



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**

14%

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



34%

of adults have obesity



8%

of individuals are food insecure

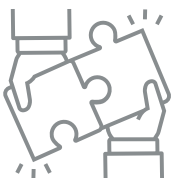


12%

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 Jefferson 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**



Engaged county residents in a variety of settings including classrooms, libraries, subsidized housing sites and farmer's markets.

Residents at 3 senior subsidized apartment sites received a monthly recipe encouraging the use of seasonal, budget friendly ingredients.

Helped families introduce their young children to new foods.

Kids in the **Kitchen!**



The FoodWise team partnered with Watertown Family Connections to work with families with young children.

Educators worked with parents and preschoolers separately and then we all came together to prepare a meal.



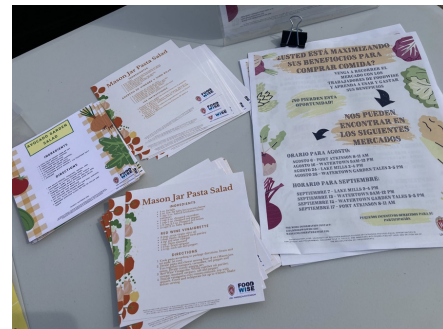
One week, the families enjoyed pasta salad in a mason jar. The parents and children measured the dressing ingredients in a small mason jar and shook it up to mix.

Each week FoodWise provided a recipe and highlighted a fruit or vegetable and the health benefits of eating it. The partner made a recipe book for each family at the end of the series.

Farmers **Markets**



We visited Jefferson County Farmer's Markets for the first time this year. We engaged market customers and distributed recipes with fresh ingredients that could be found at the market. We offered tours and information for WIC and Food Share participants to learn how to use their benefits at the markets.



Connect **With Us**

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