



## Memorandum

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#19-094

**TO:** WIC Local Agency Directors

**FROM:** Amanda Hovis, Director  
Nutrition Education / Clinic Services Unit  
Texas WIC Program

**DATE:** November 26, 2019


**SUBJECT: New Zobey videos, lessons, books & cards**

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Texas WIC has developed two new Zobey videos, along with associated materials & lessons, for use in clinics. Zobey encourages physical activity and healthy eating among children. This memo describes each material and lesson and gives ideas for promoting Zobey at your clinics.

The videos, books, and game cards will be sent to each local agency to use for nutrition education and to distribute to clients; quantities sent are based on participation to encourage equitable distribution across the state. The lessons will be posted on the HHS WIC website for download.

## Videos:

<b>Zobey Space Party and Superhero Training Camp DVD</b>	Stock # 13-06-15217
	<p>This new DVD includes two Zobey Adventures on one DVD, along with supplemental activities/games for children. Zobey videos encourage children to be active through fun dances and movements.</p> <ul style="list-style-type: none"><li>• <u>Zobey Space Party Adventure:</u> Zobey and friends go to space and learn to be adventurous and try new foods.</li><li>• <u>Zobey Superhero Training Camp Adventure:</u> Zobey and friends learn three things it takes to become a superhero – be strong, fuel up and help others!</li></ul> <p>The videos will also be added to TexasWIC.org in a new Kids Section. Be on the lookout for another memo with details about <a href="http://TexasWIC.org/kids">TexasWIC.org/kids</a>.</p>

**Books:**

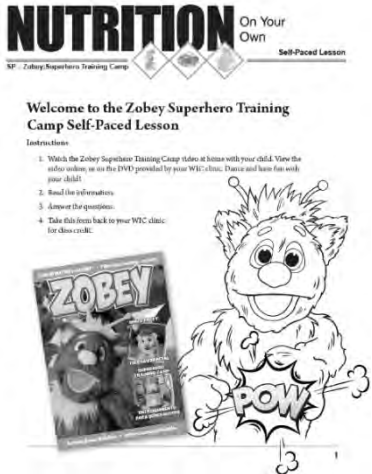

<p><b>Superhero Training Camp Comic Book</b></p>	<p>Stock # 13-06-15214 (English) Stock # 13-06-15214A (Spanish)</p>
	<p>This comic book is geared for children under age 5 and available in both English and Spanish. It includes colorful animations of Zobey and friends as they go on a Superhero Training Camp Adventure to learn about healthy habits and how to be a superhero.</p> <p>The book also includes kid-friendly superhero recipes!</p>
<p><b>Space Party Coloring Book (Bilingual)</b></p>	<p>Stock # 13-06-15215</p>
	<p>This bilingual coloring book is geared for children under age 5. It includes fun animations of Zobey and friends as they go on a Space Party Adventure to learn about healthy habits and trying new things. The book also includes kid-friendly outer space snack recipes!</p>

## Game Cards:

<b>Zobey Game Cards (Bilingual)</b>	Stock # 13-06-15216
	<p>These colorful and fun cards teach children about fruits and vegetables. Children can practice matching colors and learning names of vegetables and fruits while engaged in active play.</p> <p>The instruction cards in the deck give ideas for different games to play with the cards.</p> <p>These cards will also be available for download on <a href="http://TexasWIC.org/kids">TexasWIC.org/kids</a>.</p>

## Zobey Lessons:

Group, online, and self-paced lessons have been developed to accompany the new Zobey videos. Be on the lookout for these lessons coming soon in English and Spanish. Please add to your NE class schedule and notify your State Agency Partner if you plan to use them.

