

FY07 Narrative Plan for Food Stamp Nutrition Education in Adams and Wood Counties

Overview of the Adams and Wood Counties Nutrition Education Program.

Adams County Wisconsin Nutrition Education Program (WNEP) provides education and resources about dietary quality, balancing food and physical activity, food safety, and budgeting for food dollars to low-income families as a strategy to provide them educational information that helps them transform their lives. WNEP in Adams County began as part of a three county cluster in 1995 and two years later became a separate unit. Initially, program focus was on walk-by displays at sites where low-income families received services, since then the program has evolved into a direct instruction program. Adams County Nutrition Education Program has identified and will continue to focus on three primary audiences for services. Those audiences are: low-income seniors and adults with disabilities living independently, youth attending five elementary and one middle school identified as having 50% and more free and reduced lunch statistics along with their families and those who have children in programs such as WIC and Head Start. In addition, Adams County WNEP has begun to initiate programming that will teach budgeting for food dollars for parents.

Wood County Wisconsin Nutrition Education Program (WNEP) was a new program in 2006. In 2007, it will also focus on providing education and resources for diet quality, balancing food and physical activity, food safety, and budgeting for food dollars to low-income families as a strategy to provide them with educational information that helps transform their lives. Wood County has identified and will focus on three primary audiences for services. These audiences are: low-income seniors and adults with disabilities living independently, elementary school children as identified by free and reduced lunch statistics and other qualified school groups where families meet food stamp eligibility, along with those who have children enrolled in WIC and Head Start. Since this is a new program, 2007 will focus on teaching and delivering programming at low-income sites in the southern part of Wood County while initiating limited outreach to other parts of the county.

Characteristics of the low income residents in Adams and Wood Counties

Demographics of the counties

Adams County has a population of 19,920 (corrected census data). The population is primarily white with few minorities. Household size according to 2000 census data is averaged at 2.3. Sixty-nine percent of all households are described as family households. Non-family households, households that contain more than one family or individuals from different families have increased by 91% in the last 10 years. Of the county households, 23% have a person with an identified disability. 56% of the population is in the labor force. Median income of a full-time year around male worker is \$32,149 while full-time female year around workers lag at \$21,907.

Food stamp enrollment has increased to 2,458 (2004 data) individuals in Adams County, and there are still food insecurity indicators that show problems are more widespread. One determiner of low-income status is use of energy assistance. In fiscal year 2006 20% (N=1,075) of all Adams County families (N=5464) applied for energy assistance. Of those that applied, 95% (N=1,021) were granted assistance. Last year, 1,023 individuals received Women, Infants, and Children (WIC) services. About 578 participants on average receive WIC services monthly. Of those who receive WIC services, 31% of the households still report themselves as food insecure. Thirteen percent of these identify themselves as “food insecure with hunger”.

Adams County is considered a NORC—Naturally Occurring Retirement Community because of its proximity to good health care and rural recreation locales. In uncorrected numbers (N=18,643), the population of seniors 65+ in Adams County is 20.9% of the population (N=3896.3). Of this population,

8.47% (N=329.9) appears to be eligible for food stamps but only 2.9% of those eligible for food stamps (N=113) are receiving services. Although the amount that they may be eligible for is often reported to be \$10.00 to \$20.00 per month, this amount may reduce having to make a choice between needed resources. There is a large percentage of apparently eligible seniors who need education about food stamp programs.

Wood County has a population of 75,195 (2004 updated census data). The population is primarily white (96.4%) with a significant Hmong minority (1.6%). Sixty-eight percent of all households are described as family households with the household size averaged at 2.47. Of all county households, 14.22% are adults with an identified disability. 67.1% of the population is in the labor force with a median income of \$41,595. Yet, 20% of the population is below 185% of the poverty line. Unemployment has decreased from 6.1% in 2003 to 3.4% due to changes in area industries. At present, 2.79% of (N=322) seniors are currently receiving food stamps. Elderly poverty rate in 1999 was 8.66% and mean social security income is \$12,167. Grandparents (N=338) responsible for grandchildren is 3.4% of total senior population.

Food Insecurity in the counties

In 2004, a food security survey (N=502) of elementary school families in Adams Friendship School District using USDA Food Security Scale questions showed that while 81% of families had at least one working individual and 61% reported income below 185% of the poverty rate. In 2005, the same food security survey was done in Wisconsin Dells School District that includes families from Adams County. Results demonstrated even more food insecurity in Adams County. Families in the Wisconsin Dells area showed that although 79% of families had at least one working individual, an average of 40% reported income below 185% of the poverty rate. In addition, 4350 (an average of 363 families per month) families used a food pantry in Adams County in 2005-06 and an additional 200 families are served each month at a mobile food pantry. Wisconsin Dells School District residents who live in Adams County are served at a separate pantry and those numbers are not available. Additionally, 2538 free meals were served at an evening school program on 38 nights in 2005-6 (average recipients = 67). Food insecurity is a serious issue. Many families reported that they are concerned about having enough food to last through the month and many of these families reduce their food intake to “stretch” the food dollar. According to school food service, 63% of all meals served at school go to free and reduced status children. During the summer 462 children received meals at 13 sites ensuring that a high percentage of children are receiving at least one nutritious meal daily.

At present, 12% of the population (N=6195) is a food stamp recipient in Wood County. Adult recipients (N=3229) and child recipients (N=2966) are about equally divided. According to U.S. Census data in 2000, 27% of all children in Wood County live at 200% of poverty. African American (14.3%) and Asian (12.4%) children comprise the highest percentages of poverty but some services for food stamp eligible children are being under-utilized. Of the total enrollment of 14,667 students, 24.6% of enrolled children are eligible for free/reduced lunch while 2764 (18.8%) actually participate. Summer meal sites are currently unavailable. Families with young children are also under-utilizing services for food stamp eligible families. Last year, 2383 individuals received Women, Infants, and Children (WIC) services. On average 1319 participants (about 71%) receive WIC services monthly. Of those who receive WIC services, 38% of the households still report themselves as food insecure. Nineteen percent of these identify themselves as “food insecure with hunger” indicating the severity of food insecurity in the county. Many families are concerned about having enough food to last through the month and many of these families reduce their food intake to “stretch” the food dollar.

Nutrition and nutrition education needs of Food Stamp Program recipients and eligible residents of Adams and Wood Counties

Based on a UW-Extension needs assessment done with Adams county residents in 2004, educational needs include (from high to low priority rank) budgeting for food dollars, dietary quality, concern about youth obesity and risk for becoming overweight and food safety. In addition, with changes to the food guide pyramid, it will be important to educate food stamp eligible families about new dietary and physical activity recommendations.

Based on Wood County UW-Extension collaborations with other agencies that serve food stamp eligible clients educational needs include budgeting for food dollars, dietary quality, concern about youth obesity and risk for becoming overweight and food safety. In addition, with changes to the food guide pyramid, it will be important to educate food stamp eligible families about new dietary and physical activity recommendations.

Educational Projects planned for FY07

In School: Adams County WNEP will reach groups of students at schools with a population of students having more than 50% free and reduced lunch qualifiers with information about basic food safety including hand washing, dietary quality and balancing food with physical activity. Wood County WNEP will reach groups of students at schools with a population of students having more than 50% free and reduced lunch qualifiers with information about basic food safety including hand washing, dietary quality and balancing food with physical activity.

After School Programs: Adams County WNEP will provide small group education at 21st Century Learning Communities where more than 50% of students are free and reduced lunch recipients. Education at these programs will focus on dietary quality and balancing food with physical activity. In addition families will be reached during evening family programs with information about food safety, dietary quality and balancing food with physical activity. Summer school will also be a place to better promote dietary quality and balancing food with physical activity. Wood County WNEP will provide small group education at after school programs where more than 50% of students are free and reduced lunch recipients. Education at these programs will focus on dietary quality and balancing food with physical activity. In addition families will be reached during evening family programs with information about food safety, dietary quality and balancing food with physical activity. Summer school will also be a place to better promote dietary quality and balancing food with physical activity.

Preschoolers: At Head Start Adams County WNEP will provide a series of 3 puppet shows to young children on hand washing and eating a variety of food, and balancing food with physical activity. In addition to these programs, materials with more in-depth information about food safety, dietary quality and physical activity and topics of concern to parents of young children will be provided at parent support programs. Wood County WNEP will provide a series of 3 puppet shows to young children on hand washing and eating a variety of food, and balancing food with physical activity. In addition to these programs, materials with more in-depth information about food safety, dietary quality and physical activity and topics of concern to parents of young children will be provided at parent support programs.

Adams County WNEP will provide puppet shows for young children on hand washing and eating a variety of food. In addition, parent programs on feeding young children, infants and toddlers will be provided for Early Head Start parents at the Family Resource Center. Wood County WNEP will provide puppet shows for young children on hand washing and eating a variety of food.

Parents: Parent programs on feeding young children, infants and toddlers will be provided for Early Head Start parents. Services also will be offered to Nekoosa Ho-Chunk Head Start families.

WIC: Adams County WNEP will provide individual “Learn While You Wait” displays on topics appropriate for pregnant women and mothers with young children. These displays will emphasize the use of WIC commodities to stretch food dollars. A secondary focus will be on encouraging parents and adults to model and encourage physical activity as a balance for dietary intake. Individuals will learn in one-on-one or parent-child interactions. Wood County WNEP will provide individual “Learn While You Wait” displays on topics appropriate for pregnant women and mothers with young children at Wisconsin Rapids and Marshfield sites. These displays will emphasize the use of WIC commodities to stretch food dollars. A secondary focus will be on encouraging parents and adults to model and encourage physical activity as a balance for dietary intake. Individuals will learn in one-on-one or parent-child interactions.

Gardens: Adams County has many vegetable producers who provide fresh produce for the food pantry. At garden sites, food stamp eligible families will learn about preparation of produce that they may receive at a food pantry or that they may grow in their own garden. An additional emphasis will be on food preservation for dietary quality and as a food budgeting strategy. Education format will be with small groups or classrooms.

