



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

In response to the ongoing challenges in reaching SNAP-Ed audiences with direct education during the pandemic, FoodWise increased the delivery of indirect education. This included an expanded social media and website presence, local online and print resources, electronic materials and handouts, and pre-recorded videos; all with the overall goal to continue to reach audiences with helpful nutrition information and resources empowering participants to live healthier lives.

In **Door County**, FoodWise continued to deliver nutrition education reaching participants through **Strong Bodies virtual exercise programs, radio and social media outlets, and via recipe cards distributed with pantry foods.**



Community IMPACTS

- Introduced **Virtual Strong Bodies** to help meet exercise needs of older adults staying at home due to the pandemic. Participants could join classes in English or Spanish for free from their homes.
- Expanded raised bed gardens at the Sturgeon Bay ADRC to provide fresh produce to seniors.
- Provided nutrition and healthy eating information through monthly radio spots on the Door County Daily News.
- Offered every school food service director in Door Co. a chance to pilot Harvest of the Month, a statewide campaign encouraging kids and families to eat more produce. Colorful materials showcase seasonal, Wisconsin-grown fruits or veggies each month. Students taste, explore and learn.



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 **Door County**, FoodWise partners with the **Aging and Disability Resource Center, Boys and Girls Club., United Way of Door County** and **Door County Lakeshore CAP, and Door County Community Foundation** to help make the healthy choice the easy choice in our communities.

Education in 100-words or Less Still Growing Together in 2021

In 2021, FoodWise hosted 4 student interns from the Dietetics Program of University of Wisconsin-Green Bay, through a masters program that requires experience in community nutrition education.



FoodWise partnered with Tim Kowols, social media coordinator for the *Door County News* and 4 radio stations, creating 100-word radio spots with additional content on social media.



Using an evidence-based curriculum called *Feeding for Healthy Eating*, we



targeted parents of young children with reliable information, recipes and resources.

Kowols said these radio spots reach up to 100,000 unique users on DoorCountyDailyNews.com. Stories appear in the Daily Electronic Newspaper as well, which is sent to over 6200 subscribers. Almost 10,000 people follow DoorCountyDailyNews.com on Facebook, where these nutrition education stories are shared.

FoodWise secured grant funding for a second year to continue on-site garden expansion at the Sturgeon Bay Aging and Disability Resource Center (ADRC). Master Gardener Helen Bacon organized volunteers who planted fruit trees and maintained 3 raised bed gardens designed to contribute fresh produce to low-income seniors. Helen worked with nonprofit community partners at JAK's Place, Sunshine House, and Youth Connections Center volunteered to learn about vegetable gardening.

Each week ADRC activity director Nicki Scharrig spoke with senior meal attendees, sharing the availability of garden produce and information about varieties planted.

Nicki and Helen harvested a few varieties of a seasonal vegetable such as tomatoes or peppers and created a do-it-yourself taste testing. They tucked in recipes and Wisconsin Harvest of the Month information cards to highlight nutritional benefits of the garden produce.



Example of a DIY taste testing

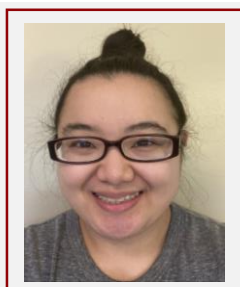
Seniors greatly anticipated the weekly harvest. The raised beds at ADRC produced enough to donate some to the weekly meal at JAK's Place. In 2022, we intend to seek funding through the FoodWise Growing Together WI program to create a satellite garden for JAK's Place and use portable grow towers to spark interest with other nonprofit organizations serving low-income people.



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