

We Are FoodWise

Every day, we are on a mission to leverage local assets to advance healthy eating habits and community environments for Wisconsinites experiencing limited incomes. We engage with individuals, families, and communities as they choose nourishing foods, manage food resources, and reduce health disparities.



FoodWise is a program of the UW-Madison Division of Extension. Our work is guided by the University's commitment to public service that connects the research and educational resources on campus with residents and communities to address local, statewide, and national issues. We work with Wisconsin families and communities to catalyze positive change through evidence-based programs focused on nutrition and physical activity, food security, food safety, and food resource management.

FoodWise is funded through two federal grants – the Supplemental Nutrition Assistance Program – Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). Through these grants, FoodWise works with community partners to teach nutrition programs at no cost to 35,000+ individuals in 70 counties each year.



Visit us at go.wisc.edu/foodwise or scan the QR code below to learn more about FoodWise programs in your county.



Let's grow together! Contact FoodWise at FoodWise@extension.wisc.edu to explore opportunities.



FOOD WISE
Healthy choices, healthy lives.

UW-MADISON EXTENSION

FoodWise education is funded by the USDA Supplemental Nutrition Assistance Program – SNAP and Expanded Food and Nutrition Education Program – EFNEP. An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act requirements.



Teach **evidence-based** lessons



6 A student getting excited about healthy food is such a positive feeling! 9

Elementary School Teacher

Each year, more than 35,000 people in Wisconsin engage in our hands-on, evidence-based lessons. We use Dietary Guidelines for Americans and trauma-informed principles to help participants build skills and confidence as they:

- * try & eat a variety of foods
- * incorporate fruits & vegetables into meals
- * stretch food dollars & plan meals
- * keep healthy with food safety skills

Introduce **audience-driven** messages

FoodWise social marketing campaigns Harvest of the Month and Farmers Market Digital Ad Campaign encourage healthy behaviors such as buying seasonal, local produce. We use messages developed with audience input.



6 I liked incorporating a seasonal produce item that was new on the lunch menu. With facts provided by FoodWise and using student ambassadors, many students were genuinely excited to try the Harvest of the Month fruit or vegetable. 9

Food Service Director



Support changes to **policies, systems & environments**

Communities come together around values they hold and public spaces they share. Conditions in a community determine whether people have access to the opportunities and resources they need to thrive. Policy, systems and environmental (PSE) change initiatives leverage community voices around needs and solutions to address health inequities. This work is unique to each community. Some of our projects include:

- * increasing EBT access & use at farmers markets
- * establishing community gardens
- * developing resources that support food pantries with healthy approaches to providing emergency foods

6 Empowering individuals and families in need to gain increased access to fresh and nutritious foods while simultaneously supporting our local farmers and local economy, is truly a WIN-WIN situation! 9

Farmers Market Manager



Engage with local **partners & coalitions**

Throughout Wisconsin, FoodWise colleagues join coalitions to support initiatives that include school wellness programs and community food security. Strong relationships make this work possible. Partner collaborations center us on participant needs. Together we move toward community wellness.