Health Clinics: Adams County WNEP will provide education at immunization clinics in Adams County for Food Stamp Eligible clients on food safety, dietary quality and the relationship between food and physical activity. Individuals will learn in one-on-one or as part of parent-child interaction sessions. Wood County WNEP will provide education at immunization clinics in the southern part of Wood County for Food Stamp Eligible clients on food safety, dietary quality and the relationship between food and physical activity. Individuals will learn in one-on-one or as part of parent-child interaction sessions.

Adult Groups: WNEP will provide adult education at Probation and Parole for non-custodial fathers with needs for education about dietary quality and feeding young children and for individuals with need of food budgeting management skills. This education will be done in small group format. State Technical College’s returning adult students will also be recipients of information about dietary quality, balancing food and physical activity and budget management through group sessions. Another site for distributing information will be Hope House, a shelter outreach for abused women and their children. This distribution will be one-on-one to protect privacy and ensure security for the clients.

Disabled Adults: Adams County WNEP will provide education for food stamp eligible clients who live with physical disabilities who live independently. The focus of this education will be dietary quality including food preparation, food budget management, food safety and balancing food with physical activity at sites where clients gather. Information will also be provided for High School special needs students who will be living independently in the near future. Format for education will be small group.

Senior Dining: WNEP will provide education at 3 senior nutrition sites with over 50% of the participants eligible for food stamps. Emphasis of programming will be on dietary quality, physical activity and food safety. Information will be provided to participants on resources for stretching food dollars. Presentations will be done in large group format. Wood County WNEP will provide education at eligible senior nutrition sites with over 50% of the participants eligible for food stamps. Emphasis of programming will be on dietary quality, physical activity and food safety. Information will be provided to participants on resources for stretching food dollars. Presentations will be done in large group format.

Food Pantry: WNEP will provide education at the Adams County Food Pantry sites on use of commodities and foods available at the food pantry to improve dietary quality and combining available foods with food stamps to stretch food budgeting resources. Individuals will learn in one-on-one or small group format. WNEP will provide interactive learn while you wait displays at southern Wood County

Food Pantry sites on use of commodities and foods available at the food pantry to improve dietary quality and combining available foods with food stamps to stretch food budgeting resources. Individuals will learn in one-on-one or small group format.

Food Security Programming Efforts Planned

Methods planned to **raise awareness** of hunger/food insecurity:

Adams County will continue to use materials from the Food Security Assessment Kit to further identify and collaborate on issues related to food security. In addition, information from the food security survey used with school districts will be shared with interested community individuals at public meetings. The Food Security Assessment will be recommended for use in Wood County with elementary schools in Wisconsin Rapids school district in 2007.

Methods planned to **compile data and assess status** of food security:

The Food Security Assessment Tool will be used with all school districts in Adams County and shared with appropriate agencies to identify strategies for increasing food security. WNEP will work with the Food Share Office and Food Stamp Employment Training (FSET). WNEP will also seek out strategies to provide more information to low-income seniors. The Food Security Assessment Tool will be shared with appropriate Wood County agencies to identify strategies for increasing food security. WNEP will work with the Food Share Office to provide more information to low-income seniors.

Plans to **increase involvement of community groups** in efforts to address food insecurity:

Adams County WNEP will continue to work with the Hunger Task Force to address issues of concern such as improving school meal program enrollment and use of community resources for food and food education including WNEP. WNEP will also collaborate with the Adams County Food Stamp Program to find out the percentage of food stamp recipients using or receiving assistance from WNEP and preferred format for education opportunities. Wisconsin Connections will continue to be distributed to sites and agencies where low-income individuals can receive information. Adams County WNEP will continue to work with collaborators from Sauk, Columbia, Juneau and Marquette counties to address food security issues in Wisconsin Dells School District. Plans include a poverty awareness activity, continued news releases, school displays and education and use of state resources for families. Wood County WNEP will begin to identify individuals to make up a Hunger Task Force to address issues of concern such as improving school meal program enrollment and use of community resources for food and food education including WNEP. Wisconsin Connections will be distributed to sites and agencies where low-income individuals can receive information.

FY07 Narrative Plan for Food Stamp Nutrition Education in Ashland and Bayfield Counties

Overview of the Ashland and Bayfield Counties Nutrition Education Program

The Ashland and Bayfield Counties Nutrition Education Program was initiated in December 1995 to address the need for nutrition, food safety and food security education for limited resource families in the two-county area. Beginning in 1998, the program focus has been on impacting change in eating habits/nutrition through working with food stamp eligible children and young families. Children between the ages of four and five are establishing eating patterns. Between the ages of six and ten, those eating patterns are being reinforced; they will last a lifetime. The Ashland/Bayfield Project devotes a major portion of its energies to educating children from Head Start through elementary school during multiple group sessions in the classroom setting on the importance of using the Dietary Guidelines for Americans as the basis for food choices throughout life. Through hands-on classroom nutrition activities that excite children enough to take the information home to share, parents and older siblings are also being reached with healthy nutrition messages. During the 2005 program year, this project added nutrition instruction to middle school (grades 6-8) classrooms increasing the number of schools/classrooms covered through the 2006 program year. It is the hope of this project that children moving on from middle school will have had the 50 hours of nutrition/nutrition related instruction that research identifies as leading to stable changes in knowledge, attitude and behavior.

Reaching parents of the students we work with has also been a focus. In the early years of this project, the most widely used method of reaching parents was through information sent home with the children we had taught. We also worked directly with parents through nutrition presentations at Head Start parent meetings plus WIC and county health department clinics. While we were in specific schools, we were often asked to provide information on nutrition and our program in the school for the school newsletter. During the 2006 program year we took a pro-active approach and promoted a monthly page of nutrition information to schools for inclusion in their school newsletters or on the menu backs. This project has been most favorably received, especially as school districts work on their district wellness policies.

During the past four years, the Ashland/Bayfield Project has increased its focus on food security in the two-county area including the establishment of a food security collaborative with representation from the two area tribes plus an additional twelve significant agencies. The Ashland/Bayfield project, through the collaborative, was instrumental in bringing a mobile farmers' market with fresh produce and nutrition education to the tribes and rural areas of the two counties where transportation and grocery stores are often lacking, farmers markets do not exist and many residents are eligible for and receive farmers market vouchers through the Aging Units or the WIC program. Nutrition around the garden programs has also increased for children as well as adults. Early programming was done with children around tribal community gardens or shelter gardens. In the past two years that education has grown to include educating parents in preparing the fresh produce for nutritious family meals as well as preserving the excess for later use.

Characteristics of the low income residents in Ashland and Bayfield Counties

Demographics of the counties

Ashland and Bayfield Counties are two of the northernmost counties in Wisconsin with populations of 16,866 and 15,013 respectively. In Ashland County approximately 87% of the residents are white, while American Indians/Alaskan Natives comprise approximately 10% of the population. In the 2000 Census, the Hispanic/Latino population of Ashland County was 1.1%. During the past six months there has been an increase in the Hispanic/Latino population of Ashland as workers have moved from the Twin Cities to take jobs in a sewing factory located in Ashland. These new arrivals to Ashland have impacted both the use of the Ashland Food Shelf as well as the free/reduced meal counts in the Ashland schools. Bayfield

County statistics are comparable to Ashland with 89% of the population white and 9% American Indian/Alaskan Native. According to the 2000 U.S. Census data, 11.9% of Ashland County residents and 12.5% of Bayfield County residents live in poverty compared with the Wisconsin rate of 8.7%. Poverty rates of children under 18 were 13.2% in Ashland County and 16.4% in Bayfield County compared with the State average of 10.8%. Ashland County ranks 10th of 72 in individual poverty rates and 15th of 72 in the child poverty rate compared with other counties in Wisconsin. Bayfield County individual and child poverty rankings are 8th and 7th respectively. Ashland County ranks 6th and Bayfield County 5th when comparing the percent of population below 185% of poverty. Nearly 10% (9.87%) of Ashland County households have no vehicle available. Senior citizens comprise 16% of the Ashland County population and 16.4% of the Bayfield County population compared with only 13.1% of the State population. In Ashland County 9.4% of residents 65 and older are below poverty; in Bayfield County the number is 11.9%.

Food Insecurity in the counties

A Food Security Assessment was conducted in Ashland and Bayfield Counties by the Nutrition Coalition of the Chequamegon Region (recently renamed FEAST) with the aid of Northland College in late 2003. Thirty-nine percent of 919 respondents reported that they have enough to eat but it is not always the kinds of food they want. Twelve percent reported that they sometimes don't have enough to eat and 3% reported that they often don't have enough to eat. Top reasons given by respondents who did not have the kinds of food they wanted were: not enough money (80%), not enough time to cook (35%) and not enough time to shop (21%). Of the 12% who reported that it was too hard to get to the store, 39% reported the cause to be work schedule, 38% reported no grocery store by and 33% reported no car, or unreliable car. Of the 136 responding that they didn't always have enough to eat, 96% said it was due to not enough money and 26% said it was too hard to get to the store. Of 936 respondents, WIC (36%), relatives (27%) and food stamps (25%) were the top types of food assistance used. Over half (56%) of respondents reported they were currently employed.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Ashland and Bayfield Counties

Among Native Americans in both counties, diabetes is a major health concern. At Bad River Reservation, there are 243 adults diagnosed with diabetes. Overweight is another concern. In a study of obesity in children at the Bad River Reservation, being done by Dr. Adams of UW-Madison, 56% of youth ages 5-18 years are at risk of being overweight or obese. According to the Wisconsin Healthy People 2010 Data Package developed by the Bureau of Health Information and Policy in the Division of Public Health (February 2005 edition), 36% of Northern Region adults 18 and older were overweight with an additional 24% being obese. This represents an increase of 2% in the overweight category since 2000-2001. The Wisconsin Behavioral Risk Factor Survey revealed that in the Northern Region only 12% of adults 18 and over exercised 20 minutes or more at 50% of aerobic capacity 3 or more times per week compared to the State average of 14%. There was no increase in those percentages for the Northern Region between the early 1990's and the late 1990's. Within the Northern Region, heart disease and cancer are the two diseases leading to the highest number of deaths. Proper nutrition and adequate physical activity can have a positive impact on all of these conditions.

