

# SNAP-ED WORKS 2018

Supplemental Nutrition Assistance Program - Education



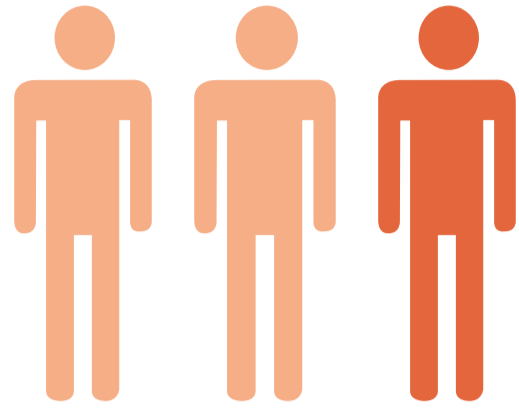
Extension  
UNIVERSITY OF WISCONSIN-MADISON



## The Challenge



Almost 1 in 9 Wisconsin households face hunger/food insecurity.



2 in 3 Wisconsin adults are overweight or obese.



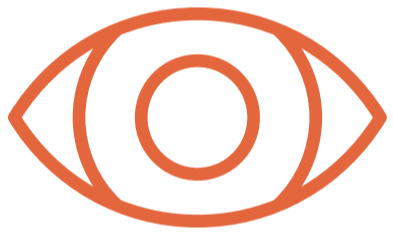
1 in 7 Women Infants and Children (WIC) program participants aged 2-4 years old are obese.



**\$3.1 Billion =**  
Cost of obesity in Wisconsin

## The Solution

### EXPOSE



children to new fruits and vegetables and why they are important.

### TEACH



parents how to plan, buy and prepare healthy meals.

### EMPOWER



families with limited resources to choose healthful diets and become more food secure by spending food dollars wisely.

### SUPPORT



communities in making the healthy choice the easy choice where people live, learn, work and play.

## Program Reach - Promoting Health and Nutrition through Partnership



**66,027** participants in **66** counties

Collaborated with **67** community health coalitions

Supported **181** partners



Education delivered to individuals at **1053** settings



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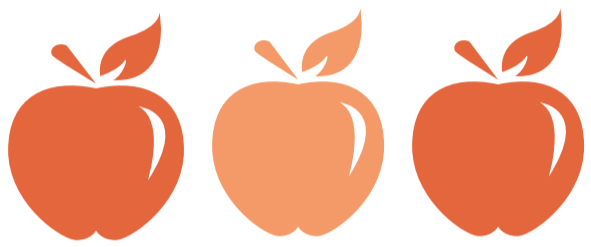


## Healthy Intentions, Healthy Behaviors

### Changes in knowledge and intent:

**93%**

of all youth and adult participants stated intent to eat more servings of fruits & vegetables following the lessons.



**79%**

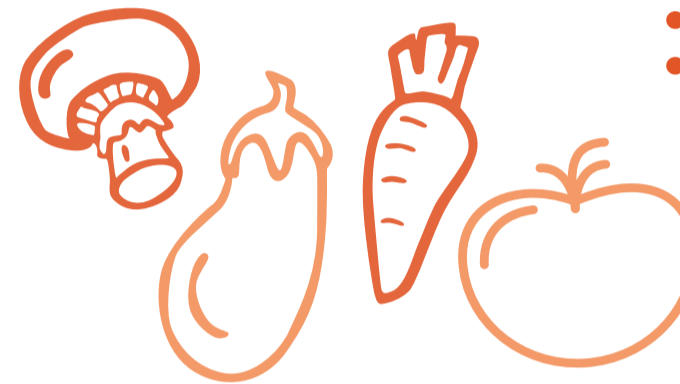
of all adult participants intend to use at least one food resource management strategy. (budgeting).



### Changes in behavior:

**57%**

of parents reported that their child is eating more vegetables.



**59%**

of teachers report that students are eating more fruits and vegetables in school snacks.



## Supporting Communities

In federal fiscal year 2018, FoodWise supported 136 community partners with efforts that resulted in 313 environmental changes.

Increased number of school and community gardens



Increase in use and accessibility of SNAP/electronic benefits transfer (EBT) at five farmers markets



Improvements in school food environments and established school wellness policies



Changes in procurement policies and practices in support of safe and healthy food selections in food banks and pantries



## Why it Works

Programs are evidence-based.



The program builds community, leverages university resources and supports community health.



**We help make the healthy choice the easy choice.**