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UNIVERSITY OF WISCONSIN-MADISON



# Milwaukee County Extension FoodWise Programming



**FOOD  
WISE**  
Healthy choices, healthy lives.

**Danielle Nabak**  
*Healthy Communities Coordinator*  
Extension Milwaukee County  
September 11, 2019



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# About FoodWise

## EXPOSE



children to new fruits & veggies & why they are important.

## TEACH



parents how to plan, buy & prepare healthy meals.

## EMPOWER



families with limited resources to choose healthful diets & become more food secure.

## SUPPORT

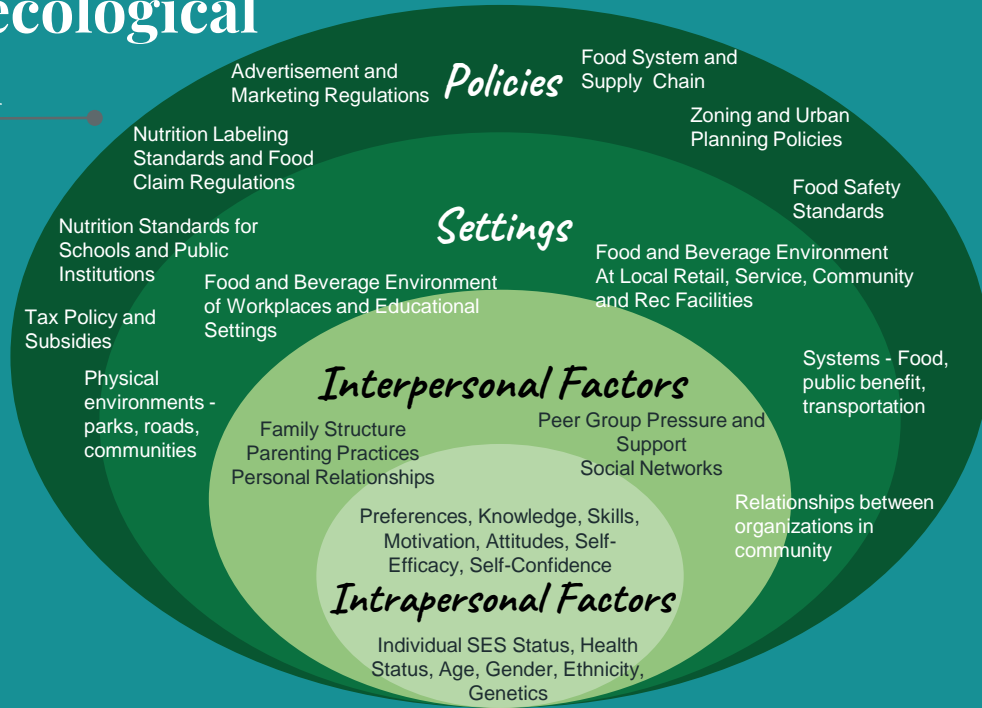


communities in making the healthy choice the easy choice where people live, learn, work & play.

*through*  
Direct Education & Policy, Systems, Environment (PSE) Change  
*leveraging over \$1,000,000 in federal funds*