In addition to this date, information on the nutrition education needs of food stamp eligible residents of this area was obtained through the Ashland/Bayfield Counties Nutrition Education Program Advisory Board made up of representatives of agencies that partner with this program. Again this year, in addition to the strategies this project already has in place, the Advisory Board recommended more opportunities for actual low cost meal/snack planning and preparation, identifying the new Transitional Housing Program as the client base for this instruction. In addition, recipes and food samples using food shelf available ingredients was identified as a need.

Educational Projects planned for FY07

In School: Elementary and middle schools/classrooms (preschool-eighth grade), with at least 50% of the students qualifying for free or reduced lunch, will be taught nutrition and food safety based on the 2005 Dietary Guidelines in multi-session groups. A monthly nutrition page distributed through school newsletters or on school menu backs will get nutrition information to parents plus reinforce classroom teaching concepts.

WIC: Pregnant women and parents of infants/children will be taught nutrition based on the 2005 Dietary Guidelines in one-on-one and learn-while-you-wait sessions at six sites in the two-county area. Focus will include the importance of physical activity as it relates to nutrition/weight management and use of the farmers market vouchers to increase food security.

Health Clinics: Parents of infants/children, adults and senior adults will receive nutrition education based on the 2005 Dietary Guidelines through learn-while-you-wait sessions at immunization clinics held in conjunction with WIC clinics and health departments in the two-county area. An area of focus will be nutrition/physical activity as it relates to healthy weight.

Senior Dining: Senior adults will receive nutrition education based on the 2005 Dietary Guidelines through one-time and multi-session groups at five congregate meal sites in Ashland County. Six four-page nutrition newsletters will further the nutrition education of seniors at the meal sites in addition to reaching those seniors receiving home-delivered meals in both Ashland and Bayfield Counties. One focus of the education will relate to food security through use of the senior farmers market vouchers.

Gardens: Nutrition and food safety as it relates to fresh produce will be taught at 4 farmers' markets and in multiple visits to at least 6 mobile farmers' market sites through learn-while-you-wait sessions. Sites chosen, including both Bad River and Red Cliff Reservations, have a high concentration of seniors and WIC participants who have received farmers' market vouchers. In addition, safe preservation of garden produce will be taught at both Bad River and Red Cliff Reservations in conjunction with their community garden/diabetes prevention programs.

Adult Groups: Families with children will receive nutrition information in multi-session groups through experiential education in a garden setting on the importance of fresh vegetables in daily food choices. The Family Meals program offers clients the opportunity to learn to prepare simple, low-cost meals that can easily be re-created at home. In addition to the hands-on opportunities to work with food, nutrition education themes include food safety, variety and balance in food choices, preparing economical and nutritious foods and healthy snacking. Simple nutrition lessons around the garden are also provided for child clients of the shelter.

Preschoolers: Children between the ages of 3-5 will be taught appropriate nutrition/food safety lessons based on the 2005 Dietary Guidelines in multi-session groups at 3 sites in Ashland and Bayfield Counties.

Parents: Parents of Head Start/Early Head Start children will receive nutrition information through monthly Head Start newsletter articles and handouts sent home with the children. In addition, Head Start and Early Head Start families at 3 sites will have hands on food preparation experiences, including food safety, based on easy, low cost meals and the importance of balancing food intake with physical activity. Depending on the site, the hands on food preparation experiences will be one-time or multi-session.

After School: Elementary- and middle school-aged youth at two tribal sites will be taught nutrition and food safety, including simple food preservation, in multi-session groups. Education will relate to garden produce grown at the sites. This education will occur around tribal garden sites.

Adult Groups: Adults in the Transition Housing Program in Ashland/Bayfield Counties will receive nutrition/food safety/resource management information through a series of hands on classes in food preparation. The focus of the classes will be planning for and preparing economical meals and snacks based on the 2005 Dietary Guidelines.

Food Pantries: Through learn-while-you-wait exhibits with appropriate handouts, clients at one food pantry and at least two food shelves will receive economical food preparation ideas with a food sample and recipe built around the available food shelf/food pantry foods.

Food Security Programming Efforts Planned

Methods or activities planned to **raise awareness** of hunger/food insecurity:

Our local food security group, FEAST, is in the process of submitting a grant for funding a Community-Based Food Security Assessment Planning Project. As part of the project our goal is to engage local citizens, particularly low-income and minorities, in planning for food security. We also plan to network with regional agency personnel and governmental bodies to increase their awareness of hunger/food insecurity in the two-county/two-tribe area. We will continue to use media releases and presentations throughout the two-county area.

Methods planned to **compile data and assess status** of food security:

We will again collect data related to usage of the Mobile Farmers' Market at the various sites as well as the produce raised in community gardens and donated to the local food shelves. We will also collect data relative to distribution and usage of Senior and WIC farmers' market vouchers. We plan to work closely with the local food shelves and food pantry for changes in usage at those sites.

Plans to **increase involvement of community groups** in efforts to address food insecurity:

Through FEAST, the resulting merger of the Nutrition Coalition and Sustainable Agriculture, as well as the Alliance for Sustainability and the three major communities along the Chequamegon Bay that have adopted the "eco-municipality" principles, Ashland and Bayfield Counties have a wonderful network to work within. Through this network of interested individuals, communities and organizations we hope to survey area food producers, retailers, wholesalers, restaurants and school and community meal services plus investigate, inventory and evaluate current food infrastructure such as storage, processing preparation and transportation needs. Then, through advisory groups in at least 3 communities comprised of interested low-income and minority consumers, producers, entrepreneurs and others, we hope to develop additional means for getting local food from farms to tables.

FY07 Narrative Plan for Food Stamp Nutrition Education in Barron and Dunn Counties

Overview of the Barron and Dunn Counties Nutrition Education Program

Barron and Dunn Counties began their Nutrition Education Program in FY 1996. County Extension Education Committees from both counties approved offering this program after establishing need through local strategic planning processes. In addition, agencies working with limited resource people (i.e., Head Start, WIC, Health Department, Human Services and Elderly Nutrition program staff) requested WNEP assistance. These groups identified their client's needs as the need for assistance in these areas: general budgeting to meet food security, food purchasing, food preparation, food safety and food management. As W-2 came into being, the program was offered at their site and classes were offered to their participants. They continue in regular workshop series offered four times a year in Dunn County. The program has expanded into some of the schools and has been regularly scheduled in after school programs in Dunn County since 2002 and in Barron County in 2004. The goal of this program is to increase the likelihood of healthy food choices by all Food Stamp eligible participants in an effort to promote and safeguard their health and well being. Agency members provide input through requests of education on specific topics in the above areas in the yearly planning process through individual meetings and work in Emergency Food and Shelter collaborative.

Characteristics of the low income residents in Barron and Dunn Counties

Demographics of the counties

Barron County (population 44,963) is 98% Caucasian and 1% Hispanic. The Dunn County (population 39,858), is 96% white and 4% Asian. In Barron County, 5.4% of all households are female headed with children. In Dunn County, 4.6% of all households are female headed with children. 28% and 21% of households (Barron/Dunn, respectively) have individuals 65 and older.

Median household income for 1999 was \$37,275 in Barron and \$38,753 in Dunn, lower than the \$43,791 median Wisconsin household income. Six percent of families in both counties were in poverty in 1999 including 13% of those with children under 5 years. In female-headed families with children under 5, 39% in Barron and 54.2% in Dunn were in poverty. In 2000, 16.37% Barron County and 13.4% Dunn County non-elderly adults had a disability and many use food pantries as disability prevents many from working. Unemployment in Barron County for 2004 was 6%, higher than the state 5.5% rate and 4.3% Dunn County rate. Barron County individual poverty rate of 8.82% and elderly poverty rate of 9.87% are higher than the state (8.66% and 7.43%, respectively). Child poverty rate of 10.2% is slightly lower than the state (10.8%). Dunn County individual poverty rate was 12.91%, child poverty rate was 11.6% and elderly poverty rate was 8.5%.

The start of the 21st century finds many low-income individuals struggling to feed their families and themselves. Many hard working families are struggling, in part, because of their poverty level wages which do not lift even a 40-hour a week full-time year-round worker to the poverty line. In Wisconsin 22% (more than 1 in 5 workers) had poverty wage jobs. In Barron County and Dunn County, 23.5% and 24.2% (respectively) of renters pay at least 35% of income in rent. In Barron and Dunn Counties, 10.9% and 10.7% (respectively) of home owners spend 35% or more of income on housing costs.

Food Insecurity in the counties

In 2004, 10.5% of Barron and 9.1% Dunn County residents received food stamps during the year compared to 9.8% of Wisconsin residents. There were 4699 unduplicated food stamp recipients in Barron County, with 1835 being children. There were 120.39 of Barron participants per 100 poor persons on food stamps. In Dunn County there were 3645 unduplicated food stamp recipients with 1757 being children. There were only 76.85 participants per 100 poor persons in the food stamp program in Dunn County,

much lower than the 115.92 per 100 for the state. This represented a 13.68 and 10.61 increase in usage for Barron/Dunn, respectively from the previous year. At Dunn County Interfaith Food Pantry, the average number of people using the program increased yearly between 2000 and 2003 from 802 to 851 to 923 to 1020. The average number of households served increased from 243 in 2000 to 323 in 2003. There are 1942 WIC clients in Barron County which represents 81.5% of those eligible. In Dunn County 1533 participate in WIC representing 79.8% of those eligible.

