



# ABOUT US


 **FoodWise Mission**  
To advance healthy eating habits, active lifestyles and healthy community environments for low-income families through nutrition education at the individual, community and systems levels.


 **We serve:**  
Parents and caregivers of children  
School-age youth  
Adults without children  
Older adults

 **Our programs are:**  
Unbiased  
Commercial free  
Evidence based  
Responsive to local needs

 **How are we funded?**  
FoodWise is Federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP).

 **What is SNAP?**  
Supplemental Nutrition Assistance Program (SNAP) offers nutrition assistance to millions of eligible, low-income individuals and families and provides economic benefits to communities. SNAP is the largest program in the domestic hunger safety net.

 **What is SNAP-Ed?**  
Supplemental Nutrition Assistance Program Education (SNAP-Ed) is an evidence-based program that helps people lead healthier lives. SNAP-Ed teaches people using or eligible for SNAP about good nutrition and how to make their food dollars stretch further. SNAP-Ed participants also learn to be physically active.

 **What is EFNEP?**  
EFNEP is a Federal Extension (community outreach) program that currently operates through the 1862 and 1890 Land-Grant Universities (LGUs) in every state, the District of Columbia and the six U.S. territories. Using a research-based, interactive, holistic nutrition education approach, peer educators from the communities support families towards improvements in four core areas: diet quality and physical activity, food resource management, food safety and food security.



**Extension**  
UNIVERSITY OF WISCONSIN-MADISON

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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



Healthy choices, healthy lives.



# DID YOU KNOW ?

# WHAT WE DO

On a given day,  
**30-40%** of children  
& adolescents  
eat fast food

Only **19%** of  
Americans  
get the  
recommended  
amount of daily  
activity

Obesity can cause  
other health problems:

- cardiovascular disease
- type 2 diabetes
- high blood pressure
- sleep apnea
- depression

**21%** of annual  
medical spending  
is on obesity-related  
illnesses

## Healthy Choices, Healthy Lives

FoodWise employs a combination of evidence-based strategies designed to promote changes for individuals, communities and environments to help make the healthy choice the easy choice. We:

**EXPOSE** PEOPLE TO NEW FRUITS AND VEGETABLES  
AND WHY THEY ARE IMPORTANT.

**TEACH** PARENTS HOW TO PLAN AND PREPARE HEALTHY  
MEALS.

**EMPOWER** FAMILIES WITH LIMITED FINANCIAL  
RESOURCES TO CHOOSE HEALTHFUL DIETS AND BECOME  
MORE FOOD SECURE BY SPENDING FOOD DOLLARS WISELY.

**SUPPORT** COMMUNITIES IN MAKING THE HEALTHY CHOICE,  
THE EASY CHOICE WHERE PEOPLE LIVE, LEARN, WORK AND  
PLAY.



"I served each participant a slice of green and yellow bell pepper. I asked everyone how the first few bites tasted. One participant said it was the first time she ever tried raw produce. She commented that she liked it. She mentioned that growing up, she and her family always 'ate with their eyes'. They thought that if it didn't look good, it wouldn't taste good."

- FoodWise nutrition educator, Milwaukee

"The FoodWise family cooking classes we attended inspired us to let our kids help more in the kitchen and we are all eating at the table together. Bonding with the kids made them happy."

- Danielle S, Weyauwega

"The Manitowoc Family Aquatic Center (MFAC) offers a place for fun and exercise, but also serves 'junk food': candy, popcorn, pizza. The FoodWise program has helped the management and staff see that with a few changes to the menu, we can help people make better choices with little difficulty or fiscal impact on MFAC. FoodWise is helping us become a healthier environment. We look forward to making positive change."

-MFAC Management, Manitowoc