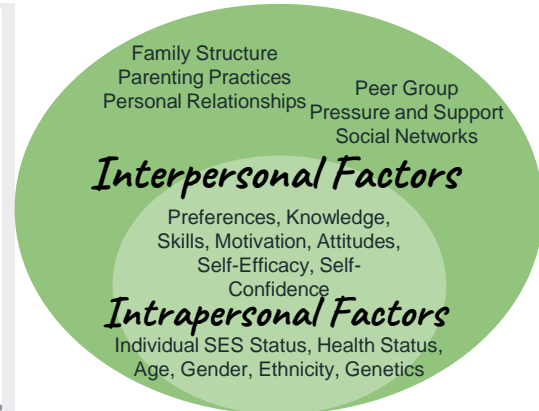


# Socioecological Model





# Overview of Direct Education

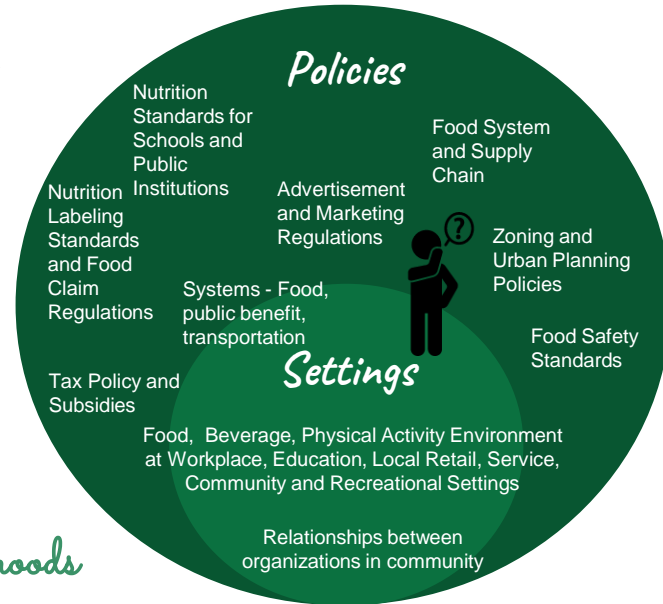


*through nutrition and physical activity lessons*



# Overview of PSE Support

- Individual-level health changes can be minimally effective, costly, and difficult to sustain and are only one part of our ability to live healthy, productive lives
- Policy, systems, and environment change recognizes that individuals and their behavioral choices are situated within and influenced by their broader social and environmental context
- The choices we make are shaped by the choices we have



*in farmers markets, schools, and neighborhoods*



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## By the Numbers...

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95% of adult learners report making a positive change in consumption of healthy food



100% of Strong Bodies participants report increased participation in physical activity



77% of teachers indicated students were eating more fruits and veggies after lessons

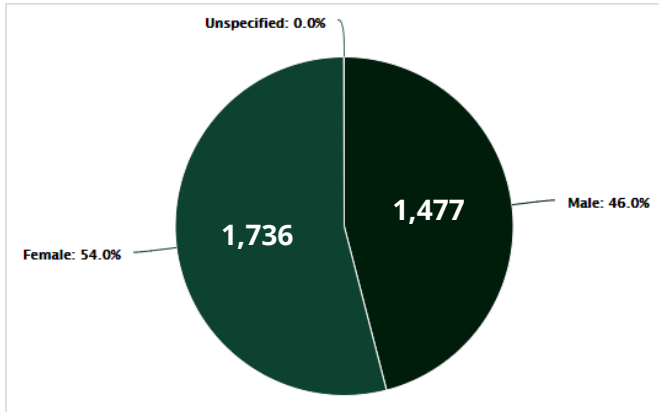


Families save an average of \$30 per month on groceries after learning food budgeting techniques



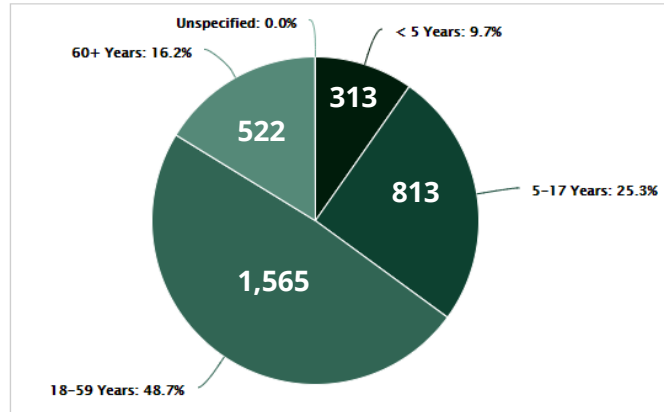
# By the Numbers...

