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# FoodWise

FEDERAL FISCAL YEAR 2017  
PROGRAM OUTCOMES & IMPACTS

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## Why FoodWise?

 **1 IN 6**  
WISCONSIN ADULTS  
EAT RECOMMENDED  
AMOUNT OF FRUITS  
& VEGETABLES

**50% OF**  
WISCONSIN ADULTS  
MEET RECOMMENDED  
AEROBIC PHYSICAL  
ACTIVITY LEVELS

LACK OF HEALTHY  
DIET & PHYSICAL  
ACTIVITY LEAD TO



PREVENTABLE CHRONIC  
DISEASES SUCH AS  
DIABETES, CANCER  
HIGH BLOOD PRESSURE  
HEART DISEASE  
& OBESITY

**21% OF**  
ANNUAL MEDICAL  
SPENDING IS ON  
OBESITY-RELATED  
ILLNESS

## About Us

FoodWise is a statewide community-based nutrition program of the University of Wisconsin-Extension. FoodWise is federally funded by the Supplemental Nutrition Assistance Program (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP) and serves Wisconsin residents with limited incomes.

In federal fiscal year 2017, FoodWise programmed in **66 of 72 Wisconsin counties**.

## Grant Project Aims

SNAP-Ed is an evidence-based program that helps people lead healthier lives. The SNAP-Ed goal is to improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles.

EFNEP is a Federal Extension (community outreach) program that operates through Land Grant Universities in every state. Using a research-based, interactive, holistic nutrition education approach, peer educators from the communities support families towards improvements in four core areas: diet quality, physical activity, food security, and food safety.

Together, these grant funded efforts work in alignment for the primary prevention of nutrition-related chronic diseases, such as diabetes, high blood pressure, heart disease, obesity, and cancer.

## Why Are We Unique?

**We reach people where they are;** i.e. schools, food pantries, WIC clinics, community organizations.

**We use learner-centered approaches.** This means we shift the focus from the teacher to the learner. We draw upon the learner's life experience, emphasize skill building and help people solve real life problems.

**Our programs are evidence-based.** We utilize university resources.

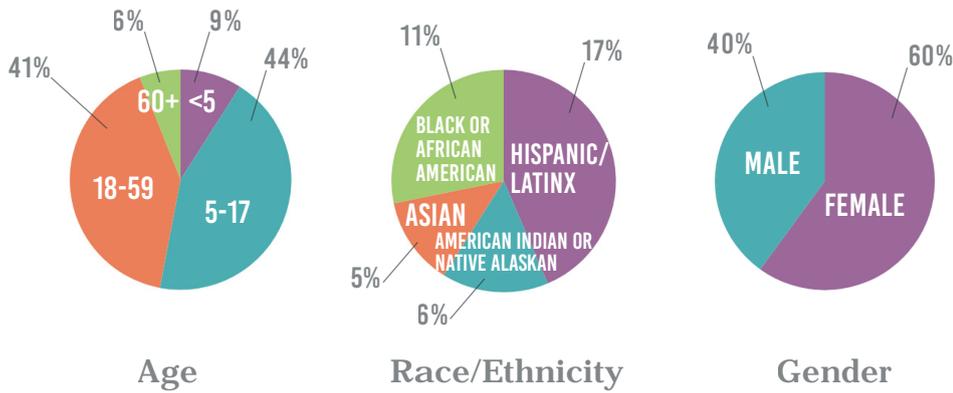
**FoodWise meets the needs of individuals experiencing economic hardship.** Individuals with limited incomes are at greater risk for food insecurity and obesity.

How limited income makes it difficult to act on physical activity and nutrition advice:

