ABOUT US

FoodWIse Mission
To advance healthy eating habits, active lifestyles and healthy community environments for low-income families through nutrition education at the individual, community and systems levels.

We serve:
Parents and caregivers of children
School-age youth
Adults without children
Older adults

Our programs are:
Unbiased
Commercial free
Evidence based
Responsive to local needs

How are we funded?
FoodWIse is Federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP).

What is SNAP?
Supplemental Nutrition Assistance Program (SNAP) offers nutrition assistance to millions of eligible, low-income individuals and families and provides economic benefits to communities. SNAP is the largest program in the domestic hunger safety net.

What is SNAP-Ed?
Supplemental Nutrition Assistance Program Education (SNAP-Ed) is an evidence-based program that helps people lead healthier lives. SNAP-Ed teaches people using or eligible for SNAP about good nutrition and how to make their food dollars stretch further. SNAP-Ed participants also learn to be physically active.

What is EFNEP?
EFNEP is a Federal Extension (community outreach) program that currently operates through the 1862 and 1890 Land-Grant Universities (LGUs) in every state, the District of Columbia and the six U.S. territories. Using a research-based, interactive, holistic nutrition education approach, peer educators from the communities support families towards improvements in four core areas: diet quality and physical activity, food resource management, food safety and food security.

FOOD WISE
Healthy choices, healthy lives.

W Extension
UNIVERSITY OF WISCONSIN-MADISON

To learn more visit: **http://fyi.extension.edu/foodwise**
Email: FoodWIse@wisc.edu

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DID YOU KNOW ?

On a given day, **30-40%** of children & adolescents eat fast food

Only **19%** of Americans get the recommended amount of daily activity

Obesity can cause other health problems:

- cardiovascular disease
- type 2 diabetes
- high blood pressure
- sleep apnea
- depression

21% of annual medical spending is on obesity-related illnesses

WHAT WE DO

Healthy Choices, Healthy Lives

FoodWIse employs a combination of evidence-based strategies designed to promote changes for individuals, communities and environments to help make the healthy choice the easy choice. We:

EXPOSE PEOPLE TO NEW FRUITS AND VEGETABLES AND WHY THEY ARE IMPORTANT.

TEACH PARENTS HOW TO PLAN AND PREPARE HEALTHY MEALS.

EMPOWER FAMILIES WITH LIMITED FINANCIAL RESOURCES TO CHOOSE HEALTHFUL DIETS AND BECOME MORE FOOD SECURE BY SPENDING FOOD DOLLARS WISELY.

SUPPORT COMMUNITIES IN MAKING THE HEALTHY CHOICE, THE EASY CHOICE WHERE PEOPLE LIVE, LEARN, WORK AND PLAY.

"I served each participant a slice of green and yellow bell pepper. I asked everyone how the first few bites tasted. One participant said it was the first time she ever tried raw produce. She commented that she liked it. She mentioned that growing up, she and her family always 'ate with their eyes'. They thought that if it didn't look good, it wouldn't taste good."

- FoodWIse nutrition educator, Milwaukee

"The FoodWIse family cooking classes we attended inspired us to let our kids help more in the kitchen and we are all eating at the table together. Bonding with the kids made them happy."

- Danielle S, Weyauwega

"The Manitowoc Family Aquatic Center (MFAC) offers a place for fun and exercise, but also serves 'junk food': candy, popcorn, pizza. The FoodWIse program has helped the management and staff see that with a few changes to the menu, we can help people make better choices with little difficulty or fiscal impact on MFAC. FoodWIse is helping us become a healthier environment. We look forward to making positive change."

-MFAC Management, Manitowoc