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

82,069 participants in 65 counties

Collaborated with 62 community health coalitions

Education delivered to individuals at settings 1078

Supported 148 partners
Healthy Intentions, Healthy Behaviors

Changes in knowledge and intent:  
88% of all youth and adult participants stated intent to eat more servings of fruits & vegetables following the lessons.

Changes in behavior:  
79% of all adult participants intend to use at least one food resource management strategy. (budgeting).

Healthy intentions lead to healthy behaviors.

60% of parents reported that their child is eating more vegetables.

60% of teachers report that students are eating more fruits and vegetables in school snacks.

Supporting Communities

In federal fiscal year 2017, FoodWise supported 98 community partners with efforts that resulted in 150 environmental changes. These efforts reached more than 600,000 Wisconsin residents. Changes included:

- 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.