



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). We advance healthy eating habits, active lifestyles and healthy community environments for Wisconsin residents with limited incomes through nutrition education at the individual, community and systems levels.

The **Landscape**

39.6%

of population lives in census tracts that are low income & have low access to healthy foods



33%

of adults have obesity



9%

of individuals are food insecure



14.1%

of households receive SNAP benefits



Achieving More **Together**



UW-Madison Division of Extension works alongside the people of Wisconsin to deliver practical educational programs where people live and work – on the farm, in schools and throughout urban and rural communities. In Manitowoc 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 2022**



Intern Nicole Bonacorso at the EBT booth during the farmers market.

- Delivered nutrition education to 540 learners in school settings, food pantries, senior centers, and community organizations.
- Provided nutrition information in English, Spanish, Hmong, and Swahili to reach children and their families in three low-income schools.
- Increased EBT access and awareness at Manitowoc farmer's market.
- Hosted 6 interns from three different programs, providing our community with hundreds of hours of impactful work while simultaneously introducing young professionals to local opportunities.

Harvest of the Month & Access

Working with two low-income schools, FoodWise staff planned to implement Harvest of the Month. As part of our lessons, we read a story that relates to the month's featured fruit or vegetable.

In one of our kindergarten classrooms, we learned there were some students that did not speak English. They also did not yet read or write in another language. Because the school offered only immersion and no interpretation services, Harvest of the Month activities would be difficult.

Access is central to FoodWise programming. FoodWise contacted the UW Office of Access Inclusion and Compliance (OAIC) to provide on-site interpretation in Spanish and Swahili to ensure all children could participate. We also sent appropriate language materials home to parents.

With only one storybook available in Spanish and none in Swahili, we contacted the authors and publishers for permission to translate stories. In this way, all the children and their parents were able to access the information we shared.



FoodWise intern Jennifer Franzen reads *The Carrot Seed* to a kindergarten class

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EBT at the Farmers' Market

In 2022, FoodWise submitted a grant for the Wisconsin Idea Internship Program. With this grant, we hosted intern Nicole Bonacorso, who focused on improving access to the electronic benefits transfer system called EBT. This system increases access for FoodShare members to use their benefits.

Nicole worked with farmer's market manager Lauren Phillippsen on projects including activities for children, improved signage to indicate which vendors accept FoodShare, coordinated market tours for first-time shoppers, and distributed promotional materials to community partners to increase awareness of EBT at the market.

As a result, the market saw a 700% increase in EBT use, averaging \$160 per week in FoodShare sales. At least one new shopper came each week and many said this was the first time they learned they could use EBT benefits at the farmers' market.