



Healthy choices, healthy lives.




# OUTCOMES & IMPACTS 2019

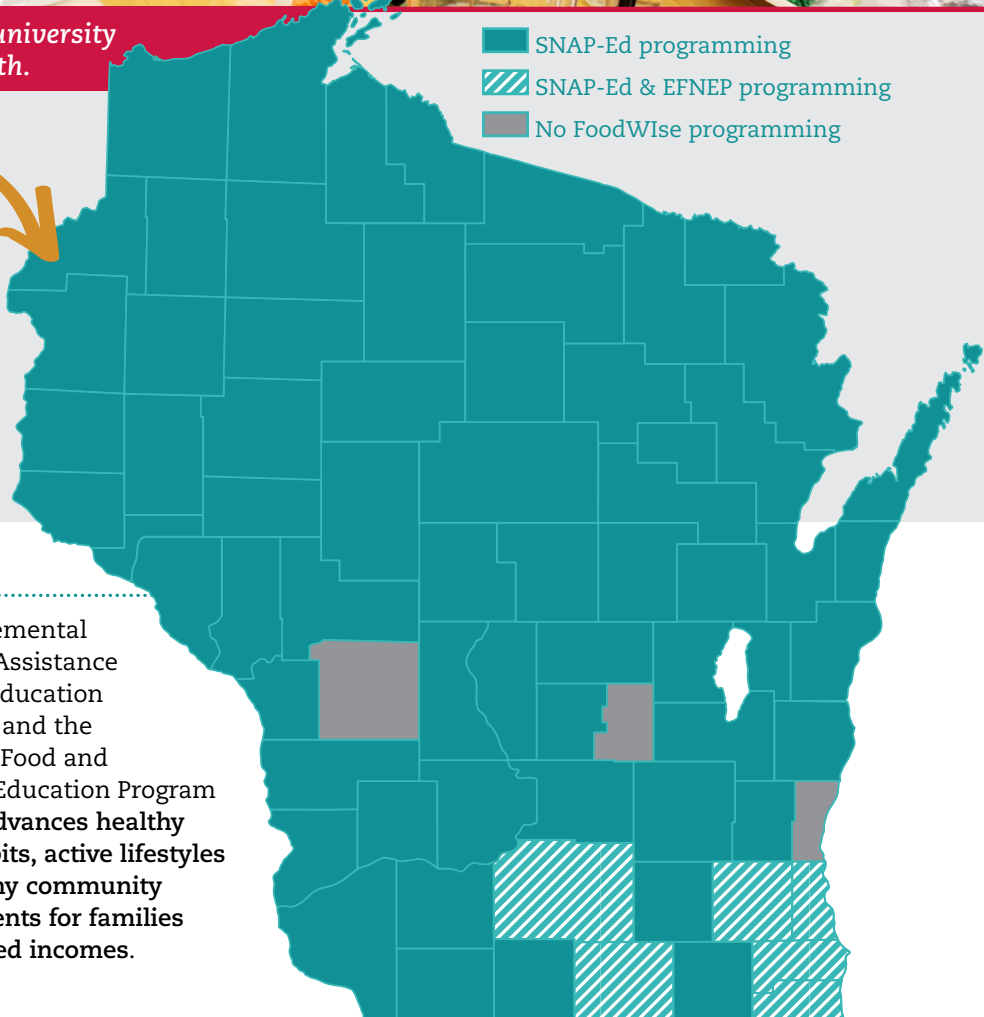


FoodWise builds community, leverages university resources and supports community health.

In the 2019 federal fiscal year, FoodWise reached

**57,467** participants  
in **69** Wisconsin counties

-  SNAP-Ed programming
-  SNAP-Ed & EFNEP programming
-  No FoodWise programming



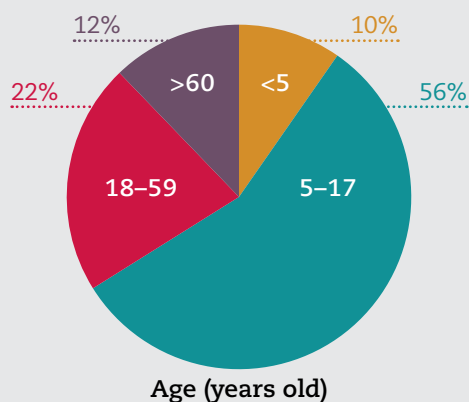
## ABOUT FOODWISE

Making healthy choices on a limited budget isn't always easy. The University of Wisconsin-Madison Division of Extension's FoodWise program works in partnership with local, regional and statewide partners to transform the health of Wisconsin communities. FoodWise, with federal funding from