Sex



Highcharts.com

Age



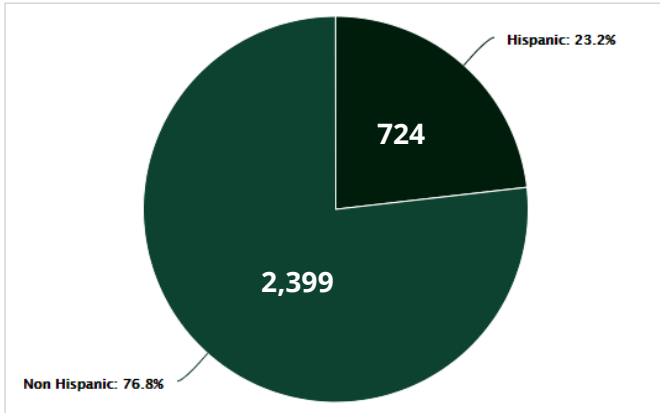
Highcharts.com



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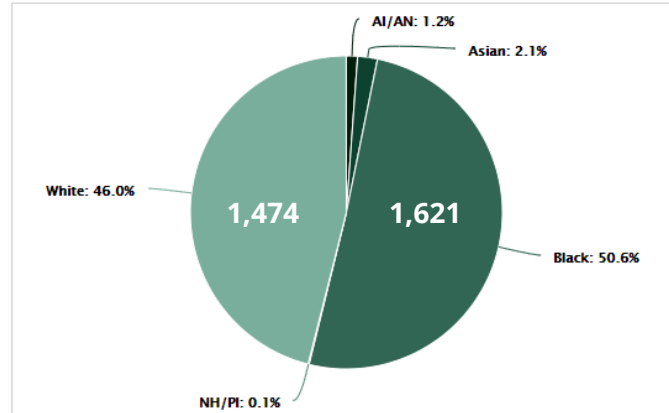
# By the Numbers...

Ethnicity



Highcharts.com

Race



Highcharts.com



Feedback &  
questions are  
welcomed.



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# Health and Well Being Programming



Lilliann M. Paine, MPH  
*Health & Well Being Educator*  
Extension Milwaukee County  
September 11, 2019

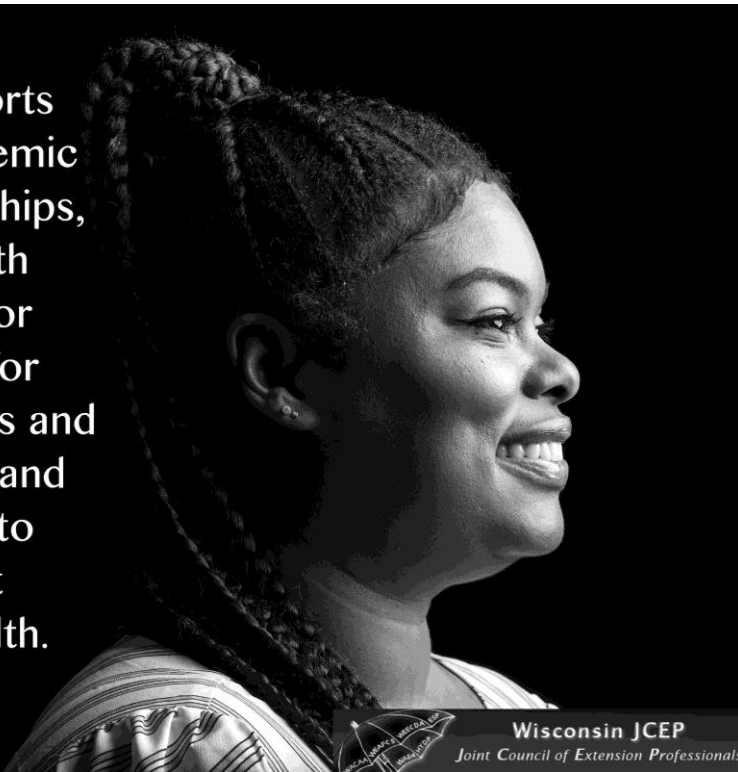


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Extension supports  
community-academic  
research partnerships,  
translates health  
interventions for  
dissemination for  
community leaders and  
directly teaches and  
creates policy to  
better impact  
community health.



A Peace of My Mind



Wisconsin JCEP

Joint Council of Extension Professionals



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# PURPOSE to which we commit...

WE TEACH, LEARN, LEAD AND SERVE, CONNECTING PEOPLE WITH THE UNIVERSITY OF WISCONSIN, AND ENGAGING WITH THEM IN TRANSFORMING LIVES AND COMMUNITIES.

