

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). With local strengths, we support healthy eating habits, active lifestyles and healthy community environments for Wisconsin residents experiencing limited incomes through nutrition education at the individual, community and systems levels.



Crawford County Landscape

Whether people are healthy or not is affected by systems, policies, and environmental factors.

8%

of county residents experience limited income and low access to a grocery store[^]



13%

of county residents use SNAP benefits to purchase food for themselves and their families.*



Achieving More Together

UW-Madison Division of Extension works alongside the people of Wisconsin throughout urban and rural communities to deliver practical educational programs where people live and work. In Crawford County, FoodWise partners with schools, Farmers' Markets, Libraries, County Agencies, subsidized housing and food banks to help make the healthy choice the easy choice in our communities.

Community

Impacts in 2023

Engaged 2,978 community members through program activities, indirect education, social marketing campaigns, and policy, systems, and environmental (PSE) activities in K-12 school settings, farmers' markets, food banks, and congregate meal sites.

Collaborated with K-12 schools, libraries, food banks, group living sites, health centers, and agricultural organizations and more who newly adopted, or maintained 13 PSE changes to make the healthy choice the easy choice. Some top changes include:

- Kitchen/Food Preparation facilities to allow for healthier options
- Acceptance/Use of EBT at the Farmers' Market

[^]County Health Rankings

* WI Dept of Administration and WI Dept of Health Services

Inspiring Collaborations



The Crawford/Richland/Vernon Counties team works alongside Farmers' Market managers in southwestern WI to make local, healthy food more accessible to residents with limited income. For over 3 years, we have met in a virtual community of practice coalition sharing ideas and best practices. These ongoing relationships have resulted in many multilevel collaborations this year:

- With the assistance of Area Health Education Centers (AHEC) intern Jenny, we created and distributed a culturally relevant video for the Spanish-speaking community. The purpose was to guide them on using EBT at the Farmers' Market to purchase culturally relevant foods.
- Widely distributed a booklet in English, Spanish and Hmong to share about area markets and where to utilize food benefits.
- Participated in an 'EBT at Farmers' Markets' social marketing campaign that utilized paid ads on Facebook, Instagram, Snapchat, and other communication channels.

Connect With Us

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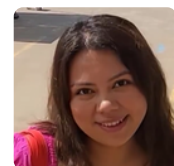


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Acknowledgments:



Kristine Lockwood
Former Nutrition
Educator 2023



Jenny Serrano
AHEC Intern 2023

Multi-level Program Efforts



18% of children in Crawford County live in poverty. This is 4% higher than the state average of 14%[^]. Additionally, 57% of children are eligible for free and reduced lunches*.

Schools and school Food Service Professionals have the responsibility to provide students with nutritious meals and make new foods more appealing. FoodWise supports their efforts at the individual and community levels by providing nutrition education in schools and with parents, participating in the statewide Harvest of the Month social marketing campaign, organizing a food service coalition, and implementing PSE changes.

FoodWise brought school districts together to work with Sustainable Kitchens, a consulting company, to apply for the USDA Healthy Meals Incentives Grant. Seneca and North Crawford districts received \$96,900 to increase capacity and engage students and community in healthier, local, sustainable, scratch menus.

[^]County Health Rankings; * ACS 2016-2020