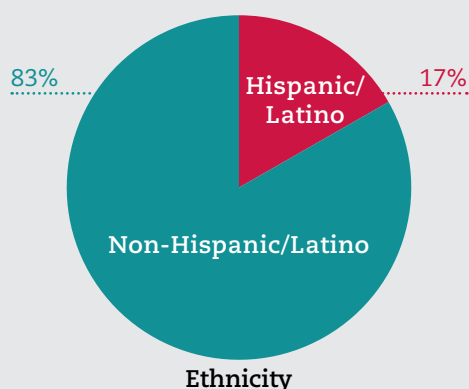
the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP), **advances healthy eating habits, active lifestyles and healthy community environments for families with limited incomes.**

## OUR AUDIENCE

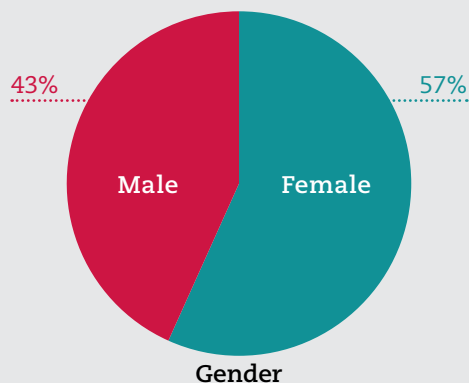
### 2019 SNAP-Ed



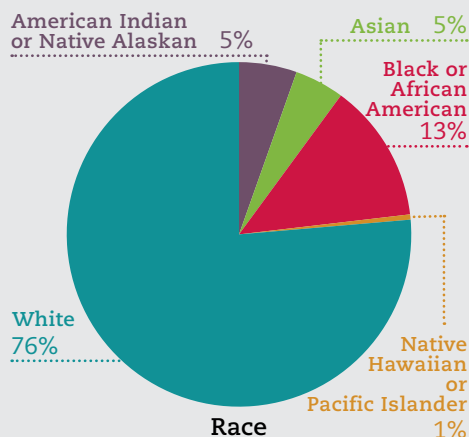
Age (years old)



Ethnicity



Gender



Race

## THE CHALLENGE

Individuals and families with limited incomes are at greater risk for food insecurity and obesity due to increased exposure to environmental influences and social circumstances that make it more difficult to choose

healthy foods and an active lifestyle, such as lack of access to healthy grocers, transportation, childcare, and employment flexibility; exposure to chronic stress; and higher cost of healthy foods.



Almost

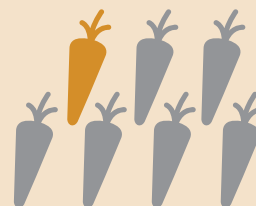
**1 in 11**

**WISCONSIN HOUSEHOLDS**  
face hunger/food insecurity



**2 in 3**

**WISCONSIN ADULTS**  
are overweight  
or obese



**1 in 7**

**CHILDREN AGES 2-4**  
living in limited income  
households are obese

## WHAT WE DO

FoodWise uses a combination of evidence-based strategies designed to promote changes for individuals, communities and environments to help make the healthy choice the easy choice. We:

- Introduce children to new fruits and vegetables and teach them why they are important
- Teach parents how to buy, plan and prepare healthy meals
- Engage families with limited resources in support of healthful diets and becoming more food secure
- Support communities in making the healthy choices where people live, learn, work, play and worship

*"I have been suffering from high blood pressure, diabetes and high cholesterol and my doctor keeps telling me to change my eating habits. I am now inspired to eat better. You taught me to buy healthy seasonings that don't include salt."*

—Seniors Eating Well participant  
Dane County, WI

## OUR REACH



In the 2019 federal fiscal year, FoodWise programmed in 69 of 72 Wisconsin counties, reaching 57,467 participants.

### PROGRAM SITES

- Schools
- Community centers
- Churches
- Public housing
- Head Start and childcare centers
- Adult education and training sites
- Food pantries
- WIC clinics

## OUR APPROACHES

### Learner-centered education



**57% OF TEACHERS** report that SNAP-Ed students are eating more vegetables at school.



**31% OF SNAP-ED ADULTS** report that they are drinking sugar-sweetened beverages less frequently.



**58% OF TEACHERS** report that their students wash their hands more often following SNAP-Ed lessons.



**39% OF SNAP-ED PARTICIPANTS** report reading nutrition facts more often following FoodWise lessons.



**75% OF ADULTS** report being more physically active following an EFNEP lesson series.



**69% OF EFNEP PARTICIPANTS** improved their food resource management strategies (planning meals, comparing prices, using grocery lists).