# VISION of what we want to become...

A THRIVING, WELL-KNOWN AND SOUGHT-OUT EDUCATIONAL RESOURCE THAT REFLECTS THE RICH DIVERSITY OF THE STATE.

# VALUES we strive to live by...

## COMMUNITY

We empower others and ourselves by listening to, learning from, and respecting local knowledge. We value our partnerships and believe community voices are critical to success. We work in community with one another to build a culture of collegiality.

## DISCOVERY

We promote lifelong learning, unbiased transformational education and excellence through our scholarly work. We integrate University research with community-based knowledge to explore new solutions and their practical applications. We encourage innovation in teaching, research and outreach to serve the public good.

## INCLUSIVENESS

We recognize, appreciate and honor the differences, similarities and contributions of all people and communities. We are intentional in our efforts to ensure equity, justice and fairness. We embrace new ideas and approaches in our work.

## RELATIONSHIPS

We foster positive relationships through honesty, open communication and accountability. We meet educational needs by creating linkages among cultural, economic and environmental contexts. We recognize and trust the essential and interconnected nature of all roles within Cooperative Extension.

## RESPECT

We appreciate and serve as stewards of our state's resources. We honor and value each other's time and talents. We seek to maintain a balance between life and work priorities.





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# Healthy People + Healthy Finances = Thriving Community

- Opportunity for healthy starts — long before illness — in our homes, schools, jobs, and recreation
- All Milwaukee County residents should have the opportunity to make the choices that allow them to live a long, healthy life, regardless of their income, education or ethnic background
- Milwaukee County residents' neighborhoods or jobs should not be hazardous to their health
- The opportunity for health starts long before you need medical care



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# Program Developer & Evaluator

## **UW Institute for Clinical and Translational Research (ICTR)**

Grant established a research and service partnership between:

- UW faculty @ UW health insurance outreach program,
- UW Extension (Milwaukee County office), and
- Milwaukee-based Children's Community Health Plan, which is one of Wisconsin's largest Medicaid and ACA-plan HMOs.

### **RESULTS:**

- 8,000 households were reached from coaching sessions.  
(Each person on research team was assigned 80-100 people, limited to Standard Program within BadgerCare through Children's Community Health Plan Insurance (claims data through CCHP))
- 32% remembered getting the mailer
- 46% found the mailer useful
- 61% more likely to use the NurseLine in the future



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# Community/Organization Capacity Builder\*

## March 2017

Contracted by Urban Economic Development Association (UEDA)

## June 2017

### **World-café**

Key themes that emerged through both the World Café meeting and the survey included:

- Financial capability/empowerment is not a linear process
- People have different lanes they can choose from to achieve their financial goals
- Our job is to make those lanes known and accessible

## October 2017

Consensus on:

- Vision and purpose
- Finalize goals, objectives and key work areas for 2018

## 2018 Innovation Labs

- Dedicated to the development of tangible solutions
- This was achieved through open collaboration for the purpose of:
  - Creating
  - Elaborating
  - Prototyping radical solutions to pre-identified systemic challenges with focus on how we engage others in financial empowerment work, and feature guest speakers.

\*There is a real desire for meaningful and beneficial partnerships that allow all organizations to thrive and serve their mission, and use the connections made in Financial Equity Group (FEG) to support this\*\*



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"I just have to let you know, that from all the facilitators I've witnessed, you do an excellent job of making everyone feel heard. You really do create an equitable space for all voices."

Myra Edwards, Senior Advisor to the Mayor from the City of Milwaukee







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# Wisconsin Public Health Association

- At Large Representative (2017- 2019 Term)
  - Represented Extension by providing a local perspective
- Founder of the WPHA Racial Equity Workgroup
- Received 2019 Presidential Citation for Racial Equity Work





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# Fulfilling the promise of the Wisconsin Idea

By placing Extension as a representative on a statewide board of public health professionals and leaders:

- We build professional development opportunities, connections and stakeholders, while also learning to bring back ideas to Extension
- It definitely promotes Extension and grows partnerships

"Lilliann has been an integral part of the Racial Equity Workgroup, including being one of the primary authors on the Racism is a Public Health Crisis resolution.

