



Healthy Choices Healthy Lives

FoodWise is federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). With local strengths, we support healthy eating habits, active lifestyles and healthy community environments for Wisconsin residents experiencing limited incomes through nutrition education at the individual, community and systems levels.



Dane County Landscape

Whether people are healthy or not is affected by systems, policies, and environmental factors.

4%

of county residents experience limited income and low access to a grocery store[^]



8%

of county residents use SNAP benefits to purchase food for themselves and their families.*



Achieving More Together

UW-Madison Division of Extension works alongside the people of Wisconsin throughout urban and rural communities to deliver practical educational programs where people live and work. In Dane County, FoodWise partners with schools, summer-school programs, Early Childhood Education programs, senior meal programs, and food pantries to help make the healthy choice the easy choice in our communities.

Community Impacts in 2023

Partnered with over 70 partner agencies including schools, community centers, senior sites, food pantries to directly and indirectly deliver lessons in nutrition and physical activity.

Engaged directly with 1,399 youth and 440 adults in learning about the importance of eating fruits and vegetables, choosing whole grains, and reading labels, as well as strategies for eating healthy on a budget.

Collaborated with medical community partners to adapt a nutrition security screening tool. Clinicians used this screening with 100 patients who have chronic diseases in 2 clinical settings as a foundational step to implementing Food is Medicine strategies.

[^]County Health Rankings
* WI Dept of Administration and WI Dept of Health Services

Inspiring Collaborations



StrongBodies Strengthens Older Adults and FoodWise Partnerships

In FY23, our team certified four educators as StrongBodies Leaders, allowing us to meet community needs for multilingual programming in Spanish, English, and Hmong.

To boot, Nutrition Educator Phin Ter Thao stars in a PBS filming of StrongBodies with instruction in Hmong, thus expanding access to free physical activity programming for Hmong-speaking communities across Wisconsin!



StrongBodies has served as a catalyst for reestablishing partnerships with senior centers since the return to in-person learning. Sites are expressing immense interest in expanding access to more strength training opportunities for their communities and acts as a gateway to the critical step of building trust with partners and participants.

StrongBodies is opening doors to further teaching opportunities and unique partnership collaborations such as our work to increase Senior Farmers Market Nutrition Program redemptions.

Multi-level Program Efforts

Supporting Seniors in Accessing Fresh Produce

Eligible seniors can access additional fresh produce through the Farmers Market Nutrition Program (FMNP). Through our county food access coalition, we learned that Dane County sees lower voucher redemption rates as compared with other Wisconsin counties. In 2023, Kelsi Salm and Claire Mance started collaborating to devise innovative models for better connecting seniors to markets.

Over 2023, we formed individual relationships with partners from the larger coalition. Notably, the FMNP Coordinator at WI DHS and the Dietitian at the Area Agency on Aging have become strategic partners. They provide direct connections to senior-serving partners, data that clarifies how FoodWise can support program operations, and send information to their networks on our behalf as needed.

These foundation laying experiences have bolstered our efforts to positively impact senior FMNP redemption rates in the 2024 market season. We are excited to assist with program promotion and visibility, transportation coordination, market tours for seniors; and to deepen partnerships with farmers markets and their vendors in the process.

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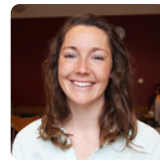
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