Over 24% and 21% (Barron/Dunn, respectively) County schools participating in the school lunch program are high poverty as compared to 28% for Wisconsin. In Barron County, 33.1% of children are approved for free or reduced price lunch and in Dunn County, 31.7% of children qualify. Over 60% of Barron and 59% Dunn County children approved for free or reduced price meals attend schools with breakfast, representing an increase in access to breakfast from the previous year. One summer meal program was initiated in 2004 for school aged children in Barron County reaching an average of 20 youth. One rural school in the Barron district, Ridgeland has over 50% students on free and reduced lunch and one Rice Lake elementary school on the south side also has over 50% of students qualifying for food assistance as well as some grade levels in the Chetek District. River Heights elementary in Menomonie qualifies in this area (54%) and is a SAGE school and has high Asian and mixed population.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Barron and Dunn Counties.

According to the Wisconsin Behavioral Risk Factor Survey, western Wisconsin, including Barron and Dunn Counties, had 37% overweight adults but not obese and 22% obese based on body mass index. The Pediatric Nutrition Survey of 2001 among low-income WIC enrolled 2-4 year-olds, there were 13.8% and 9.5% (Barron/Dunn, respectively) overweight children. The prevalence of obesity is significantly higher among adults with the least education and incomes. For example, 1/3 of adults with less than a high school diploma were obese in 1999-2001, compared with about 1/7 of adults with a graduate degree. Overweight and obesity are major economic burdens for Wisconsin, in addition to affecting quality of life and personal health.

According to the Wisconsin Behavioral Risk Survey, only 14% of adults exercise 20 minutes or more at 50% of aerobic capacity 3 or more times per week in western Wisconsin, including Barron and Dunn Counties. According to the 2002 survey, 20% of adults reported no leisure time physical activity during the past month. Inactivity rates in the U.S. are higher for individuals in poverty. For example, adults who had incomes four times the poverty level or more were about twice as likely as adults with incomes below the poverty level to engage in regular physical activity.

77% of adults in Wisconsin said they did not consume 5 or more servings of fruits and vegetables a day. Over 700 low-income persons entering WNEP in 2003 were asked about current health behaviors and practices. When asked if they served more than two vegetables to their families each day, 39% said they do this sometimes, seldom or not at all. When asked if they eat or drink two or more fruits or fruit juices each day, 47% said they do this sometimes, seldom or not at all. A Barron-Dunn WNEP survey revealed that 26% of participants did not eat a minimum of 2 servings of fruit the previous day. In a Dunn County after school program, 36% of K-3 students liked to eat fruit and 26% liked to eat vegetables. After the class and trying a variety of fruits and vegetables new to them, 87% liked to eat fruit and 66% liked to eat vegetables. Nutrition educators report that children at WIC and in their current programming in schools have a limited knowledge of identifying vegetables, indicating a lack of familiarity in eating them. The WIC director requested especially teaching how to select and purchase fresh fruits and vegetables so that families could make good use of the Farmers Market vouchers.

When over 700 low-income individuals in Wisconsin were asked if they choose fat free or low-fat milk instead of whole milk, 40% said they sometimes, seldom or never do this. When asked if they think about

healthy food choices when deciding to feed their families, 43% said they do this sometimes, seldom or not at all. Only 30% of adults in the U.S. meet the dietary recommendation for milk and dairy products. Only 11 % of men and 5% of women eat the recommended three or more servings of whole grains each day.

Illness resulting from food borne disease has become one of the most widespread public health problems in the world today. An estimated 76 million people in the United States are sickened each year due to a food borne illness. A large percentage of these illnesses result from improper food handling practices in the home. Only 27% of Dunn County after school K-3 program students knew the correct way to wash their hands before preparing or eating food. Senior focus, according to Office on Aging, should be food safety along with continued emphasis of fruits and vegetables and physical activity.

Many hard working families are struggling to feed their families, in part, because of their poverty level wages or unemployment. Poverty wages are defined as wages that would not lift even a 40-hour a week full-time, year-round worker to the poverty line. It would take more than \$8.12 an hour to be above poverty wages for a family of four. In Wisconsin, 21% (1 in 5 workers) of workers had poverty-wage jobs in 1971 as compared to 22% in 1999. Staff at the Job Center continue to see need among their clients for education in food resource management, food shopping practices and community resources.

Educational Projects planned for FY07

In School: Series of lessons, some single-session groups to youth ages 5 to 11 years focusing on parts of MyPyramid and food safety.

After School: Series of lessons, to youth 5-11 and to youth 12-17-- Focus in Chetek will be label reading, fat and sugar in food and fast food choices. Focus in Menomonie on parts of MyPyramid, physical activity and food safety.

Parents: Series of lessons to Head Start parents on MyPyramid, Calcium, Whole Grains and Breastfeeding

Job Centers: Series of lessons, to adults at W-2 Job Center on food resource management. Learn-while-you-wait at W-2 Job Center and food stamp office on fruits, dried beans and peas vegetable group, balancing food intake with physical activity and menu planning.

WIC: Learn-while-you-wait lessons on fruits, dried beans and peas vegetable group, balancing food intake with physical activity and menu planning.

Health Clinics: Learn-while-you-wait lessons on fruits, dried beans and peas vegetable group, balancing food intake with physical activity and menu planning.

Adult groups: Learn-while-you-wait lessons on fruits, dried beans and peas vegetable group, balancing food intake with physical activity and menu planning.

Senior Dining: Multi-session groups on fruits, dried beans and peas vegetable group, balancing food intake with physical activity and menu planning.

Food Pantries: Learn-while-you-wait lessons on fruits, dried beans and peas vegetable group, balancing food intake with physical activity and menu planning.

Food Security Programming Efforts Planned

Raise Awareness - Emergency Food and Shelter will again work to host one or two poverty simulations. Our intended audience will be UW-Stout family financial management resource class and members of the general public and agency volunteers.

Compile data and assess status - We use information collected annually by our food pantry for a report of impact to United Way. They survey participants over a 2-month time frame. Emergency Food and Shelter reviews the information which is shared through newsletters.

Increase involvement of community groups – A community garden is tentatively being planned for summer of 2006. Plan to work with the food pantry and others in further developing and getting more groups involved in preparing fresh produce for the pantry.

FY07 Narrative Plan for Food Stamp Nutrition Education in Brown County

Overview of the Brown County Nutrition Education Program.

Brown County was the first county in the nation to receive Food Stamp Nutrition Education funding. It was initiated in 1987 to teach healthy nutrition to Food Stamp eligible families and individuals, using walk-by nutrition lessons at sites frequented by this population. The program has adapted over the past 10 years to teach more group lessons, both single session and multi-session. In response to community agency requests, the more recent trend has been toward more individualized education, although it remains a small percentage of our teaching contacts because it is much more time intensive. This approach is actually closer to the former EFNEP programming which was replaced in Brown County with the Food Stamp Nutrition Education Program in 1987.

Educational content originally focused on safe food handling, shopping, menu planning, balancing income and expenses, and healthy eating. These topics remain the core of our teaching, however over the past 5 years we discerned an increasing need to teach parents strategies for the healthy feeding of young children, and teaching youth how to make healthy food choices. Because inactivity as well as poor eating patterns is a contributing factor to obesity, the importance of physical activity had been incorporated into teaching opportunities.

All of these educational programs are now designed within the larger context of improving overall food security and are delivered through individual coaching and group classes. In Brown County, WNEP continually adapts program content and delivery methods, within state guidelines, to address local research findings and changing demographic profiles to best meet the needs of low-income clientele and our collaborating partners. Programs build on these successes and strengths of previous years to develop successful outcomes. As our population base continues to diversify, Brown County WNEP strives to develop educational programs to reach the Hmong, Hispanic and Oneida Indian populations. Interagency collaboration and seeking additional funding sources to supplement this program has been a successful strategy in improving community food security.

Characteristics of the low income residents in Brown County.

Demographics of Brown County

Although we are a Brown County Program, most of our activities are naturally focused in Green Bay where the bulk of the low income population resides. This means that our actual clientele population is more diverse and poorer than the County population. I have listed Green Bay statistics followed by County numbers: The 2000 census reported that Green Bay was 85.9% White (91.1% County), 1.4% Black (1.2% County), 3.3% American Indian (2.3% County), 3.8% Asian (predominately Hmong) (2.2% County), 3.7% Other Races (1.9% County), and 2% Mixed Race (1.3% County). In addition, 7.1% (3.8% County) are reported as Hispanic or Latino. There has been a dramatic increase in minority populations since 1990, with an increase of 480% among Hispanic/Latino populations.

Persons living below the poverty line in 1999 were 6.9% of the population and the child poverty rate was 7.83%. According to the 2000 census, 17.8% of the Brown County population has incomes below 185% of poverty. As the poverty rate has increased, food stamp participation has likewise. In 2004, there were 18,584 cases, up from 15,732 in 2003. Of these 9018 are adult and 9566 are children. Food stamp participation has increased 134% since 1999 with a 118% increase in child food stamp recipients. The percent of the population receiving food stamps in 2004 was 8.19% (up from 6.94% in 2003) and the percent of child population receiving food stamps is 16.16%, up from 13.72% in 2003.

The self sufficiency wage in Brown County was \$15.89 per hour in 2004, \$1.75 above the state average. However, a 1999 Brown County Food Security survey found the median wage of low income individuals

to be only \$7.50 per hour. The more recent 2004 Food Security Survey of 775 food pantry participants found that 69.9% had incomes at or below \$8.84 per hour.

Food Insecurity in Brown County

In 1999 UWEX Brown County conducted the USDA Household Food Security Survey in partnership with students enrolled in the University of Wisconsin Green Bay Professional Social Work Program. At that time 56% of 566 at-risk households were reported food insecure without and 22% experienced hunger. Several initiatives have been implemented to improve the status of food security over the past five years. Some of the successes are reflected in the statistics documenting an increase in food stamp participation rate, school breakfast and summer meal sites and participation rates, beginning of the WIC and Senior Farmers Market Voucher Programs and the expansion of community gardens. The survey, with several additional questions included, has been repeated this past December, interviewing 775 individuals. The data is now being analyzed. The rates of food insecurity remain similar at 57.3% food insecure without hunger. The rate of food insecurity with hunger however is now at 14.4%, 7.6% lower than in 1999.