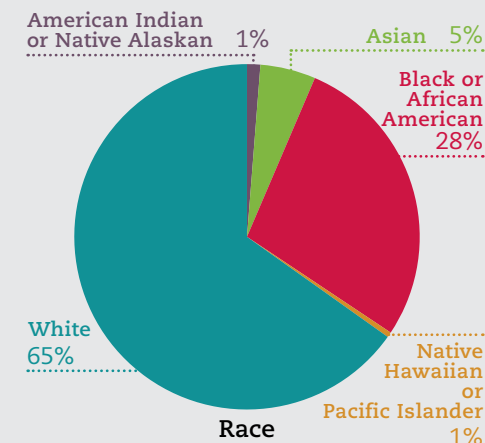
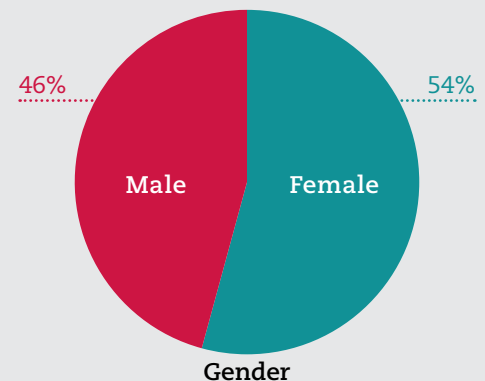
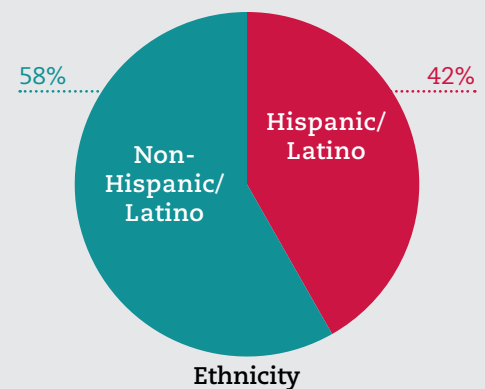
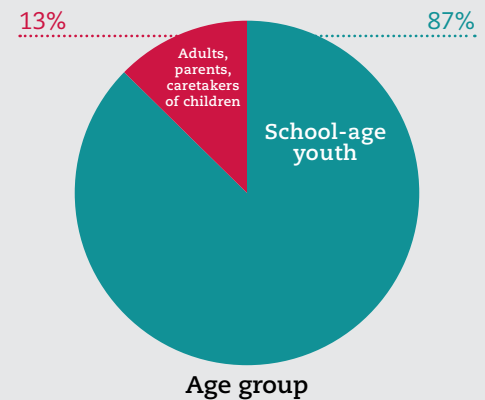
### Policy, systems, and environmental (PSE) changes—How we made the healthy choice the easy choice:

- FoodWise partnered with 108 organizations to deliver interventions that resulted in 472 documented PSE changes in settings including food pantries, schools, gardens and farmers' markets. These efforts reached 105,392 individuals.
- We established school and community gardens in 15 settings and increased garden produce donation where SNAP-eligible audiences live, eat, learn, shop and play.



## OUR AUDIENCE

### 2019 EFNEP







*“I didn’t know that making a healthy snack could be so easy and yummy. I love fruit!”*

*—3<sup>rd</sup> grade participant*



- Use and accessibility of SNAP-electronic benefits transfer (EBT) increased at 16 farmers’ markets.
- In one Milwaukee farmers’ market that was a target of environmental changes and a farmers’ market social media campaign, redemption of SNAP benefits increased by 57% in one year.
- FoodWise facilitated the implementation of policy and environmental changes at 40 food banks and pantries to increase access to safe and healthy food options.



#### **Social marketing: changing attitudes**

- With statewide partners and FNV, the brand for fruit and veggies, we reached 425,698 millennials (ages 18 to 34) with the FNV social marketing campaign, which promotes fruits and veggies in the same way big brands market their products.
- We reached 598,757 limited-income adults with the Farmers’ Market Digital Ad Campaign, which uses social media to promote use of SNAP benefits at farmers markets.



Extension  
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FoodWise education is funded by the USDA Supplemental Nutrition Assistance Program—SNAP and the Expanded Food and Nutrition Education Program—EFNEP.