



## 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 **Landscape**

**57%**

of the population lives in census tracts that have low access to healthy foods



**47%**

pay more than 30% of their income in rent



**78%**

of children are eligible for free or reduced lunch



**34%**

of households receive SNAP benefits



## 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 Milwaukee, FoodWise partners with schools, after-school programs, farmers markets, senior apartments, community organizations, and food pantries to help make the healthy choice the easy choice in our communities.

## Community Impacts **In 2022**



*A shopper uses EBT & MMM to shop for produce at Fondy. Cheri Johnson Photography 2022*

Delivered nutrition education to 634 learners in a variety of settings (senior apartments, K-12 school settings, food pantries, etc), both in person and virtually.

Supported 10 farmers markets in Milwaukee County to participate in the Milwaukee Market Match program, which provides incentives for SNAP/EBT users who purchase produce at farmers markets.

Built organizational capacity with the Milwaukee Food Council to increase coordination and collaboration in our local and emergency food system.

# Engaging with Elders

Jefferson Court Senior Apartments is a new partnership in Milwaukee County this year. Seniors were anxious to participate in new activities after COVID limited their opportunities the last few years. The first series of classes went so well, they asked for another one!

Residents participated in two classes, Strong Bodies to build strength and Seniors Eating Well to learn cooking and nutrition strategies. One resident commented that she was able to reduce sodium in her diet by rinsing canned vegetables and using herb seasonings instead of salt.

# Doubled Dollar\$!

\$1 million in Milwaukee County American Rescue Plan Act funds were awarded to the Milwaukee Market Match (MMM) program, thanks to collaborative efforts among community partners. MMM is a nutrition incentive program that doubles SNAP purchases up to \$20 per person per day with coupons for fruits and vegetables at 10 farmers markets across the county. The program was launched in August 2022, and is funded through market season 2024. This is the first ever County-wide coordinated match program that is available at every market that accepts SNAP in Milwaukee County.



Milwaukee County Executive David Crowley signs Milwaukee Market Match Funding Allocation with Nicole Hudzinski, Oby Nwabuzor (American Heart Association), Venice Williams (Fondy Food Center), Meg Kilkenny & Danielle Nabak (Extension Milwaukee County)

FoodWise provided extensive leadership to this effort in designing & implementing the program, training & onboarding all participating markets, creating & translating marketing materials, and community outreach. Fondy Food Center manages finances & implementation for the program. This effort is the result of years of coalition building with the Milwaukee Farmers Market Coalition and months of coordinating with partners to mobilize educational advocacy efforts about community health, health equity, and nutrition security.

# Connect With Us

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