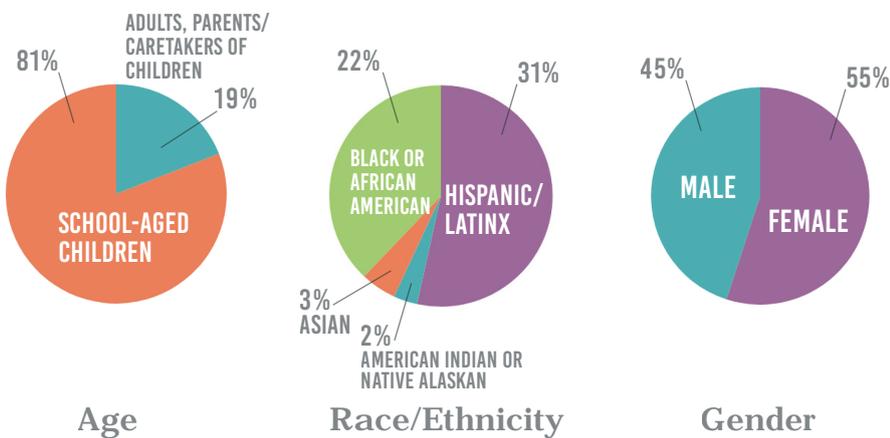
- > cost of healthy foods
- > lack of access to healthy grocers
- > unsafe neighborhoods
- > lack of neighborhood infrastructure (parks/playgrounds)
- > time & lack of employment flexibility
- > lack of transportation & childcare
- > chronic stress

## Our Audience

**SNAP-ED** | Program Reach: **82,069** participants



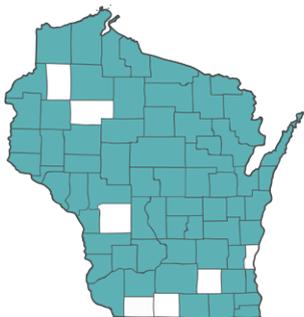
**EFNEP** | Program Reach: **5,099** participants



## Program Location

### SNAP-ED:

All counties except: Green, Jefferson, Lafayette, Monroe, Ozaukee, Rusk, Washburn



### EFNEP:

Dane, Green, Racine/Kenosha, Rock, Milwaukee, Waukesha



## Our Reach

- > **87,168** PARTICIPANTS IN 66 OF 72 COUNTIES
- > COLLABORATED WITH **62** COMMUNITY HEALTH COALITIONS & **193** LOCAL ORGANIZATIONS
- > EDUCATION DELIVERED TO INDIVIDUALS AT **1147** SETTINGS

## Education Topics

- > EATING HEALTHY ON A BUDGET (CLASSES FOR ADULTS AND FAMILIES)
- > COOKING & PREPARING HEALTHY, LOW-COST MEALS
- > PHYSICAL ACTIVITY DEMONSTRATIONS
- > IN-SCHOOL NUTRITION EDUCATION

## Program Sites

- > SCHOOLS
- > COMMUNITY CENTERS
- > CHURCHES
- > PUBLIC HOUSING
- > HEAD START & CHILDCARE CENTERS
- > EXTENSION OFFICES
- > ADULT EDUCATION & TRAINING SITES



**88% OF**  
OF ALL YOUTH & ADULT  
SNAP-ED PARTICIPANTS  
**INTEND TO EAT**  
**MORE SERVINGS OF**  
**FRUITS & VEGETABLES**  
FOLLOWING THE  
**LESSONS**

**60% OF**  
SNAP-ED PARENTS  
REPORT THAT THEIR  
CHILD IS EATING  
**MORE VEGETABLES**

**40% OF**  
SNAP-ED PARENTS  
REPORT THAT THEIR  
CHILD ASKED THEM  
TO BUY A FAVORITE  
**FRUIT OR VEGETABLE**

SNAP-ED ADULTS  
**DECREASED** THEIR  
CONSUMPTION OF  
**SUGAR-SWEETENED**  
**BEVERAGES**  
**BY 13%**

## Our approach

### 1) Learner-Centered Education

#### Healthy eating

As a result of FoodWise direct education children and adults:

**eat more fruits and  
vegetables and drink less  
sugary beverages.**



"Because of this class, I have made many changes in my life. We eat more fresh veggies and fruit. We have also switched from white rice to brown and wheat spaghetti instead of regular."

- Theresa, Milwaukee, WI

### Physical activity

As a result of FoodWise direct education children and adults are:

**more physically active.**

### Food safety

As a result of FoodWise direct education, school-aged youth:

**wash hands more frequently  
and refrigerate food within  
two hours.**

### Financial

As a result of FoodWise direct education, adults:

**worry less about running out  
of food before having money  
to buy more.**



"I LOVE this class! I felt a connection with the other parents, learned a lot from the instruction, and felt more confident making healthy choices for my family and myself."