When asked why one does not have enough to eat, 90.4% (n=236) reported that not having enough money for food was the primary reason. Another 32.2% (n=83) said it was too hard to get to the store; 20.3% (n=53) didn't have enough time for shopping or cooking; 16.2% (n=42) said that being on a diet was the reason and 13.5% (n=35) didn't know how to prepare the foods given to them.

When asked what would most help them obtain enough food for themselves and their families, 54% (n=330) reported that affordable housing would most help; 41.7% reported that having a grocery store nearby would most help; 36.3% (n=225) said that garden space to grow food would help; 36.1% (n=224) reported that learning how to budget their money for food would help them; 33.7% (n=209) would benefit from improved transportation; 24.6% (n=151) would benefit from help in applying for food stamps; 19.5% (n=119) would benefit from affordable childcare and 18.4% (n=114) reported that learning how to prepare food would help them obtain enough food.

On the same survey, 42.8% (n=264) of survey participants using food pantries used food stamps. We also asked a series of questions about the reasons people do not receive food stamps:

13.2% don't know about them	9.1% are not able to apply during open hours
45% don't think they are eligible	11.7% are not able to get to the food stamp office
35.7% applied but are not eligible	14.6% say the application process is too difficult
26.6% were previously eligible but are not anymore	12.9% don't have the necessary documentation
19% don't know how to apply	16.1% say it isn't worth the time and effort
20% don't know where to apply	20% don't need food stamps
12.6% are too embarrassed to apply	21.4% don't want food stamps

There are 20 food pantries in Brown County, ten with scheduled hours that serve an average of 4400 people per month. In addition the Oneida Nation Food Distribution Program, located in Brown and Outagamie Counties, serves an average of 437 Indians monthly. An active Food and Hunger Network, in which UW Extension is a lead agency, provides a forum for community partners to take action toward improving food security and relief of hunger. They will be working together to address the recent research findings.

Due to the Food Security Initiative in Green Bay, WIC Farmers' Market Program vouchers and Senior Farmers' Market Nutrition Program vouchers are distributed in Brown County. In addition, the Community Program serving 200 gardeners is targeted at low-income families. Brown County has consistently increased the school meals participation rate. In Brown County, 24% of schools are high poverty and 24.37% of children are approved for free and reduced lunch. These are all located in the City of Green Bay where all schools offer school lunch and all high poverty lunch sites also serve school

breakfast. Between 1995 and 2003, free and reduced-price school lunch participation rates increased 41.76%, three times greater than the state average of 14.1%. In 2003, 83.4% of low-income children in Brown County had access to breakfast in their schools, and 100% of high poverty lunch sites also served breakfast. The daily participation in free or reduced price breakfast more than doubled (up 114.25%) between 1995 and 2003 and increased between 1999 and 2003 more than twice that of the state (59.53% versus 25.04%).

The availability of summer meals sites has increased fully 660% between 1996 and 2003 while the state increase was only 13.76%. A total of 38 sites now serve summer meals. Increasing school breakfast availability and summer meal sites were both WNEP initiatives.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Brown County.

Women with low incomes –130% of the federal poverty threshold—are 50% more likely to be obese than women with higher incomes. This is true regardless of race or ethnicity. Overall, Wisconsin tends to follow national trends closely. State adult obesity rates increased from 13% in 1991 to 22% in 2001. In addition, half of non-Hispanic black women are obese, and 40% of Mexican American women are obese. The percentage of young people who are overweight has more than doubled in the last 20 years. While 15 percent of children ages 6 to 19 are overweight and another 15% are at risk for becoming overweight, rates are much higher for Mexican American and Black adolescents where 23% are overweight. In 2001, 25% of low-income 2 to 4 year olds were already overweight or at risk for being overweight.

More than 60% of US adults do not get enough physical activity to provide health benefits and US women have increased their calorie consumption 22% since the early '70's, contributing to the increase in obesity. According to the USDA Healthy Eating Index survey, only 10% of the population has a good diet and most diets need improvement. This is an important finding because this pattern is not only related to obesity trends but many diseases are also known to be diet related, including heart disease, cancer and diabetes; and the current epidemic of Type II Diabetes is clearly related to the increase in obesity rates. Type II diabetes is also occurring in children, now representing up to 46% of new cases diagnosed in children. Among adults the number diagnosed with diabetes increased 61% since 1991. Reflecting this trend, there has been a dramatic increase in inquiries by our program participants and agency staff about diabetes and managing weight for both children and adults. In addition, 22.5% of food pantry respondents in our recent Food Security survey, reported that someone in their household had diabetes, and 40% had someone in their household who is overweight.

Professionals working with school age children all seem to have a similar interest and concern about the increasing weight and declining fitness level of children. While weight data are unavailable for local school-age children, 36% of Brown County adults are overweight and 18% are obese. For children under 10 years of age, parental obesity is a strong predictor of a child becoming obese in adulthood. Head Start families and staff would prefer educational topics that promote healthy weight. Specific topics include: alternatives to soda pop, being active, and eating family meals. After School program workers have requested similar topics because of the need for children to be more active. School Food Service personnel are interested in helping children learn how to make the healthiest choices from the school lunch menu. A goal of the Brown County Healthy Weight for Youth Coalition, facilitated by WNEP, is to provide research based information to help support these staff with messages to promote healthy weight in kids.

The December 2004 Household Food Security Expanded Survey of 775 Brown County food pantry users asked several questions about health and nutrition. Participants reported that someone in their household had the following health problems:

46.3% (n=286) Depression

40% (n=247) Overweight
15.7% (n=97) Heart Disease
22.5 (139) Diabetes
36.3% (n=225) High Blood Pressure
34.1% (210) Asthma

In addition, participants were asked if they thought that in the past 12 months, they or anyone in their household gained weight because they didn't have enough money to buy a variety of healthy food. And 24.5% (n=152) answered yes. When asked how important it is to choose a diet with five or more servings of vegetables or fruit, 69.1% (n=430) reported it was very important and 23.3% (n=144) reported it was somewhat important. They were also asked, "Do you think you eat the right amount of vegetables and fruit or do you think you should eat more?" Interestingly, 69.1% (n=430) thought they should eat more and 29.3 (n=182) thought that they eat the right amount.

Family Resource Management programming continues to be a need as people experience increasing difficulty in making ends meet. The majority of our partners have requested education for their clients on this topic. In addition, 2000 survey of food stamp recipients identified learning more about managing food dollars as their top choice of educational topics. Our Brown County 2004 food security research of food pantry participants also found that 36.1% (n=224) of 775 interviewees reported that learning how to budget their money for food would help them in obtaining enough food for themselves and their families. A 2004 WNEP survey found that only 34% of low-income families had a written spending plan, and only 27% said they usually allocated their money according to such a plan. After experiencing programs on food budgeting, 63% stated that they would use a spending plan from then on. The need for such careful planning of food budgets is underlined by the fact that low-income families spend far more of their income on food (48%) than the middle class (13%).

Educational Projects Planned for FY07

In School: *Power of Choice* is a two-part series targeted at fifth graders in nine At-Risk Schools in partnership with Green Bay School Food Service to prepare students to make healthy choices in the middle school lunch environment, and to set goals to look good, feel good and do well in school. Each lesson is followed up with support materials provided to teachers and with a take home packet to parents. Evaluations are requested from parents and teachers after the second lesson.

A six-part series delivered at eight to twelve different alternative high school programs. The primary curriculum uses Money for Food and Florida UWEX Smart Food Shopping for Teens, each with six lessons.

After School: *Food Fun and Fitness* is a six week multi-session curriculum for 7 to 10 year olds. It is taught at Green Bay at Risk Schools in collaboration with the After School Programs and the Boys and Girls Club. The main focus is to encourage a balance of good nutrition and physical activity through active games and by preparing and tasting healthy snacks that they learn to prepare themselves. There also is an emphasis on parent participation. Parents are encouraged to attend one of the classes. All recipes are compiled into a booklet with the child's photo on the cover. The colorful and educational USDA Eat Right Play Hard print materials are sent home with the kids weekly. At the end of the six weeks an evaluation for parents is also sent home. Children receive a jump rope when the evaluation is completed by the parents and returned.

Preschoolers: A four part Multi-session series using the USDA team Nutrition curriculum "Tickle Your Appetite" is taught in 19 Head Start classrooms. The lesson includes a short video clip, activity and preparation of a fun snack. A bilingual Parent newsletter that complements each lesson and the recipe is sent home with the children after each lesson. Parent and teacher evaluations document change in children's acceptance of new foods.

Parents: -Monthly cooking classes that emphasize preparation of “Quick Easy Healthy Good” meals for adults and families with children are taught at two family resource centers.

-Weekly playgroups for parents with pre-school children include a nutrition lesson, based on USDA Nibbles for Health curriculum. A healthy snack is also prepared together and an activity encouraging physical movement is taught, each encouraging healthy parent child interaction.

-Monthly walk-by lessons are taught at Family Resource Center Dinner Nights. Teaching uses a one page handout and an educational display on timely topics.

-Parent Newsletters follow up classroom lessons with kids for all youth programming; four part multi-session HeadStart classroom education, two part multi-session series in school with fifth graders and six part multi-session after-school programming with seven to 11 year olds.

-An eight-week multi-session Nutrition and Money Management class taught twice a year in English, once in Spanish and once in Hmong as part of the 16 week STAR Parenting Program.

Other

-Weekly Trail Blazers walking Club with Healthy Families is designed to encourage increased activity, social time and informal education on nutritional topics through conversation.

-A weekly walking club during warm months through Fort Howard Resource Center features a walk and talk education using Stepping Up materials

Job Centers: Planning = Money Saved + Better Nutrition is a bi-weekly 20-minute session group class taught at the Food Stamp Orientation Classes. The class is targeted to adults and families with children receiving food stamps and teaches the benefits of planning ahead to save money and improve nutrition.

