



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 Milwaukee residents experiencing limited incomes through nutrition education at the individual, community and systems levels.



Milwaukee County Landscape

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

83%

of students in Milwaukee Public Schools qualify for free or reduced lunch.[^]



26%

of county residents use SNAP benefits to purchase food for themselves and their families.*



[^]WI Dept of Public Instruction
^{*} WI Dept of Administration and WI Dept of Health Services; U.S. Census

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 Milwaukee County, FoodWise partners with schools, after-school programs, childcare programs, farmers markets, local government, senior housing sites, and food pantries to help make the healthy choice the easy choice in our communities.

Community

Impacts in 2023

Engaged with 1962 learners around nutrition education topics in a variety of settings, including early care and education centers, K-12 school settings, food pantries.

Partnered with over 65 schools, community centers, senior sites, food pantries and other Milwaukee organizations both directly and indirectly to reach more than 33,925 community members, including over 16,480 newly reached individuals through our FoodWise outreach efforts.

Worked with 11 farmers markets to support implementation of Milwaukee Market Match program, which doubles the amount of money SNAP users can spend on fruits and vegetables with local farmer vendors.

Inspiring Collaborations

For the last 4 years, FoodWise Healthy Communities Coordinators have helped build organizational capacity with the Milwaukee Food Council (MFC) to drive systems change for healthy food. Thanks to their efforts, the organization hired its first-ever executive director, Solana Patterson-Ramos, in March. How exciting! The MFC is working on strategic planning in 2024.



In August, FoodWise partnered with Milwaukee Central Library to present a nutrition lesson called Rethink Your Drink as part of UW Madison's 175th Anniversary. Nutrition educators Rachel and Maria spoke to community members about limiting sugar sweetened beverages and how to identify sugars on nutrition labels. We had samples of fruit infused water to taste as a healthy alternative to sugary beverages.



Multi-level Program Efforts

In August we hosted our first ever Discover Wisconsin Farmers Market tour in Spanish at the Jackson Park Farmers Market, in conjunction with UW-Madison's 175th anniversary. With special funding for the event, we were able to purchase produce directly from farmers at the market for a cooking demonstration after the tour. Each participant received a bag with a recipe card from the cooking demo, and produce from the market featuring all of the recipe ingredients for them to take home! Jackson Park is a participant in the Milwaukee Market Match program, which means SNAP users receive extra money to spend with farmers on produce here.

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