- Yuck to Yum participant, Clintonville, WI

**29% OF**  
CHILDREN WERE  
MORE PHYSICALLY  
ACTIVE FOLLOWING  
AN EFNEP SERIES

**81% OF**  
SCHOOL-AGED YOUTH  
REPORTED ALWAYS  
OR ALMOST ALWAYS  
WASHING HANDS

**77% OF**  
EFNEP PARTICIPANTS  
INTEND TO USE  
AT LEAST ONE FOOD  
RESOURCE MANAGEMENT  
STRATEGY  
(BUDGETING)



EFNEP PARTICIPANTS  
SAVED ON AVERAGE  
**\$40**   
PER MONTH  
**ON FOOD**

**1,831 LBS  
OF FRESH  
PRODUCE  
WAS DONATED  
TO 18 SETTINGS**

**67% OF  
GARDENWISE  
PROJECTS INVOLVED  
GARDEN-BASED  
EDUCATION &  
REACHED 344  
INDIVIDUALS**

**TOTAL POLICY,  
SYSTEMS &  
ENVIRONMENTAL  
CHANGES AT THE  
FARMERS' MARKET: 14**

**PROGRAM  
REACH AT THE  
FARMERS'  
MARKET: 7,854**

## Our approach - Cont'd

### 2) Policy, systems and environmental change (PSE): Making the healthy choice the easy choice

FoodWise collaborated with 62 community health coalitions statewide and supported 98 community partners with efforts that resulted in 150 documented policy, systems and environmental (PSE) changes. These efforts reached more than 600,000 individuals.

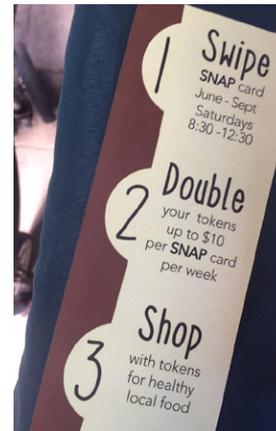


#### Gardens as a source of fresh produce:

GardenWise is a partnership between FoodWise and UW-Extension's Master Gardener program. Participants across the state expanded or planted donation gardens and provided gardening education and supplies to families with limited income.

"Pantry clients would walk in the door and say, 'wow' when they saw the fresh produce. Not only is the produce something they don't typically see at the pantry, but it was the first thing they saw when walking in the door."

- Master Gardener volunteer



#### SNAP at the farmers' market:

FoodWise worked with community partners to expand healthy food access and availability through farmers' markets at 19 different settings. Partners promoted the ability to use SNAP benefits at farmers markets and facilitated connections between farmers' markets and local food pantries.

"[Market Match] is a great program. It allows me to purchase more fresh produce for my family. And I like being able to support local vendors. I wouldn't be able to come here without it."

- Eau Claire, WI mother

### 3) Social marketing: changing attitudes

#### FNV Campaign

University of Wisconsin-Extension FoodWise, healthTIDE, and the Wisconsin Department of Health Services, in collaboration with local and state partners, developed a partnership with FNV, the brand for fruits and veggies.



Together, FNV and these statewide partners are on a mission to get Wisconsin millennials (ages 18 to 34) eating more fruits and veggies. The campaign appeared on busses, billboards, online and on social media in six counties in Wisconsin in 2017: Brown, Chippewa, Dunn, Eau Claire, La Crosse and Milwaukee.



30+ RETAILERS



15+ BILLBOARDS



TRANSIT



SOCIAL MEDIA & DIGITAL ADS

"Over \$2 billion per year is spent advertising food and beverage products to youth, but less than 1% is spent on healthy options. FNV was created to say enough is enough, and finally give fruits and veggies a little skin in the game."

- Amber Canto, MPH, RDN, State Coordinator, FoodWise program.

80% OF THE CAMPAIGN REACH WAS TO INDIVIDUALS BETWEEN THE AGES OF 18-34 YEARS

97% OF THE INDIVIDUALS REACHED BY THE CAMPAIGN HAD HOUSEHOLD EARNINGS OF LESS THAN \$25,000/YR

THE TOTAL UNDUPLICATED REACH OF THE SOCIAL MARKETING CAMPAIGN: 55,546



*FoodWise education is funded by the USDA Supplemental Nutrition Assistance Program- SNAP and Expanded Food and Nutrition Education Program - EFNEP. SNAP/FoodShare helps families buy the food they need for good health. Visit [access.wi.gov](http://access.wi.gov) to learn how to apply.*

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