

# 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.



## Richland County Landscape

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

**19%**

of county residents experience limited income and low access to a grocery store<sup>^</sup>



**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 Richland 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 1,811 community members through program activities, indirect education, social marketing campaigns, and policy, systems, and environmental (PSE) activities in K-12 school settings, farmers' markets, before and after school programs, and group living sites.

Collaborated with K-12 schools, public housing, food stores, and local governments who newly adopted, or maintained, 14 changes to PSEs to make the healthy choice the easy choice, including:

- Acceptance and use of SNAP/EBT at the Farmers' Market
- Initiation, improvement, expansion, reinvigoration, or maintenance of edible gardens
- Distribution of produce to families or communities.

<sup>^</sup>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 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

go.wisc.edu/24crvo  
1100 St Hwy 14  
Richland Center, WI 53581  
608-647-6148  
sheena.cookfuglsang@wisc.edu



Sheena Cook-Fuglsang  
Nutrition Coordinator

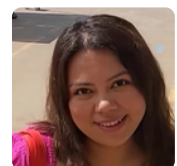


Christine Myhr  
Nutrition Educator

### Acknowledgments:



Kristine Lockwood  
Former Nutrition  
Educator 2023



Jenny Serrano  
AHEC Intern 2023

## Multi-level Program Efforts



20% of children in Richland County live in poverty, 6% above the state average of 14%<sup>^</sup>. Additionally, 52% 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.

The Food Service Director at Richland Center School District incorporated vegetables from the Richland Center Intermediate School Garden, which is funded by FoodWise grants, into summer meals. Students engaged in planting, maintaining, harvesting, and eating garden produce!

<sup>^</sup>County Health Rankings  
\*ACS 2016-2020