

# SNAP-ED WORKS 2020

Supplemental Nutrition Assistance Program – Education



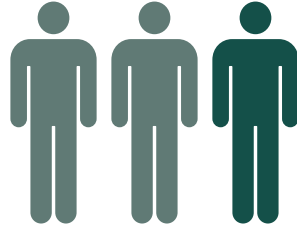
**FOOD WISE**  
Healthy choices, healthy lives.

UW-MADISON EXTENSION

## THE CHALLENGE



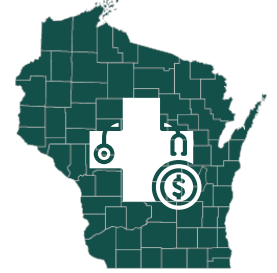
Prior to COVID-19, 1 in 10 Wisconsin households faced hunger/food insecurity.



2 in 3 Wisconsin adults are overweight or obese.



1 in 7 Women Infants and Children (WIC) program participants aged 2-4 years old are obese.



\$3.1 Billion Cost of obesity in Wisconsin

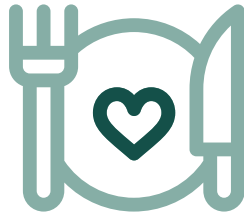
## THE SOLUTION

### EXPOSE



children to new fruits and vegetables and why they are important.

### TEACH



parents how to plan, buy and prepare healthy meals.

### ENGAGE



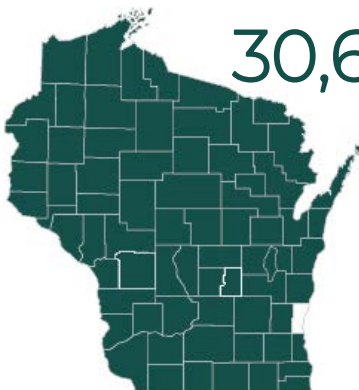
families with limited resources in support of choosing healthy diets while stretching food dollars.

### SUPPORT



communities in making the healthy choice the easy choice where people live, learn, work, play and worship.

## PROGRAM REACH – Promoting Health and Nutrition through Partnership



30,600 PARTICIPANTS  
IN 71 WISCONSIN COUNTIES

COLLABORATED WITH  
64 HEALTH COALITIONS

SUPPORTED 679 PARTNERS

Delivered education to individuals at

759 settings.



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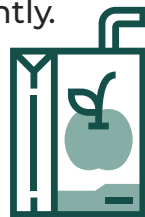
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## HEALTHY INTENTIONS, HEALTHY BEHAVIORS

**57%** of teachers reported that students are eating more vegetables at school.



**45%** of parents reported their child drank sugar sweetened beverages less frequently.



**38%** of adults reported reading nutrition facts labels to make food choices.



**52%** of parents reported their child was physically active for at least 60 minutes per day.



## SUPPORTING COMMUNITIES

In federal fiscal year 2020, FoodWise supported **121** community partners with efforts that resulted in **259** policy, systems and environmental changes. In response to the COVID-19 pandemic, FoodWise adopted flexible and innovative approaches to respond to community needs and priorities.



Established gardens in **13** settings and donated **3,008** pounds of produce to sites where SNAP-eligible audiences live, eat, learn, shop and play.



Supported farmers markets in **8** counties to implement safety modifications during COVID-19 and increased accessibility of SNAP/electronic benefits transfer (EBT).



Developed a statewide **Harvest of the Month** intervention to empower elementary school students to eat more fruits and vegetables.



Developed community food access resources with cross-sectors partners in **40** counties in response to urgent food security challenges.

## WHY IT WORKS



Programs are **EVIDENCE-BASED.**



The program builds community, **leverages university resources** and **supports community health.**



We help make the healthy choice **the easy choice.**

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.