-A four part multi-session group class, lasting 3 hours each time is taught at the Oneida Nation JOBS Center. The content is focused primarily on the When You Work curriculum and the multi-session series is repeated seven times. Individual education is also scheduled by referral. Each person attends approximately 3 sessions lasting about 1.5 hours each.

WIC: Monthly English classes on Breastfeeding Basics are taught through WIC to pregnant mothers. Classes are taught in Spanish every other month. Weekly prenatal nutrition classes including an introduction to breastfeeding are also taught weekly. Follow-up education to moms via phone calls or home visits are made by referral to increase the duration of breastfeeding.

Gardens: Garden use is promoted through many of the educational programs. Nutrition education on using vegetables is provided to gardeners during Garden registration.

Adult Groups: Single session group lessons for adjudicated youth ages 11 to 17 living in supervised temporary housing are taught throughout the year with a focus on Money for Food curriculum. Classes are repeated on an eight week cycle and cover a range of nutrition and money management topics.

- Money for Food is taught monthly at the NEW Community Shelter as a three part multi-session series.

- Cooking and nutrition classes are taught twice a month for individuals in the transitional housing units at NEW Community Shelter.

Disabled: Monthly group classes and home visits for developmentally disabled adults enrolled in Independent Living programs focuses on basic nutrition and food money management. Case workers participate in the trainings and assist with all home visits.

Senior Dining: Monthly single-session group classes on a variety of nutrition topics of interest to seniors are offered during lunch at five congregate meal sites.

Home Visits: Individual education through home visits is scheduled through agency staff with Lutheran Social Services, Brown County Health Department, Fort Howard Family Resource Center and Healthy

Families. Participants are encouraged to work through four topics to learn new skills in all areas of WNEP teaching outcomes. A certificate is awarded with completion.

Home visits and phone counseling for families referred through the Brown County Health Department for education on WNEP teaching topics. The primary focus is on promotion and support of breastfeeding.

Food Security Programming Efforts Planned

Educational programs will be presented utilizing the findings of four needs assessment projects which are now complete: 2004 USDA Community Household Food Security Expanded Survey, Market Basket Survey, Shopping Outlet Survey of Food Stamp Applicants and identification of community food sources and development of a Food Access Map.

UWEX is a lead agency for the Brown County Food & Hunger Network and provides research, strategic planning and facilitation, leadership, education, and access to University resources. The needs assessment results will be combined with other resources to prepare a Brown County food Security Report. Partner agencies will assist in developing an action plan based on the findings.

Poverty awareness workshops will be offered by request on Understanding the Culture of "Poverty".

Originally initiated by WNEP, the Hunger Network and Homeless Task Force will continue to sponsor an annual Community Resource Fair. Monthly Network meetings, facilitated by WNEP, are held for human service professionals to share community resource information. An annual Community Resource Handbook is published by WNEP with the goal of increasing awareness of low-cost community resources available to low-income families.

Distribution of Senior Farmers Market Voucher Program is co-facilitated in partnership with the Food and Hunger Network. Education is provided using a variety of resources on choosing, storing, preparing and eating a wide variety of locally grown, fresh produce.

Facilitation to secure outside funding sources, media and community resources to support the Hmong Food systems Project aimed at increasing food security for the Hmong community will continue.

Methods planned to *raise awareness of hunger/food insecurity*:

Press releases are sent to all media for all newsworthy food security related events: research findings, grant announcements; special fundraising and education events such as; Empty Bowls fundraiser, and release of the Annual Community Resource Handbook etc.

Methods planned to *compile data and assess status of food security*:

We will be compiling and analyzing data utilizing the 2004-2005 research findings of four research projects: USDA Community Household Food Security Expanded Survey, Market Basket Survey, Shopping Outlet Survey of Food Stamp Applicants and identification of community food sources and development of a Food Access Map. A community group will work on developing a new 5 year plan with action steps, Partner agencies will assist in achieving the goals of the action plan. In addition, we may begin a new assessment project with the Oneida Nation who has recently has started a new initiative which may include a food assessment with our assistance.

Plans to *increase involvement of community groups in efforts to address food insecurity*

Brown County serves as a lead agency with the Food and Hunger Network. This group is involved in projects to implement the plan. A Poverty Awareness Workgroup has been formed with UW Extension, St Norbert's College, Catholic Diocese and Bellin College of Nursing to provide poverty education in the community. Other partners will be recruited. The United Way Basic Needs and Self-Sufficiency Impact Council are redirecting their focus from housing to an interest in Poverty Education and/or Food Security.

FY07 Narrative Plan for Food Stamp Nutrition Education in Buffalo, Jackson, Pepin and Trempealeau Counties:

Overview of the Buffalo, Jackson, Pepin and Trempealeau Counties Education Program

In 1993 WIC, Head Start, Public Health, and Senior Services in Buffalo, Pepin, Jackson, and Trempealeau Counties requested assistance in providing nutrition education to low income families with children and senior citizens. The major purposes of the program are to choose a healthy diet, to implement cost saving shopping strategies, to prepare low-cost snacks and meals, and to implement safe food handling practices. Throughout the twelve-year period, learn-while-you-wait strategies have largely been used with both the senior citizens and young family groups. Within the last six years, small group sessions have been conducted with disabled and or developmentally challenged and Head Start parent groups. During 2006, a school-age audience was added in Jackson County--Lincoln Elementary School in Merrilan.

Characteristics of the low-income residents of the Buffalo, Jackson, Pepin and Trempealeau Counties

Demographics of the counties

67,760 predominantly white citizens populate the four-county area. 2000 US Census data indicates that over 98% of the populations of each Buffalo, Trempealeau, and Pepin Counties is white. American Indians comprise over 6.2% of the population in Jackson County. Within the last five years, there has been an influx of Hispanics to fill agriculture and manufacturing jobs. The Arcadia School District reports that about 70% of the new enrollees are Hispanic. Similar observations regarding the increasing Hispanic population have been made by WIC and Head Start. In 2004, 5113 (7.5%) of all persons in the four-county area received FoodShare benefits. FoodShare participation has increased as evidenced by the following increases from 1999 to 2004: Buffalo (+35%), Trempealeau (+47%), Jackson (+85%), and Pepin (+146%). Although elderly poverty rates are approximately 10%, less than one-third of the elderly in poverty receive Food Share assistance. However in 2002, 20 of 59 (34%) Trempealeau County senior citizens who participated in a senior meals program indicated they used the meal program to make ends meet. Families with young children also experience poverty issues. In 2005, three elementary schools have more than 50% of the children qualifying for free and reduced meals. The child poverty rate is approximately 10% with a range from 7.87% in Buffalo to 13.39% in Pepin County. Approximately 6400 disabled persons between the ages of 21-64 live in the area. This is nearly 9.5% of the total area population. While 20.9% of all Wisconsin residents have income below 185% of poverty, all four counties have more than 22.4% of their populations with income below the 185% poverty. Jackson has the largest percentage, 27.9%, of its population at this income level. In 2004, 2145 of the 6304 (34%) elementary school students in the four-county area participated in the free and reduced school meal program. Eighteen percent (18%) of families responding to the Blair-Taylor School Survey of Household Food Needs (Winter, 2005) indicated by their responses that they were food insecure. This includes 8% of families that experienced hunger. The Blair Food Pantry (The Blair Press, March 9, 2006) quoted the Blair Food Shelf's coordinator as saying the demand is up during the past few months. Reports are similar from other pantries in the four-county area.

Nutrition and nutrition education needs of the local low-income residents of Buffalo, Jackson, Pepin and Trempealeau Counties

Local assessments show that overweight and obesity issues are major nutrition concerns. The five major health problems (heart disease, obesity, cancer, diabetes, and poor nutrition) identified in the 2002 Trempealeau County health assessments have relationships to overweight and obesity conditions. The 2003 UWEX strategic planning process also identified obesity and related nutrition concerns among the top five issues. Likewise, a study of 1053 students in four Jackson County elementary schools indicated 473(25%) of the students were at risk of becoming overweight and 206 (20%) of the students were

overweight. According to the Wisconsin Behavioral Risk Factors Survey, 58% of adults are overweight or obese in the Western Region of Wisconsin. At the April, 2006 meetings with county partners, partners shared the knowledge, skills and behaviors lacking within the audiences they served. All partners identified the following: 1) eating whole grains, 2) eating a variety of fruits and vegetables, 3) eating foods that meet nutrient needs without eating too many calories, 4) choosing/preparing foods with less sugar, 5) preparing food/versus pre-packaged items, and 6) balancing calorie intake with calories used through physical activity. Additional education needs identified focuses on managing resources and using thrifty shopping practices, storing food safely, and community awareness of existing food insecurity.

Educational Projects planned for FY07

Disabled: Adults without children. Multi-session groups focusing on planning, buying, and preparing nutritious and affordable meals and snacks with considerations for balancing calorie intake with calories used through physical activity.

Food Pantries: Adults, parents with children, and senior adults. Learn-while-you-wait interactive demonstrations on planning and preparing pantry foods that may be unfamiliar or have less appeal.

In School: Youth 6-11. Learn-while-you-wait education focusing on eating whole grains, eating a variety of fruits and vegetables, and choosing foods with less sugar.

WIC: Parents of infants/children and pregnant women. Learn-while-you-wait education focusing on choosing and preparing nutritious meals and snacks.

Job Centers: Parents of infants/children and adults. One-time groups focusing on spending plans that ensure adequate money is available for food: Money for Food information such as tracking spending, determining food resources, shopping for food, planning meals and snacks and developing a spending plan.

Parents: Parents of children. One-time groups focusing on preparing food/versus pre-packaged items and planning low-cost meals and snacks that meet Dietary Guidelines. Newsletters and brochures sent home with children participating in WNEP "in school" sites.

Senior Dining: Learn-while-you-wait interactive demonstrations focusing on choosing foods consistent with Dietary Guidelines, preparing food and storing food safely.

