



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

introduce

children to new fruits & vegetables, and 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 to make the healthy choice the easy choice where people live, learn, work, play & worship.

PROGRAM REACH

FoodWise worked in partnership with **783** 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 help make healthy food choices and physical activity practical and available to all community members.

Delivered virtual & in-person direct education to **31,401** participants across the state



Supported **231** partners with efforts

that resulted in **266** policy, systems & environmental changes to improve healthy food and physical activity access and availability, reaching **58,482** individuals.

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.

83% of adults reported increased food resource management such as reading food labels, shopping with a list & comparing food prices after participation in FoodWise programs



After youth participated in FoodWise programs,

56% of parents indicated they saw youth drink fewer sugary beverages

61% of parents indicated their child ate more fruit at home



67% of caregivers reported their child was physically active at least 60 minutes per day



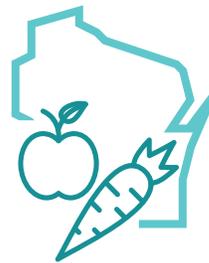
SUPPORTING COMMUNITIES

FoodWise advanced food and nutrition security efforts around the state in FY22 in partnership with local health departments and coalitions.



Collaborated with **63** multi-sector coalitions to develop & implement community-shared goals for healthy food access, nutrition & physical activity.

Implemented the Harvest of the Month social marketing campaign in **2** afterschool programs & **17** schools, reaching **4,453** students & **7,316** caregivers with messages in English & Spanish to promote eating Wisconsin-grown fruits & vegetables.



Supported **Good Food for All** program, which connects early childhood providers with local food systems for distribution of fresh produce to families with young children experiencing food insecurity.



Expanded our digital ads campaign to increase both knowledge of SNAP benefits' use at farmers' markets & SNAP redemption at markets. Ads on Facebook, Snapchat, & Instagram



reached **436,196** people. YouTube ads had **33,341** impressions.

Conducted focus group discussions with **13** communities statewide to understand factors that facilitate or serve as barriers to food security and culturally meaningful, healthy foods and physical activity.

