The Challenge

Almost 1 in 9 Wisconsin households face 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.

EMPOWER
families with limited 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.

Program Reach - Promoting Health and Nutrition through Partnership

66,027 participants in 66 counties

Collaborated with 67 community health coalitions

Supported 181 partners

Education delivered to individuals at settings 1053
Healthy Intentions, Healthy Behaviors

Changes in knowledge and intent:

- 93% of all youth and adult participants stated intent to eat more servings of fruits & vegetables following the lessons.
- 79% of all adult participants intend to use at least one food resource management strategy, (budgeting).

Changes in behavior:

- 57% of parents reported that their child is eating more vegetables.
- 59% of teachers report that students are eating more fruits and vegetables in school snacks.

Supporting Communities

In federal fiscal year 2018, FoodWise supported 136 community partners with efforts that resulted in 313 environmental changes.

- Increased number of school and community gardens
- Increase in use and accessibility of SNAP/electronic benefits transfer (EBT) at five farmers markets
- Improvements in school food environments and established school wellness policies
- Changes in procurement policies and practices in support of safe and healthy food selections in food banks and pantries

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.