

# **SNAP-ED WORKS 2021**

Supplemental Nutrition Assistance Program - Education

# THE LANDSCAPE

# 1 in 10

Wisconsinites
live in census
tracts that are
low income &
have low access
to healthy food



### 3 in 10

Wisconsin
youth live in
a neighborhood
that contains
parks, recreation
centers, libraries
& sidewalks



# 1 of 10

Wisconsin households are food insecure



# 1 in 3

adults in Wisconsin have obesity



#### 1 in 7

Women, Infants & Children (WIC) program participants aged 2-4 years old have obesity



# **SOLUTIONS**

Our research-based programs leverage university resources in communities as we aim to:

#### introduce

children to new fruits & vegetables. Explain why they are important.



#### engage

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

#### teach

parents
how to
plan, buy,
prepare
healthy
meals.

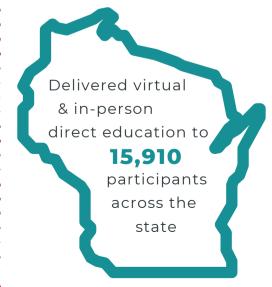


#### support

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

### **PROGRAM REACH**

FoodWise worked in partnership with **656** organizations across **71 of 72** counties within the state to improve access to healthy options. Through a combination of evidence-based educational strategies, and environmental supports, we helped expand healthy food access, and make healthy food choices and physical activity practical and available to all community members.



Made 248,887
indirect education
contacts with
participants through
digital & printed
resources,
including
pre-recorded
educational
videos

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.

# **HEALTHY INTENTIONS, HEALTHY BEHAVIORS**

FoodWise adapted programs to meet participants' and partners' circumstances and preferences — all with the goal of reaching audiences with nutrition education and resources that support healthy lives.

After adults participated in FoodWIse programs

**32%** 

reported increased use of the "Nutrition Facts" labels to make food choices

After youth participated in FoodWIse programs

of teachers reported their students consumed more vegetables at school

**82%** of parents indicated that they observed youth drinking fewer sugary beverages

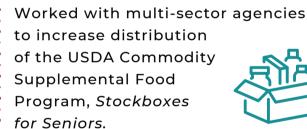
child was physically active at least 60 minutes per day



#### SUPPORTING COMMUNITIES

FoodWise supported 98 partners with efforts that resulted in 260 policy, systems, and environmental changes to improve healthy food and physical activity access and availability, reaching 33,875 individuals. FoodWlse adopted innovative approaches to support emerging needs in our communities during the second year of the COVID-19 pandemic.

Collaborated with 69 multi-sector coalitions that developed & implemented community-shared goals for healthy food access, nutrition & physical activity.



Implemented the Harvest of the Month campaign in 20 schools & 2 afterschool programs, reaching over 4,600 students & 8,000 parents & caregivers with messages in English & Spanish to promote eating Wisconsin-grown fruits & vegetables.

Established 20 community gardens & donated 12,448 pounds of produce to 32 sites serving community members with limited income.



Conducted a Farmers' Market Digital Ad Campaign to expand knowledge about using SNAP benefits & increase SNAP redemption at these sites, reaching **730.515** people.

