



THE LANDSCAPE

1 in 10

Wisconsinites live in census tracts that are low income & have low access to healthy food



3 in 10

Wisconsin youth live in a neighborhood that contains parks, recreation centers, libraries & sidewalks



1 of 10

Wisconsin households are food insecure



1 in 3

adults in Wisconsin have obesity



1 in 7

Women, Infants & Children (WIC) program participants aged 2-4 years old have obesity



SOLUTIONS

Our research-based programs leverage university resources in communities as we aim to:

introduce

children to new fruits & vegetables. Explain why they are important.



engage

families with limited resources in support of choosing healthy diets while stretching food dollars.

teach

parents how to plan, buy, prepare healthy meals.



support

communities in making the healthy choice the easy choice where people live, learn, work, play & worship.

PROGRAM REACH

FoodWise worked in partnership with **656** organizations across **71 of 72** counties within the state to improve access to healthy options. Through a combination of evidence-based educational strategies, and environmental supports, we helped expand healthy food access, and make healthy food choices and physical activity practical and available to all community members.

Delivered virtual & in-person direct education to **15,910** participants across the state

Made **248,887** indirect education contacts with participants through digital & printed resources, including pre-recorded educational videos



HEALTHY INTENTIONS, HEALTHY BEHAVIORS

FoodWise adapted programs to meet participants' and partners' circumstances and preferences — all with the goal of reaching audiences with nutrition education and resources that support healthy lives.

After adults participated in FoodWise programs

32%

reported increased use of the "Nutrition Facts" labels to make food choices



After youth participated in FoodWise programs

66%

of teachers reported their students consumed more vegetables at school



82%

of parents indicated that they observed youth drinking fewer sugary beverages



87%

of caregivers reported their child was physically active at least 60 minutes per day



SUPPORTING COMMUNITIES

FoodWise supported 98 partners with efforts that resulted in 260 policy, systems, and environmental changes to improve healthy food and physical activity access and availability, reaching 33,875 individuals. FoodWise adopted innovative approaches to support emerging needs in our communities during the second year of the COVID-19 pandemic.

Collaborated with **69** multi-sector coalitions that developed & implemented community-shared goals for healthy food access, nutrition & physical activity.



Worked with multi-sector agencies to increase distribution of the USDA Commodity Supplemental Food Program, *Stockboxes for Seniors*.



Implemented the Harvest of the Month campaign in **20** schools & **2** afterschool programs, reaching over **4,600** students & **8,000** parents & caregivers with messages in English & Spanish to promote eating Wisconsin-grown fruits & vegetables.

Established 20 community gardens & donated **12,448** pounds of produce to 32 sites serving community members with limited income.



Conducted a Farmers' Market Digital Ad Campaign to expand knowledge about using SNAP benefits & increase SNAP redemption at these sites, reaching **730,515** people.