

Organization: FirstHealth of the Carolinas

County: Moore**Address:** 181-B Westgate Dr.
West End, N.C. 27376**Phone:** 910-255-3646**Website:** <http://www.firsthealth.org/>**Project:** Educational Session for WIC Clients*****Below are excerpts from their final report*****

About the Project: On Tuesday, April 14, 2009, FirstHealth set up an interactive healthy eating display in the Women, Infant and Children's (WIC) Office at the Moore County Health Department (in Carthage, North Carolina). The purpose of the booth was to educate WIC participants about the advantages of eating fresh and local fruits and veggies, exposing WIC participants to fresh and local fruits and veggies, and also to educate participants about WIC Farmers Market vouchers and how to redeem the vouchers. Families learned about the importance of eating fresh fruits and veggies, and how to utilize WIC Farmers Market vouchers. They also sampled locally grown strawberries and tomatoes. Each family left the booth with information about the benefits of eating healthy, received a Moore County Farmers Market promotional card (detailing the market days, times, and locations), and a map detailing the locations of the Moore County Farmers Markets. These items were available in both English and Spanish. Also each family received a bag with strawberries and two tomatoes to take home and enjoy.

Successes: This project definitely increased the awareness among WIC families about the importance of eating fresh fruits and vegetables as well as the locations and times of the Moore County Farmers Markets. Many families were not aware of the various locations of the markets. This booth served as both a vehicle to educate and empower families to make healthier choices. Information was also shared about where and how to redeem WIC Farmers Market coupons. Many participants were not even aware that WIC Farmers Market coupons even existed.