<b>Zobey Self-Paced Lessons</b>	
	<h3><b>SP-Zobey: Superhero Training Camp</b></h3> <p>Clients will watch the Zobey Superhero Training Camp video with their children and complete this Self-Paced lesson for NE credit.</p> <p>Because these are new lessons, the State Agency requests that Local Agencies mail in the first 25 completed SP lessons to the State Office, 4616 W. Howard Lane, Bldg. 8, Ste. 840 MC-1933 Attn: Cindy Varnador</p> <p>Find the Zobey SP lesson here: <a href="https://hhs.texas.gov/doing-business-hhs/provider-portals/wic-providers/client-centered-nutrition-education-ccne/lesson-plans/self-paced-lesson-plans">https://hhs.texas.gov/doing-business-hhs/provider-portals/wic-providers/client-centered-nutrition-education-ccne/lesson-plans/self-paced-lesson-plans</a></p>
	<h3><b>SP- Zobey: Space Party</b></h3> <p>Clients will watch the Zobey Space Party video with their children and complete this Self-Paced lesson for NE credit.</p> <p>Because these are new lessons, the State Agency requests that Local Agencies mail in the first 25 completed SP lessons to the State Office, 4616 W. Howard Lane, Bldg. 8, Ste. 840 MC-1933 Attn: Cindy Varnador</p> <p>Find the Zobey SP lesson here: <a href="https://hhs.texas.gov/doing-business-hhs/provider-portals/wic-providers/client-centered-nutrition-education-ccne/lesson-plans/self-paced-lesson-plans">https://hhs.texas.gov/doing-business-hhs/provider-portals/wic-providers/client-centered-nutrition-education-ccne/lesson-plans/self-paced-lesson-plans</a></p>

## Zobey Group Lessons

Item	Zobey Superhero Training Camp Activity
<b>Objectives</b>	<ul style="list-style-type: none"> <li>Children and parents engage in active play (dancing) together.</li> <li>Participants discover various ways to be active as a family.</li> <li>Participants gain social support for an active lifestyle through group activity.</li> </ul>
<b>Key Content Points</b>	<ul style="list-style-type: none"> <li>Dancing and moving are fun and good for your body.</li> <li>Everyone has their own strength.</li> <li>Bodies need fuel to move and be strong.</li> <li>Facing the colors of the rainbow means you are eating healthy foods and fueling your body.</li> </ul>
<b>Materials and Resources</b>	<ul style="list-style-type: none"> <li>TV and DVD player or TV with internet connection</li> <li>Zobey Superhero Adventure DVD (or online version)</li> <li>Zobey Superhero Comic Book (optional)</li> <li>Zobey Superhero Adventure Self-Paced lesson for participants to take home and complete for another potential class credit</li> </ul>
<b>Class Preparation</b>	<ul style="list-style-type: none"> <li>WIC clinics come in various shapes and sizes. Adapt your set-up to fit your needs. Get creative with your space. Make open floor space in the room; move tables and chairs to the side if needed.</li> <li>Review the video and practice your dances for each song before the class begins. Invite other staff to join you!</li> <li>Create an environment that is kid-friendly. Have some toys or a play mat in a corner for younger siblings.</li> <li>Get the DVD player and speakers on and cued up to the correct spot.</li> <li>Play some music from the video softly as families arrive to set a fun mood!</li> </ul>
<b>Introduction</b>	<p>Welcome to Zobey Superhero Adventure! My name is _____, (optional: --What's your name?)</p> <p>Today we're going on an adventure with Zobey to Superhero Camp! We're all going to move and dance along with Zobey and friends while they are on an adventure. We're also going to learn what it takes to be Superheroes!</p> <p>If DVD videos available: After the class, you'll each get a video to take home with you!</p>

### CH- Zobey: Superhero Training Camp

Lead a fun group class at your clinic using this group lesson plan! Staff, parents and kids will dance along to parts of the video together and talk about healthy habits. Lesson plan includes time codes and talking points.

Staff can give away Zobey DVDs, Superhero Training Camp Comic Books, or Zobey Game Cards after the activity.

Find Zobey group lesson here: <https://hhs.texas.gov/doing-business-hhs/provider-portals/wic-providers/client-centered-nutrition-education-ccne/lesson-plans/children-lesson-plans>

Item	Zobey Space Party Activity
<b>Objectives</b>	<ul style="list-style-type: none"> <li>Children and parents engage in active play (dancing) together.</li> <li>Participants discover various ways to be active as a family.</li> <li>Participants gain social support for an active lifestyle through group activity.</li> </ul>
<b>Key Content Points</b>	<ul style="list-style-type: none"> <li>Dancing and moving are fun and good for your body.</li> <li>Trying new foods is an exciting adventure.</li> <li>Friends are fun and an important part of your life. Be nice to them!</li> </ul>
<b>Materials and Resources</b>	<ul style="list-style-type: none"> <li>TV and DVD player or TV with internet connection</li> <li>Zobey Space Adventure DVD (or online version)</li> <li>Zobey Space Adventure Coloring Book (optional)</li> <li>Zobey Space Adventure Self-Paced Lesson for participants to take home and complete for another potential class credit</li> <li>TexasWIC.org recipes</li> </ul>
<b>Class Preparation</b>	<ul style="list-style-type: none"> <li>WIC clinics come in various shapes and sizes. Adapt your set-up to fit your needs. Get creative with your space. Make open floor space in the room; move tables and chairs to the side if needed.</li> <li>Review the video and practice your dances for each song before the class begins. Invite other staff to join you!</li> <li>Create an environment that is kid-friendly. Have some toys or a play mat in a corner for younger siblings.</li> <li>Get the DVD player and speakers on and cued up to the correct spot.</li> <li>Play some music from the video softly as families arrive to set a fun mood!</li> </ul>
<b>Introduction</b>	<p>Welcome to Zobey Space Adventure! My name is _____, (optional: --What's your name?)</p> <p>Today we're going on an adventure with Zobey to outer space! We're all going to move and dance along with Zobey and friends while they are on a space adventure. Imagine you are going to space with them!</p>

