



**FOOD
WISE**
Healthy choices, healthy lives.

UW-MADISON EXTENSION

SNAP-ED

Supplemental Nutrition
Assistance Program -
Education

Works 2024

What We Do

Wisconsin communities and residents thrive because of shared values of health, community services, and vibrant public spaces. By partnering with schools, coalitions, childcare centers, and community organizations, FoodWise (SNAP-Ed) makes healthy choices easier, improving diet quality, physical activity, food resource management, food safety, and nutrition security for individuals and families with low income.

Social Marketing

FoodWise worked with 35 elementary schools on the Harvest of the Month campaign, reaching **15,422** students and caregivers with bilingual messages promoting Wisconsin-grown produce. **60%** of schools saw increased willingness to try new fruits and vegetables and **55%** saw higher fruit and vegetable consumption in school meals.

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Partnering With Communities

FoodWise partners with communities to offer evidence-based programs that pair local strengths alongside university resources. In FY24, FoodWise reached:

97,983

individuals through nutrition and physical activity education and Policy, Systems, and Environmental (PSE) changes and worked collaboratively with

850 partners and **48** multi-sector coalitions throughout the state.



Healthy Intentions Healthy Lives

FoodWise nutrition education programs introduce children to new fruits and vegetables and teach parents and caregivers to plan, buy and prepare healthy meals. In FY24, FoodWise provided direct education on healthy eating and active living behaviors to **35,882** learners in early care and education, schools, food retail, emergency food systems, and other community-based settings.

AFTER ADULTS PARTICIPATED:

55% reported meeting physical activity guidelines
51% reported eating more than one kind of vegetable a day
68% reported drinking fewer sugar-sweetened beverages
65% reported comparing prices before buying food

AFTER YOUTH PARTICIPATED:

87% reported meeting physical activity guidelines
52% reported eating more than one kind of fruit a day
36% reported eating more than one kind of vegetable a day
36% reported drinking fewer sugar-sweetened beverages



Building Healthier Communities

In FY24, FoodWise worked with **266** partners and Tribal organizations to adopt or maintain **409** PSE changes designed to improve healthy food and physical activity access and availability.

Key successes included:



Strengthened **EBT at 21 farmers' markets** and expanded nutrition incentive programs at **15 markets**.



Partnered with schools and health departments to improve nutrition and physical activity environments for elementary students



Partnered with **71 organizations** to establish and maintain **20 community gardens** for healthy food access and nutrition education

FoodWise participated in **87** local and statewide coalitions and networks to increase access to healthy food and physical activity.

Highlights of multi-sector efforts include:



Assisted in the development of Community Health Improvement Plans (CHIP) and Community Health Assessments (CHA).



Surveyed community and worked with partners to incorporate locally important foods into pantries and food boxes.



Organized food recovery efforts and implemented local nutrition security surveys.



Pop-Up Farm Stands
Increase Access to Produce for Wisconsin Seniors

Dane County has low redemption of Senior Farmers' Market Nutrition Program (FMNP) vouchers, partly due to transportation challenges and discomfort with large farmers' markets.

FoodWise and the Dane County Area Agency on Aging identified Middleton and Waunakee Senior Centers as priority locations for pop-up markets. FoodWise also surveyed 87 FMNP-approved farmers in and around Dane County to gauge interest.

Aline Moreau of La Ferme dans la Vallee farm hosted two successful fall markets and FoodWise assisted with marketing to ensure seniors knew about the opportunity. Seniors used FMNP vouchers to purchase fresh herbs and vegetables. Aline valued connecting with the community and senior center staff praised the program: *"The variety of fresh produce selection was awesome and the farmer was very personable and supportive."* Partners hope to expand the program by adding a third senior center in 2025.

Seeds of Learning

Juda School District's Food Garden Provides Fresh Produce for School Meals

Juda Elementary, in a rural town of fewer than 800 residents, champions healthy eating and physical activity. With limited fresh produce and 59% of students qualifying for free or reduced-price meals, the school sought a garden to provide hands-on learning and fresh food. FoodWise provided materials and support for three raised garden beds growing vegetables and herbs. Students planted, watered, and harvested, while staff integrated gardening into summer programming. Nutrition lessons using the *Read for Health* curriculum reinforced healthy eating.

The Agriculture class built garden stands, while a food service employee served as the garden expert. Students started seeds, transplanted seedlings, decorated containers, watered, weeded, and harvested produce. FoodWise staff provided garden-based nutrition education and the garden expert led summer school activities.

Once school resumed, the produce was added to the lunch salad bar, bringing the project full circle. Students and staff were engaged throughout and they look forward to future gardening projects!

