

# SNAP-ED

Supplemental Nutrition Assistance Program - Education

# Works 2025

Wisconsin communities and residents thrive because of shared values of health, community services, and vibrant public spaces. For more than 30 years, UW-Madison Extension (FoodWise) has collaborated with schools, coalitions, childcare centers, and community organizations to make healthy choices accessible for individuals and families with low-income through the federal Supplemental Nutrition Assistance Program -Education (SNAP-Ed). The congressional budget reconciliation bill on July 4, 2025 ended federal SNAP-Ed funding, effective September 30, 2025. FoodWise is grateful for the program's collaborators and participants and advance healthier communities across Wisconsin.



## Partnering With Communities

FoodWise partners with communities to offer evidence-based programs that pair local strengths alongside university resources. In FY25, FoodWise reached:

**176,147**

individuals through nutrition and physical activity education and policy, systems, and environmental changes and worked collaboratively with

**681** partners and **52** multi-sector coalitions

throughout the state.



## What We Do

FoodWise is a nutrition education program designed to reduce food insecurity and promote healthy eating and physical activity for SNAP-Ed eligible populations. FoodWise's SNAP-Ed community-based educators teach youth, individuals, and families how to make health a priority. The goal of SNAP-Ed is to improve the likelihood that SNAP-Ed eligible persons will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans.

## Healthy Intentions

### Healthy Lives

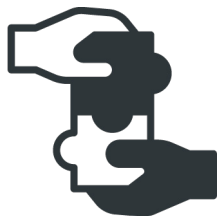
FoodWise nutrition education programs introduce children to new fruits and vegetables and teach parents and caregivers to plan, buy and prepare healthy meals. In FY25, FoodWise provided direct education on healthy eating and active living behaviors to **33,203** learners in early care and education, schools, food retail, emergency food systems, and other community-based settings.

#### AFTER ADULTS PARTICIPATED:

- 56%** reported eating more than 1 kind of vegetable a day
- 66%** reported drinking fewer sugar sweetened beverages
- 61%** reported reading nutrition fact labels or ingredient lists
- 70%** reported comparing prices before buying food

#### AFTER YOUTH PARTICIPATED:

- 53%** reported eating more than 1 kind of fruit a day
- 38%** reported eating more than 1 kind of vegetable a day
- 37%** reported drinking fewer sugar-sweetened beverages



## Building Healthier Communities

In FY25, FoodWise worked with **144** partners and Tribal organizations to make **549** changes to policies, systems, and environments to improve healthy food and physical activity access and availability. Key successes included:



Strengthening of EBT programs at **49** farmers' markets and nutrition incentive programs at **12** markets, as well as expanding a pop-up market model at senior centers to provide access to local fruits and vegetables.



Implementing a Mini Grant initiative in collaboration with **31** community organizations to assess, plan, and implement strategies to increase access to nutritious foods and physical activity. These investments resulted in policy, systems, and environmental changes that increased healthy food and physical activity access for **5,166** individuals statewide.

FoodWise participated in **52** local and statewide coalitions in FY25 to increase access to healthy food and physical activity. Highlights of multi-sector efforts include:



Organization of food donation and food distribution efforts, including pop-up pantries and distribution of local CSA-style boxes of local produce at pantries



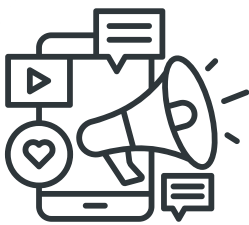
Development of a Farmers' Market Collaborative to bring together market managers and leaders in the central Wisconsin region as a support system in rural communities



Collaboration with the WI DNR Deer Donation program for delivery of venison to food pantries to support food security efforts



Development of resources for SNAP/EBT at Farmers' Market programs



## Social Marketing

FoodWise worked in collaboration with **45** elementary schools to implement the **Harvest of the Month** campaign, reaching **17,728** students and caregivers with messages in English & Spanish to promote eating Wisconsin-grown fruits & vegetables.

## Roots of Wellness

### Culturally Grounded Learning at Red Cliff Early Childhood Center

Early childhood is a key time for building healthy habits that last a lifetime. Families in the Red Cliff Band of Lake Superior Chippewa face unique challenges due to rural geography and limited access to health-promoting resources. Staff at the Red Cliff Early Childhood Center (ECC) wanted nutrition and wellness materials that reflected Ojibwe history and traditions while supporting young children's growth and engaging caregivers in learning about food, physical activity, sleep, stress, and emotional well-being.

FoodWise, a SNAP-Ed funded program of UW-Madison Division of Extension, partnered with Red Cliff ECC, the Red Cliff Cultural Resources Department, the Great Lakes Inter-Tribal Council, Inc. (GLITC), and Montana State University to adapt the Turtle Island Tales program for Ojibwe families. The team infused the curriculum with local language, stories, and practices, including Ojibwe pronunciation guides, Indigenous recipes, My Native Plate, tobacco ties, and gratitude statements.

During the 2024–2025 academic year, 32 families participated, receiving monthly packets with story-based lessons, activities, and culturally relevant resources centered on wellness topics. FoodWise educators also taught 12 classroom lessons in partnership with the GLITC educator, introducing children to Igmu while encouraging healthy eating and movement through cultural stories and food tastings.

Families, educators, and ECC staff shared that culturally grounded wellness materials made the program more meaningful and engaging, and that pairing the curriculum with classroom lessons provided multiple ways to practice healthy habits together.

The pilot also helped identify a more sustainable model. Creating individualized send-home kits was time-intensive and cost-prohibitive for expansion, leading Montana State University to develop a classroom-based version using monthly teacher packets.

Red Cliff ECC will shift to this model in the 2025–2026 school year, and FoodWise will support Bayfield Head Start in adopting it. The new format allows educators to integrate Ojibwe-adapted materials into daily routines while maintaining cultural relevance and family engagement.



FoodWise education is funded by the USDA Supplemental Nutrition Assistance Program- SNAP. 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.