



Healthy Choices Healthy Lives

FoodWise in **Dane County** 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.

32%

of children in schools were eligible for free or reduced price meals.[^]



7.8%

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, after-school programs, Head Start programs, senior meal programs, and food pantries to help make the healthy choice the easy choice in our communities.

Community

Impacts in 2024

Engaged with over 2,607 learners multiple times in a series of 4-8 weeks delivering lessons around nutrition education topics in a variety of settings, including early care and education centers, K-12 school settings, food pantries, and senior centers.

Building partnerships with schools, afterschool programs and early care programs to expand the *Harvest of the Month* campaign, reaching students, parents & caregivers with messages in English & Spanish to promote eating Wisconsin-grown fruits & vegetables.

Worked with 5 organizations to offer StrongBodies strength training series for older adults across Dane County. Each educator also participated in leading Strong Bodies sessions in the virtual statewide Strong Bodies series.

[^]Wisconsin Department of Public Instruction

* WI Dept of Administration and WI Dept of Health Services

Inspiring Collaborations



Sandburg Elementary school wanted to offer nutrition education for parents to learn strategies that would mitigate food insecurity while supporting good nutrition at home. Scheduling these classes is challenging with hectic schedules and childcare constraints.

FoodWise has had a long-term presence in the elementary school classrooms teaching youth. To meet community need and address attendance barriers, FoodWise suggested teaching parents and their children simultaneously. One FoodWise educator provided the Eating Smart Being Active course with the parents, while another educator taught Choose Health, Food, Fun and Fitness to the youth.



Five adults graduated from the class. We reached 7 youth. We will continue to offer this program with Sandburg as well as 2-3 other schools to implement the same model in 2025.

Multi-level Program Efforts



In 2024, efforts to increase Senior Farmers Market Nutrition Program (FMNP) voucher redemptions resulted in a plethora of new connections and program opportunities.

After partnering with the Waunakee Senior Center to offer StrongBodies, they supported a pilot project that brought a farmer on-site for five pop-up farm stand events. This offered seniors a convenient way to spend their FMNP vouchers on fresh produce without having to travel long distances to a market that would accept these vouchers.

In coordinating this effort, FoodWise created meaningful relationships with senior meal program partners, growers, farmers' market partners, senior centers, and non-profits supporting nutrition incentive programs. Our work led to a FoodWise educator leading a farmers' market tour, and groundwork was laid to replicate this program with WIC FMNP vouchers during the 2025 market season.

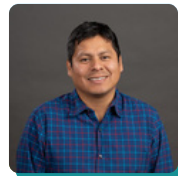
When asked why she chose to participate as a vendor in this project, she replied, *"It was an emotional thing more than a rational thing. I really wanted to do it. It brought me back to the market."*
- Aline, FMNP Pop-up Vendor

Connect With Us

Dane County UW Extension
FoodWise 608-224-3714
5201 Fen Oak Drive, Madison,
WI 53718



Jackie Gehin
Program
Administrator



Edwin Huayta
Nutrition Educator
Bilingual Spanish



Rachel Fricke
Nutrition Educator



Emily Randerson
Nutrition Educator



Leo Muñoz
Nutrition Educator
Bilingual Spanish



Venkata Karri
Teaching Coordinator



Casey Vetter
Office Operations
Associate



Claire Mance
Healthy Communities
Coordinator



Kelsi Salm
Nutrition Educator