She pushes the organization to examine our actions and to move toward truly embedding equity in our work."



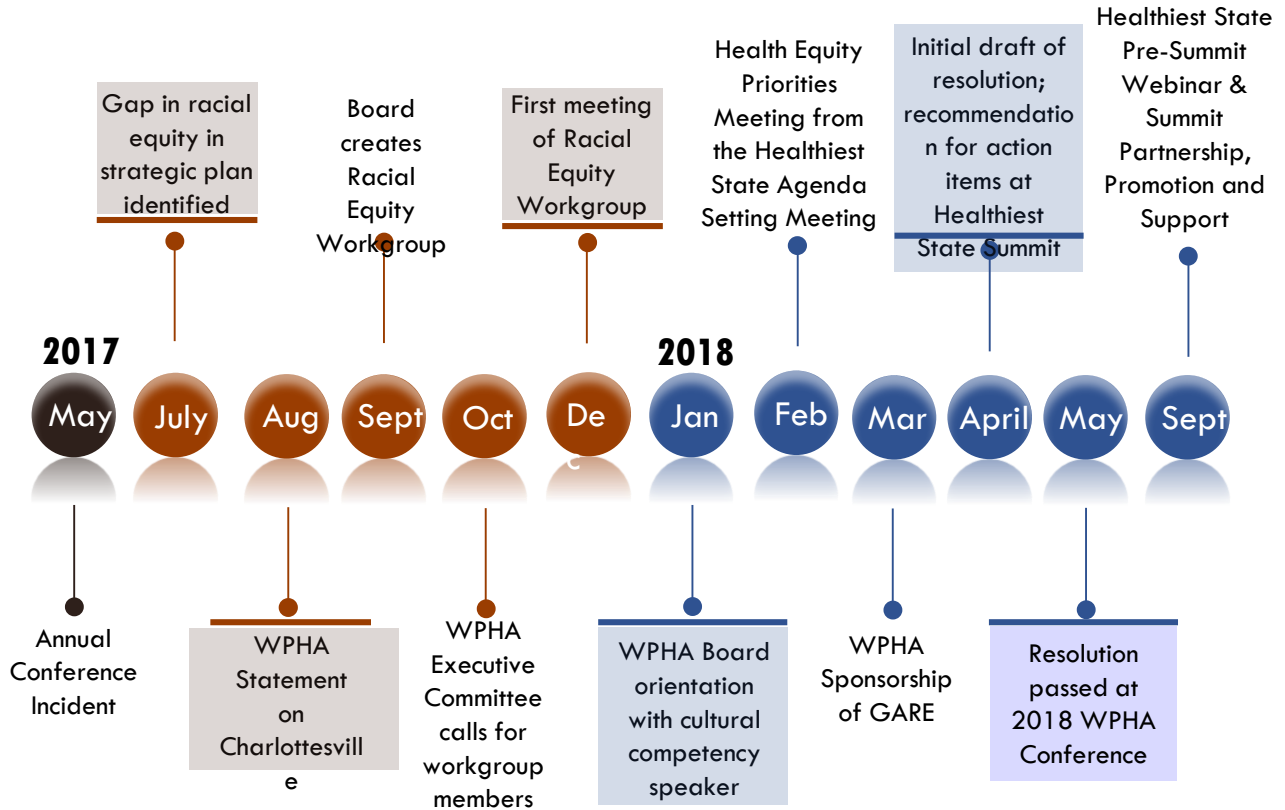


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# Timeline for the Creation of Racial Equity Workgroup





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# Future work directions

## Institute of Health and Well-Being

- Work collaboratively with diverse sectors and organizations
  - Align and complement efforts
  - Expand reach and maximize impact
  - Non duplicated efforts
- Direct education to individuals
- Work towards changes in policy, systems and environments that to better impact health
- HWB's behavioral health program aims to promote positive mental health and substance abuse prevention
  - Positive mental health is not the absence of mental illness, but refers to the ability of a person to live, laugh, love, and learn.
    - Experience and manage a range of emotions
    - Have meaningful, healthy relationships
    - Cope with challenges
  - Substance Abuse Prevention



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# Questions?



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August 16, 2019