Home Visits: Individual learners of all ages and family types referred by either Economic Support, Sheltered Housing, Social Services, or the Health Department. Topics may be related to choosing and preparing foods to meet Dietary Guidelines, food safety, or food resource management.

Food Security Programming Efforts

WNEP and Senior Services will work with food pantries, churches, and organizations to raise awareness of food insecurity among the elderly who are reluctant to participate in social programs. This awareness is expected to lead to implementing strategies to provide food assistance to the VERY PROUD low-income elderly.

Poverty simulations or Bridges Out of Poverty sessions will be conducted for professionals working with families.

FY07 Narrative Plan for Food Stamp Nutrition Education in Burnett County

Overview of the Burnett County Nutrition Education Program

Burnett County has strong partnerships with the WIC Program, Northwest Passage and the three school districts and has strengthened partnerships with the Tribal Head Start, Nelson Elementary School (Grantsburg) and Mina Copeland Head Start this past year. Burnett County continues to do youth programming in classrooms and after school programs with more focus being given on ways to connect with the parents through parent-teacher conferences and take home evaluations and more multi-session teachings in the schools. Newsletters for adults with children and day care providers are provided monthly in Burnett County.

Characteristics of the low income residents in Burnett County

Demographics of the county

Burnett County has an overall poverty rate of 5.7% for families and 8.8% for individuals. The Village of Siren has a higher than county average poverty rate of 12% for families and 18.3% for individuals. Webster has a poverty rate of 5.8% for families and 9.9% for individuals; Grantsburg Village has a poverty rate of 7.6% for families and 9.7% for individuals. Burnett County is 93% White, 4.5% Native American, 0.8% Hispanic, and 0.3% Black.

Food Insecurity in the county

Food insecurity in Burnett County is a concern. The percent of the Burnett County population receiving food stamps in 2004 was 10.3% with a county rank of 14. In Burnett County the percent of school lunch sites that are high poverty is 70% with 45.5% of children in Burnett County schools approved for free and reduced lunch.

Community awareness and support of the food insecurity problem is high among certain sectors in Burnett County. Burnett County has multiple food pantries to supplement Food Stamp participation. Burnett County has the WIC Farmers' Market Program which strengthens food security and increases dietary quality in the WIC Program audience. The Food Share program has just begun in Burnett County in March 2006.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Burnett County

The above demographics indicate we are in the right places for programming. School classrooms, WIC and After-School programming in the Webster and Siren Schools show a high rate of free-reduced lunch children that matches the high poverty rates.

Burnett County partners from Head Start, school districts, WIC Program and the Aging Unit Director indicate they want nutrition and physical activity topics. Several partners are concerned with the overweight/obesity issue of their clients, as well as the quality of their diets. This is possibly due to limited income and poor skills to plan and prepare nutritious meals. The Head Start and schools mention food safety and hand washing as topics they want reinforced.

The Burnett County Nutrition Education Program is active in the Burnett County Nutrition Coalition and the Wellness Committees in Siren, Webster and Grantsburg school districts.

Educational Projects planned for FY07

Preschoolers: the children attending Head Start and Early Head Start will receive programming on food safety (hand washing) at the Mina Copeland Head Start Center in Siren.

Parents: The parents of Head Start and Early Head Start children will have an opportunity to attend a series of classes on dietary quality and resource management topics. St. Croix Tribal Head Start parents and children will receive programming on food safety (hand washing) and nutrition and physical activity topics as a team teaching with the Family Living Agent.

WIC: will receive programming on various nutrition and physical activity topics on WIC Program voucher pick-up days and clinic days in Siren and Grantsburg. Some of the programs will be learn-while-you-wait and some will be interactive programs. WIC Farmers' Market will receive programming on dietary quality topics related to fruit and vegetable consumption. Food samples and recipes using garden produce will be shared at the Farmers' Market.

Food Pantries: clients visiting the food pantry (Indianhead Community Action Agency) will receive a flyer/newsletter in food bags with commodity recipes and nutrition and physical activity information.

Senior Dining: participants at Senior Meal Sites will receive information on dietary quality and food safety topics at the five meal sites.

In School: students in the Siren, Webster and Nelson Elementary (Grantsburg) School Districts will receive classroom programming on dietary quality, physical activity and food safety topics at income eligible schools. In Siren and Webster the programs will occur in grades K-8, in Grantsburg (Nelson Elementary School) grades preK-K. The students at Northwest Passage, a treatment center for teenage boys, will receive programming on dietary quality, physical activity and cooking experiences in a series of four lessons to two different groups. The students at the Alternative Learning Center will receive programming on dietary quality, physical activity and cooking experiences.

After School: students in the Siren School District will receive After School programming on dietary quality, physical activity, food safety and cooking experiences. In Siren the programs will occur in the elementary/middle school after-school program.

Food Security Programming Efforts Planned

There are no definite plans for a poverty simulation in Burnett County at this time, however, Douglas County will be offering several poverty simulations which will be open to Burnett County as space allows. The Burnett County Nutrition Coalition will be informed of these poverty simulations when they become available in surrounding counties.

FY07 Narrative Plan for Food Stamp Nutrition Education in Calumet, Outagamie and Winnebago Counties

Overview of the Calumet, Outagamie and Winnebago Counties Nutrition Education Program.

The Wisconsin Nutrition Education Program (WNEP) began in Calumet, Outagamie and Winnebago Counties in 1992 with the primary purpose of improving the nutritional status of the food stamp eligible population. Calumet County left in 1994 but returned in 2003. An educator bilingual in Spanish and English was added in 2001 to meet the needs of the growing Hispanic population. The need for Breast Feeding Education for Hispanic women had been identified by the Women, Infant & Children program, WIC, particularly in Calumet County in 2005. The bilingual educator, trained in 2005 as a certified Breast Feeding Educator, began teaching Hispanic women the benefits of breastfeeding in 2005/2006. This will continue in 2007. The National Center for Health Statistics 1999/2002 data on children showed Mexican/American children ages 6-11 were more likely to be overweight (22%) than non-Hispanic black children (20%) and non-Hispanic white children (14%). These statistics illustrate the need for early intervention with Hispanic families. The WNEP program in Calumet, Outagamie and Winnebago has had an educator bilingual in Hmong/English since the program began to provide outreach to the Hmong population. The introduction of new Hmong refugees from Thailand to the Fox Cities beginning in 2004 has re-emphasized the necessity of an educator fluent in Hmong. WNEP will continue efforts in 2007 to educate new Food Stamp recipients at the time of enrollment in all counties on Food Resource Management. Efforts in 2007 will emphasize working with families with young children primarily through WIC, Head Start and KIDS Can, an obesity coalition.

Characteristics of the low income residents in Calumet, Outagamie and Winnebago Counties

Demographics of the counties

COUNTY DEMOGRAPHICS: Calumet County-Population 40,632; 96% White; 2% Asian/Pacific Islander; 1.5% Hispanic. Outagamie County-Population 159,401; 94% White; 2.5% Asian/Pacific Islander; 2% Hispanic. Winnebago County-Population 156,763; 95% White; 2% Asian/Pacific Islander; 2% Hispanic. Census 2000 data shows an increase of 225% in the Hispanic population in Outagamie County and a 168% increase in Winnebago County.

SOCIAL CHARACTERISTICS: In Calumet County, 4.9% (1,860) speak a language other than English at home; Outagamie County, 6% (8926); and Winnebago County, 5.7% (8454).

Food Insecurity in the counties

COUNTY FOOD SECURITY PROFILE: Calumet County-Poverty rate is 3.5%; 4.9% (1463) of the population receives food stamps; 14.4% of children participate in reduced-price or free lunch; 91.9% (932) of eligible children are served by the Women, Infant & Children program. There are six congregate meal sites serving 12,328 meals and 13,034 home delivered meals. Outagamie County-Poverty rate is 4.7%; 5.7% (6,376) receive food stamps; 16.5% of children participate in reduced-price or free lunch; 93.7% (4,211) of eligible children are served by the Women, Infant & Children Program. Four summer meal programs serve 355 students per day. There are 9 congregate meal sites serving 32,266 meals and 36,844 home delivered meals. There are five Farmer's Markets accepting WIC nutrition program vouchers as well as a Community Gardens program. Winnebago County-Poverty rate is 6.7%; 7.4% (9249) of the population receives Food Stamps; 21.2% of children participate in reduced-price or free lunch; 69.7% (3,960) of eligible children are served by the Women, Infant, & Children Program. All three counties showed an increase of 1-2% in participation of the Food Share program from 2003 to 2004. A 2005 School Food Security Survey conducted in five Oshkosh Area School District Elementary Schools showed food insecurity in the schools, even schools that were not considered low income (50% or more

receiving reduced-price or free meals). Six summer meal programs serve 634 students per day. There are 12 congregate meal sites serving 70,953 meals and 63,743 home delivered meals. There are five Farmer's Markets accepting WIC nutrition program vouchers as well as a Community Garden program. All counties have shown an increase in Food Stamp usage, WIC participation and participation in the reduced-price/free lunch program since 2002. (Date presented is from the 2003 Food Security Project Data).

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Calumet, Outagamie and Winnebago Counties.

