



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

The COVID-19 pandemic impacted the food security of Washburn County residents due to income and job loss, as well as significant changes in local, regional, and national food systems. Based on increases in Washburn County residents participating in FoodShare and federal Pandemic EBT benefits, we see a greater need for members of our community in accessing food that is healthy, safe, and affordable. FoodWise educators support our community by providing education on how families can stretch their food dollars in these difficult times and continue to put healthy meals on the table in their homes.

Washburn County has seen a 12% increase in FoodShare participation (including adults and children) from prior to the pandemic.



Based on comparison of FoodShare participation in February, 2020 and September, 2020. Data from Wisconsin Department of Health & Human Services.

Community IMPACTS



- In response to limitation for in-person education due to COVID, we developed two monthly newsletters – one for youth, and one for adults – with information about nutrition and health to distribute in our community.
- Washburn County FoodWise provided a series of lessons in elementary classrooms. Lessons addressed behaviors such as choosing healthy snacks, keeping food safe to eat by washing hands, and choosing more fruits and vegetables. After the lesson series, 45% of students improved handwashing, according to parent feedback.
- 64% of parents indicated that his/her child has been drinking less sugary beverages (like soda, pop, and fruit-flavored drinks).
- 57% of teachers observed their students consuming more fruit at school; 71% indicated that they had heard comments from their students about changes made in the variety or amount of fruits and vegetables eaten at home.

ACHIEVING MORE TOGETHER

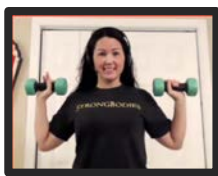
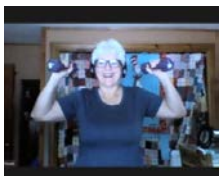
UW-Madison Division of Extension works alongside the people of Wisconsin to deliver practical educational programs where people live and work – on the farm, in schools, and throughout urban and rural communities. In Washburn County, FoodWise partners with the school districts, food pantries, the Unit on Aging, WIC, and other community agencies to help make the healthy choice the easy choice in our communities.



Keeping Bodies Strong!

FoodWise offered its first live virtual StrongBodies series to local residents to catalyze positive change in people of all ages to live stronger, healthier lives by providing knowledge, inspiration, access to programs, and ongoing support. Strength training has been shown to:

- Reduce the risk of chronic diseases
- Improve bone density
- Reduce falls
- Reduce arthritis symptoms
- Improve mood



“I take care of my husband at home and it is important to keep my body strong. Thank you so much for the help and the cheerful laughter.”

“I can tell I am gaining range of motion and strength.”

Connecting with our Community as we Strengthen our Bodies and Minds

- Our first virtual StrongBodies class had over 40 participants registered!
- Participants were also able to stay on after the strength-training portion of the class to learn about nutrition education topics that they indicated were of interest to them, including bone health, nutrition, and protein.
- UW-Madison colleagues from across the state joined us virtually to present additional various topics of interest.
- Participants enjoyed the opportunity to be physically active, as well as connect with each other when the opportunities for in-person connections were limited.

Nutrition Education Goes Virtual!

With limited opportunities to offer programming in-person, our local FoodWise team started working to create video content to be used in conjunction with virtual nutrition education programming.

We created video content at the UW-Madison Agricultural Research Station in Spooner. Content from these videos was included in the Master Gardener Virtual Twilight Tour, as well as part of the curriculum we delivered to schools and other community partners.



Setting up for a video to be used in conjunction with a curriculum called, “Color Me Healthy!”

“Just wanted to say one last big thank you to your team for the awesome programming! The students had a blast.”



FoodWise Educator, Kim Clark, talks about corn and does a physical activity demonstration where she has students pretend to be walking through rows of corn.

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