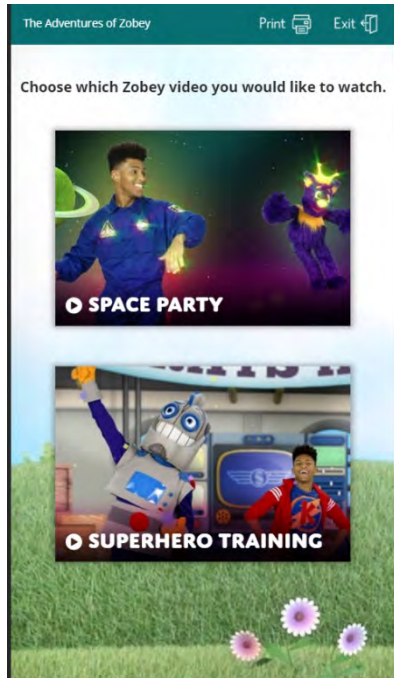
### CH- Zobey: Space Party

Lead a fun group class at your clinic using this group lesson plan! Staff, parents and kids will dance along to parts of the video together and talk about healthy habits. Lesson plan includes time codes and talking points.

Staff can give away Zobey DVDs, Space Party Coloring Books, or Zobey Game Cards after the activity.

Find Zobey group lesson here: <https://hhs.texas.gov/doing-business-hhs/provider-portals/wic-providers/client-centered-nutrition-education-ccne/lesson-plans/children-lesson-plans>

## Zobey Web Lesson



## WL-Zobey

Both the Superhero Training Camp and Space Party videos can be viewed on this new Zobey web lesson.

Once clients select the Zobey class from the TexasWIC.org class catalog, they will choose which video they want to watch with their child and answer post-questions to get their web lesson certificate.

Find the Zobey web lesson here: <https://texaswic.org/online-classes>

## Outreach Items:

Additional Zobey items are being distributed to agencies for outreach. These items do not have stock numbers. Be on the lookout for a separate memo describing details of these items.



## Zobey Puppet

Small Zobey puppets are great to use during Zobey group classes, events, or in the waiting room to entertain children and get them excited about Zobey. These will be available for staff use, not as an incentive item for clients.

Encourage clients to snap a photo with their child and post on social media!



### **Zobey Backpack**

Fun kids backpack – fill with one of the Zobey books for a special treat for children!

### **Ideas for Promoting Zobey in Your Clinics**

- Have a “premiere party” using the new group lessons. Use flyers and verbal promotion to get clients excited about attending the Zobey premiere. You can even include a taste test of one of the recipes in the Zobey books!
- Make sure parents know all the ways they can watch Zobey with their child: DVD, online at [TexasWIC.org/kids](http://TexasWIC.org/kids), or via the Zobey web lesson.
- Keep children entertained during counseling sessions by giving them the cards, comic book, or coloring book. Explain to caregiver that they can have even more fun with Zobey at your clinic’s premiere party or by dancing along with the Zobey videos at home.
- Show parents the healthy recipes in the back of the comic book and coloring books and talk to them about which one they would try with their child. Talk with parents about ways to involve their child in making the recipes.

For additional information or questions, contact Jennifer Berringer at 512-341-4575 or [jennifer.berringer@hhsc.state.tx.us](mailto:jennifer.berringer@hhsc.state.tx.us).





# Dance together with ZOBHEY!

## Let's have some fun!

Come dance with us in this fun, family experience where you can make lasting memories with your children, learn new ways to be active, and meet other parents.

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**What:**

**Who:**

**When:**

**Where:**



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