



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.

Who We Serve



905

Direct Educational Contacts



342

Total Learners

111

Hispanic/Latino

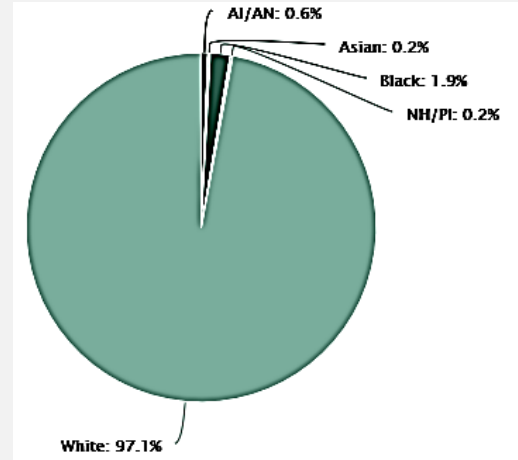


146

Total Learners

370

Not Hispanic/Latino



Program HIGHLIGHTS

- Created nutritional nudges like posters and shelf tags for food pantries that highlight health benefits of fruits, vegetables, and whole grains, a proven method of encouraging healthier choices.
- Taught culinary skill-building courses, food resource management, and nutrition to teens and adults at multiple sites in Kewaunee County.
- Led strength training exercise classes for rural adults with limited income and limited access to physical fitness centers.
- Helped promote health literacy skills among Latino adults and children, boosting language and literacy by reading together.
- Collaborated with county partners to provide nutrition education at rural senior meal sites.

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 our communities. In Manitowoc County, FoodWISE partners with local county organizations including Pathfinder Academy, Kewaunee County Food Pantry, Hispanic Resource Center, Lakeshore Community Pantry, Algoma Food Pantry, Live Algoma, ADRC of the Lakeshore, Kewaunee WIC, and Kewaunee Public Health to help make the healthy choice the easy choice in our communities.

Rock Your Crock!

Laura Apfelbeck, FoodWise Coordinator

FoodWise partnered with East Shore Industries, Kewaunee County Food Pantry (KCFP), and Live Algoma to offer a 4-part series of nutrition education classes focused on crock pot cooking as a way to improve culinary skills, increase family meal times, and reduce reliance upon convenience foods.

Live Algoma supplied grant funding to purchase slow cookers for all participants who completed 3 of the 4 hour-long classes. East Shore Industries offered classroom space. KCFP recruited participants. This is the 3rd series of Rock Out with Your Crock Out in Kewaunee County. 21 people signed up for the series, including some who had taken the classes before (and would not receive another slow cooker) but wanted to attend. Of these, 17 completed the series and received slow cookers.

 **“I learned to use my crock pot properly!”—Participant Comment**

Most participants (79%) said meal planning was NOT something they did routinely. But, after the class they set a goal to start planning meals. The Center for Disease Control & Harvard School of Public Health say planning meals usually increases the likelihood of eating healthier food, saves money & time, better controls portion size, and can reduce stress.

 **The best thing about the class is “learning to be healthier & easier ways to do it!”—Participant Comment**

Participants enjoyed recipes featuring food pantry staples like black beans in Black Bean Chili and brown rice in Chicken & Broccoli Casserole. Crock pots even baked our whole grain quick breads like One Bowl Pumpkin Bread and Banana-Oatmeal Bread. We also sampled overnight recipes like Chicken Noodle Soup and Sausage & Broccoli Breakfast Bake.

Healthier Food Pantry

Imelda Delchambre, Nutrition Educator

Consuming whole grains helps people feel full longer, regulates blood sugars, controls weight, reduces the risk for heart disease, and provides more vitamins and minerals than products made with enriched flour. It’s definitely a food to encourage! However, whole grain foods can be expensive, unavailable, and unfamiliar to food pantry shoppers.

In January 2019, Kewaunee County Food Pantry received a donation from United Health Care to purchase whole grain foods. Pantry manager Ken Marquardt identified brown rice, rolled oats, and whole grain spaghetti as the most palatable options. Unfortunately, after two months, Ken reported that the pantry shoppers were preferring white rice & pasta, and sugary quick oats over the whole grains.

FoodWise staff offered promotional nudges, including

- ✓ signs celebrating the nutritional benefits of whole grains & encourage shoppers to choose them.
- ✓ colorful posters and nutrition info in the pantry waiting area featuring health benefits of whole grains.
- ✓ recipes featuring whole grain ingredients
- ✓ tastings of the whole grain products available.

As of June, Ken noted demand was “a bit higher for the whole grains products.” National Institutes of Health research confirms when incomes drop and family budgets shrink, food choices shift toward cheaper but more energy-dense foods. Still, subtle changes to a food pantry environment can encourage people in need to make healthful choices.

 **Make the healthy choice the easy choice!**

FoodWise makes subtle changes to move the needle toward whole grain choices among food insecure pantry shoppers.



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