact Information

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| <b>Main Contact Person</b><br>Tony Zech                    |
| <b>Title of Main Contact</b><br>Public Health Nutritionist |
| <b>Agency Affiliation of Contact</b><br>State WIC FMNP     |
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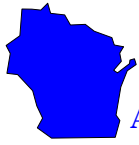
Program Information

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| <b>Type of Program</b><br>Government Agency                        |
| <b>Year Coalition was Formed</b><br>2002                           |
| <b>Primary program focus</b><br>Both Physical Activity & Nutrition |
| <b>Region</b>  |
| <b>County</b><br>Statewide   |
| <b>Coalition Web Site Address</b>                                  |

Program Information

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| <b>Represented Groups on Coalition</b><br>Business<br>Community<br>Faith-Based<br>Government<br>Health Care<br>Health Dept<br>University<br>UW-EX<br>WIC | <b>Represented Professions on Coalition</b><br>Business<br>Dietitian<br>Educator |
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A Wisconsin Nutrition and Physical Activity Program



# Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Intervention Name

## Food And Cooking Demos At Farmers' Market

### Intervention Information

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| <b>Type of Intervention:</b><br>Physical Activity & Nutrition Event |
| <b>Focus Area:</b><br>Fruit & Vegetables                            |
| <b>Intervention Site or Setting:</b><br>Community                   |
| <b>Scope of Intervention:</b><br>Statewide                          |
| <b>Target Audience:</b><br>All races, genders and ages              |
| <b>Total Population in Area Served:</b><br>100,000                  |
| <b>Number of Participants:</b><br>2,000                             |
| <b>Implementation Status:</b><br>Ongoing                            |

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| <b>Partners:</b>   |
| <b>Unique Funding:</b>   |
| <b>Evaluation:</b><br>Units Provided<br>Impact on Knowledge, Attitudes & Behavior<br>Other - Annually      |
| <b>Evidence-Based or Best Practice based on</b><br>Evaluations and feedback from participants and partners |

**Products Developed or Materials Used:**  
Training manual, 5 A Day literature, cookbook with recipes and physical activity tips.

**Intervention Description:**  
Food and cooking demonstrations at farmers' markets of delicious and easy to prepare recipes using fresh produce. Cookbooks with recipes and nutrition and physical activity tips provided. Activities for children provided.

A Wisconsin Nutrition and Physical Activity Intervention