

Why WIC Staff Say It's Hard to Talk With Families About Weight Issues

- Parents are defensive/ deny/ are not concerned
- Parents themselves are overweight
- Doctors don't mention the problem to parents
- Parents think heavier children are healthier
- Staff themselves are overweight

What WIC Families Say About Children and Weight, and About Health

- "A little fat" or "a little thin" is OK
- Weight is not a problem unless the child is unhappy, teased, or lazy/ inactive
- Many parents think children above 85th percentile look the best or the healthiest
- Parents who are immigrants are likely to think heavier children are healthier
- Health is a balance of many factors

What WIC Families Say About Barriers to Healthy Lifestyles

- Lack of time
- Participants struggling with a variety of issues
- Many parents don't know where to get information or are hesitant to ask
- Community is unsafe for physical activity
- Space in house/ yard is inadequate
- Relatives/ friends may have negative influence
- Parents receive conflicting health messages from physicians, WIC, other organizations