

**UW-Madison Division of Extension \* Laura Apfelbeck, FoodWise Coordinator**  
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## 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 Kewaunee County residents due to income and job loss, as well as significant changes in local, regional, and national food systems. Based on increases in Kewaunee 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.

**Kewaunee County has seen a 22% increase in Food Share participation since the start of the pandemic.**

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

## Community IMPACTS



- Introduced Strong Bodies, a low-impact exercise program specifically designed to meet the needs of older adults.
- Connected two Kewaunee food pantries with bi-weekly emergency distributions of USDA food all summer.
- Partnered with United Way of Manitowoc County and Grow it Forward to include food safety tips, recipes, and coronavirus information to accompany weekly food distributions through the USDA Farmers to Families program, May to August.
- Worked with Hispanic Resource Center of Door & Kewaunee County to distribute Spanish-language resources related to the COVID-19 pandemic.
- Taught nutrition education classes at WIC and low-income senior meal sites.

## Reaching Kewaunee's Most Vulnerable Populations

FoodWise bilingual nutrition educator Imelda Delchambre—who retired this year—worked closely with Kewaunee food pantries serving the many LatinX families employed on dairy farms or meat packing industries.

When the pandemic first began, local partners noted that LatinX families were not coming to use community resources. Food pantry managers reached out to FoodWise to help contact these families to explain safety protocols during COVID-19 and safety measures food pantry shoppers were taking.

Through the calls, FoodWise learned that Spanish-speaking families were receiving some invalid information about health, safety, and their ability to safely leave home. Some families even expressed fear of being stopped by officers if they ventured out for food.



Imelda called the sheriff's office to determine if there was any truth behind such fears. She was then able to call the Spanish-speaking families to explain the fear was unfounded. Without this intervention, many families would likely not leave home, even to access food.

## USDA Farmers to Kewaunee Families

The USDA's Farmers to Families program began delivering emergency relief milk, cheese, meat, and produce to communities across the United States in April.

Though Kewaunee families needed the food, local pantries lack capacity to handle entire semi-truckloads, which is what USDA offered. FoodWise leveraged relationships with volunteers and distributors in Manitowoc County and Door County to make food available to Kewaunee Residents.



Loading boxes in Manitowoc

FoodWise also connected with UW-Green Bay Dietetics Program to find a student volunteer, Jenny Franzen, willing to help deliver food to rural pantries in Kewaunee County. Franzen coordinated with pantry manager Ken Marquardt to transport 150-200 boxes (each 30-40lbs) biweekly.

Some produce—like collard greens and sweet potatoes—was less familiar to local recipients. So, FoodWise and Manitowoc County United Way created recipe cards featuring those foods with a COVID-19 food safety tip on the back. Kewaunee County Food Pantry in Algoma and Lakeshore Community Pantry in Kewaunee distributed the recipes with the boxes.

For Kewaunee residents living near Door Co., FoodWise partnerships with the Door County United Way food bank encouraged advertising that allowed Kewaunee Co. residents to participate in those food distributions.

## 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 Kewaunee County, FoodWise partners with Kewaunee County Food Pantry, Hispanic Resource Center, Lakeshore Community Pantry, Algoma Food Pantry, ADRC of the Lakeshore, Kewaunee WIC, and Kewaunee Public Health to help make the healthy choice the easy choice in our communities.



**County Coordinator**  
**Laura Apfelbeck**  
 FoodWise Programs for Manitowoc, Kewaunee & Door



**Join our team!**  
 FoodWise will hire two bilingual nutrition educators in 2021. Check the Extension web site for details

### Contact Us

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# Join Our Team

## FoodWise Program Seeks Bilingual Educator

FoodWise of Door & Kewaunee County Extension will hire a part-time nutrition educator fluent in Spanish for educational programs.

In Door and Kewaunee Counties, Our Educators

- Introduce children and adults to new fruits & vegetables and teach them why they are important.
- Teach parents how to buy, plan, and prepare healthy meals.
- Engage families with limited resources in choosing healthy diets while stretching food dollars.
- Support communities in making healthy choices where people live, learn, work, play, and worship

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To learn more and to apply, see

<https://jobs.hr.wisc.edu/en-us/job/507087/nutrition-educator-bilingual>

**Questions? Contact FoodWise County Coordinator Laura Apfelbeck at [lapfelbeck@wisc.edu](mailto:lapfelbeck@wisc.edu).**