



Extension

UNIVERSITY OF WISCONSIN-MADISON
JEFFERSON COUNTY

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 Challenge

In response to the ongoing challenges in reaching SNAP-Ed audiences with direct education during the pandemic, FoodWise increased the delivery of indirect education. This included an expanded social media and website presence, local online and print resources, electronic materials and handouts, and pre-recorded videos; all with the overall goal to continue to reach audiences with helpful nutrition information and resources empowering participants to live healthier lives.

Jefferson County delivers nutrition education through face to face and virtual programming and distribution of educational literature.

Community IMPACTS



- FoodWise staff developed materials to continue to deliver live programming via Zoom throughout the shutdown.
- FoodWise developed a Food Resource Guide including pantry information and schedules as well as ways to obtain groceries with minimal or no contact at stores.
- The FoodWise team continues to seek new partnerships throughout Jefferson County.
- We provide nutrition education literature to food pantries for distribution to pantry participants.

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 Jefferson County, FoodWise partners with **WIC, New Beginnings, Lutheran Social Services and Head Start** to help make the healthy choice the easy choice in our communities.



Taste of the Garden

The FoodWise team participated in a Taste of the Garden event in conjunction with the Open House at Riverside Middle School in Watertown. Families tasted produce from the school garden and received information and recipes.



Feeding For Healthy Eating

The FoodWise team zoomed into the living rooms of Head Start families! We presented a five-week series to help the parents of young children address picky eating behaviors. Feeding for Healthy Eating teaches participants important skills to help their preschool-aged children develop healthy eating habits.



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