

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.



Kewaunee County Landscape

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

45,19

county residents,
22%, live at or below
200% of the Federal
Poverty Level.[^]



1,428

county residents,
6.95%, use SNAP
benefits to purchase
food for themselves
and their families.*



[^]Wisconsin Food Security Project

* WI Dept of Administration and WI Dept
of Health Services

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 Kewaunee, FoodWise partners with schools, food pantries, non-profits, and low-income housing to help make the healthy choice the easy choice in our communities.

Community

Impacts in 2023

- Engaged in 492 teaching contacts around exercise and nutrition education topics.
- Partnered with the Pathfinder Academy program to bring nutrition education and cooking skills to underserved teens, preparing them to enter the workforce and provide nutritious meals for themselves.
- Worked with food pantries, low income housing, and non-profits to distribute indirect education materials, reaching more than 300 people on topics of healthy eating, maximizing FoodShare benefits, and how to use the Northeast Wisconsin Food Access Map.
- Worked with American Heart Association HeartCorps and Door County Extension staff to create a regional StrongBodies model, making it possible to offer StrongBodies exercise classes in more sites and have opportunities for local people to become trained facilitators and continue the programs.

Inspiring Collaborations



The Kewaunee County Health Improvement Plan lists obesity as a health priority, with the goal of offering nutritional support to residents. FoodWise direct education classes bring nutrition education to low income, SNAP-eligible residents who are often underserved by such services. In 2023 FoodWise offered Rock Your Crock, a series designed to use slow cookers to make it easier for low-income people to create healthy, nutritious meals at home.

- Brought Kewaunee County Food Pantry users and ESI participants together to increase access and build relationships.
- Partnered with Algoma Housing Authority to bring access to senior citizens living at this low-income housing site.
- Worked with local faith-based groups to supply slow cookers for those who complete the 4-part series.
- Created pictographic recipe cards, to accommodate lower literacy rates, recipe handouts that have been used across the state by other FoodWise educators

Multi-level Program Efforts



In Kewaunee County, more than 1400 people currently receive SNAP benefits. For a farm market to accept those dollars, the market must have an electronic benefits transfer (EBT) machine. No farm markets in Kewaunee County currently have an EBT machine. It is best for local farmers and low-income people for these FoodShare dollars to be spent locally. In 2023 the FoodWise team was asked to partner with Healthy Retail State Specialist Kelly Hammond to work toward statewide nutrition incentive program. If funded, this program will make it possible for every farmers market in Wisconsin to accept FoodShare and offer double dollar incentives.

The FoodWise team held focus groups with vendors and shoppers. These groups examined current barriers to farmers market access and issues of concern for farm market vendors. This data will be used in the grant writing process.

Connect With Us

kewaunee.extension.wisc.edu
920-323-4620
625 Third Street
Luxemburg, WI 54217



Laura Apfelbeck
Nutrition Coordinator



Jace Purdy
Nutrition Educator



Krystina Yang
Bilingual Nutrition Educator

Winner of 2023 FoodWise Golden Award



Mariah Broehm
HeartCorps Service Member - **Estimated Value of \$54,000**