According to data from the Wisconsin Behavioral Risk Factor Survey, 68% of males and 48% of females are overweight and obese in Wisconsin. In Outagamie County, 32% of adults are overweight and 20% are obese; in Winnebago County, 42% are overweight and 23% are obese. The 2010 federal target is to reduce obesity to 15%. In Outagamie County, 13% of adults participate in regular and vigorous physical activity (20 minutes or more at 50% aerobic capacity, 3x or more per week) and 9% of adults in Winnebago County participating in regular and vigorous physical activity. Data is not available for Calumet County. Cardiovascular disease is a major health concern due to high death and disability rates. In Calumet County, there are 66 deaths per year; Outagamie County, 300 deaths per year; and Winnebago County, 337 deaths per year attributable to heart disease. Obesity and overweight may be a result of poor diets and sedentary lifestyles which contribute to cardiovascular disease and diabetes. Age is an additional risk factor for diabetes, 18% of Wisconsin residents 65 and older have diabetes. The Departments of Aging in the three counties and the Low-Income Housing Projects (Outagamie and Winnebago) have expressed the need for nutrition education for the elderly. WNEP educators work in partnerships with these agencies to meet the educational needs of low-income individuals over the age of 65. The National Center for Health Statistics, 2004, "Health Behaviors of Adults" research states that the prevalence of obesity is significantly higher among adults with the least amount of education and income. Overweight and obesity is not only a concern for adults but youth as well. The National Center for Health Statistics, Centers for Disease Control and Prevention (1999/2000) reports that 15% of children and adolescents (ages 6-17) were overweight, up 10% from the 1960's and 1970's. Physical activity declines as children get older. The Northeast Wisconsin Kid's Coalition for Activity and Nutrition is addressing obesity issues in Northeastern Wisconsin and the Fox Valley. In the Fox Valley, the obesity coalition, KIDS CAN is partnering with health care providers, WIC directors, Head Start directors, and other agencies and organizations with a 2007 emphasis on the health of young children in the Fox Valley. Calumet County has a Healthier Calumet County committee to address obesity issues. Breastfeeding education for Hispanic women in Calumet County encourages healthier babies. WNEP partners with Head Start, WIC, the YMCA and Boys & Girl's Club after school programs in low income schools to address the obesity issues with these audiences.

A 1999 survey of 1,000 U.S. households found consumers fail to store, handle, and cook food safely. For example, 44% forgot to wash their hands properly before preparing meals. Although 78% knew it was important to prevent contamination of cutting boards, 11% rinsed or wiped off cutting boards without using soap. Only 12% of consumers always used a meat thermometer. Since improperly handled and prepared food may lead to food borne illness, continued training in this area is important for WNEP clients.

Educational Projects planned for FY07

After School: The WNEP program partners with the Oshkosh Area School District to provide education at the free breakfast and lunch program in the summer. Low-income schools in Outagamie and Winnebago benefit from education at eight low-income schools in partnership with the Oshkosh and Appleton Area School Districts, the Boys & Girl's Clubs, and the YMCA. The Youth Curriculum

Sourcebook and Fun, Food & Reading are the primary curriculums used to teach nutrition education. Food Safety education is incorporated into all lessons involving food preparation in multi-session groups.

Parents: WNEP partners with Head Start to improve the nutritional status of Head Start families. Education will focus on nutrition education utilizing the Food Guide Pyramid as a tool to educate families on the US Dietary Guidelines for good health. Food Safety education, especially related to hand washing and food resource management will be other primary educational messages in 2007. Head Start partners with WNEP and the Wisconsin Nutrition Education Network campaign with an emphasis in 2006/2007 on obesity prevention. KIDS Can, the Fox Cities obesity coalition, will focus on parents of young children in 2007 with a specific focus on beverage consumption and physical activity. Educating parents of young children will be a primary focus of WNEP education in 2006/2007. Parents and Children Sharing the Food Tasks, La Cocina, Stepping Up to A Healthy Lifestyle curriculums and Nibbles for Health Newsletters will be used to teach parents.

Job Centers: Food Share recipients will receive food resource management education when being oriented on the food share program at W-2 offices in Calumet, Outagamie & Winnebago counties. Money for Food is the primary curriculum used to educate client one-on-one and in one-time groups.

WIC: The WIC partnership is a strong, ongoing partnership dedicated to improving the nutritional status of WIC families. WNEP educators teach monthly lessons at all WIC check pick up sites in the three counties through learn-while-you-wait, one-on-one, and one-time groups. Breastfeeding education for Hispanic women will be taught at WIC in Calumet and Outagamie Counties. WIC is also a partner in the Wisconsin Nutrition Education Network campaign.

Gardens: The Community Gardens in Outagamie and Winnebago counties will be the site of nutrition education programs on fruit and vegetable consumption, preparation and preservation. The gardeners are primarily Hmong. Classes are conducted as one-time groups.

Health Clinics: Educators teach at the City of Appleton Interpreter Assisted Clinic to provide outreach to Hispanic and Hmong families through learn-while-you-wait education. WNEP is collaborating with the Winnebago County Public Health Dept., WIC and the March of Dimes to conduct a series of Prenatal Education classes for Hispanic women at the Tri-County Health Clinic using multi-session groups.

Disabled: One-time group classes and multi-session classes will be taught to cognitively disabled adults at the Good Hope Center in Chilton, Calumet County, and at the UW-Extension office, Oshkosh, Winnebago County, in collaboration with the Winnebago County Dept. of Health and Human Services. Cooking classes are taught to assist low-income clients with self-sufficiency and nutrition education.

Senior Dining: Educational programming is provided at 11 congregate meal sites in Outagamie and Winnebago Counties. WNEP staff teaches multi-session classes relevant to senior health and nutrition. Seniors are also taught through the Oshkosh Housing Authority low-income resident facilities.

Food Pantries: WNEP will continue to provide Learn While You Wait education at 11 food pantries in Calumet, Outagamie and Winnebago counties. This includes: Advocap (Winnebago), Salvation Army (Calumet, Outagamie, Winnebago), two meal sites plus two food pantries at churches (Winnebago), and St. Joseph's (Tri-County), a self-supporting food pantry.

Food Security Programming Efforts Planned

Methods planned to raise awareness of hunger/food insecurity: The WNEP program will raise awareness of hunger/food insecurity through the following community collaborations or committees: Hmong/

American Partnership; Hispanic Interagency group; Latino Link; Fox Cities Community Council; Winnebago County Collaboration Workgroup; and the Oshkosh Hunger Task Force. These committees are attended monthly by a WNEP representative. Additional effort will be made in 2006/2007 to raise awareness of hunger/food insecurity with these agency representatives. The Hunger Task Force provides a current updated list of food pantries in Oshkosh. WNEP educators distributes these lists to clients and agencies. The Hunger Task Force raises awareness of hunger/food insecurity through the Mail Carrier's Food Drive, Celebration of Lights, and the Boy Scout Food Drive. The data from the School Food Security Survey conducted in the Oshkosh Area School District in Fall 2005 will be used to develop awareness of families that are food insecure in the elementary schools.

Methods planned to compile and assess status of food security: The WNEP Wisconsin Food Security Project Website is a primary source to compile county data and assess the status of food security for Calumet, Outagamie, and Winnebago counties. WNEP will use the data from the 2005 Oshkosh Food Security Survey to assess the food security status of families in Oshkosh. An assessment of the need for a central food pantry will be assessed in 2006 with the assistance of graduate students from UW-Oshkosh.

Plans to increase involvement of community groups in efforts to address food insecurity: The Hunger Task Force will be addressing food insecurity through the assessment of a central food pantry. Community groups will be involved in the process through awareness of food insecurity issues and need for a central food pantry if the need is confirmed.

FY07 Narrative Plan for Food Stamp Nutrition Education in Columbia and Dodge Counties

Overview of the Columbia and Dodge Counties Nutrition Education Program

The Wisconsin Nutrition Education Program began in 1995 in Columbia County, and Dodge County joined in 2000. UW-Extension and other human service agencies in both counties were looking for more resources for low-income persons, especially related to food and nutrition for families. Traditional audiences for WNEP in Columbia and Dodge Counties have been parents of preschool age children through group lessons at Head Start, Even Start and family resource centers; and adults of all ages at food pantries and Job Centers. Education at Job Centers and food pantries has been through workshops and newsletters. A small number of learners are reached by working with developmentally disabled adults at sheltered workshops. Some youth are taught at a limited number of school programs and Head Start classroom visits.

Characteristics of the low income residents in Columbia and Dodge Counties

Demographics of the counties

The 2002 population of Columbia County was 53,570, smaller than Dodge County, which was at 88,285 for the same year. Both counties are growing at about the same rate, and are similar in many ways: mainly rural counties with the majority of the people living in small to medium sized towns. Most residents of Columbia and Dodge counties are white (96.4% and 93.9%, respectively) but diversity is growing in both counties. There has been a 150% increase in the number of Hispanic individuals living in Columbia County over the last 10 years, and a 200% increase in Dodge County's Hispanic population in the same time period.

Food Insecurity in the counties

The poverty rate in Columbia County is 5.2% (with 16.6% of the population having incomes below 185% of poverty); Dodge County's poverty rate is 5.3% (with 15.7% of the population having incomes below 185% of poverty.) In 2005, 3,641 people in Columbia County received FoodShare, which is 6.9% of the entire population; in Dodge County, 5,799 people received FoodShare (6.8% of the population.)

At meetings in Spring, 2006, food pantry coordinators confirmed that there is increased usage of pantries in both counties, even in the communities with the least number of students participating in free and reduced lunch programs. It was noted that many food pantry users are elderly on fixed incomes; many are families with working adults in the household. The number of students eligible for free and reduced price lunch in both counties has been increasing in recent years. For the first time, three schools in the Beaver Dam school district have more than 50% participation. More schools are offering the breakfast program, partially in response to local concern that children are not eating at home.

School-based food security surveys have been conducted in several communities in Columbia and Dodge Counties. More than one-fifth of families at Wisconsin Dells elementary schools, almost one-fifth of families in the Cambria-Friesland Elementary School and over one-quarter of families in the Rusch Elementary School were classified as food insecure. One-fifth of families at the Lincoln Elementary School in Beaver Dam are food insecure, including 8% of families that experienced hunger during the year. Based on the income reported by respondents, many families in these districts appear to be missing out on programs for which they qualify, particularly food stamps and free/reduced price meals.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Columbia and Dodge Counties

A Community Health Needs Assessment conducted in Columbia County in 2002 indicates a concern about adequate and appropriate nutrition. Overweight, obesity and lack of physical activity are linked to

chronic health concerns such as diabetes, heart disease, and stroke. While county specific data was not available for these risk factors, a key finding of the assessment was that the county has a high rate of preventable hospitalizations related to them.

Information from the Dodge County Community Health Survey, conducted in the fall of 2003 gives us information about specific health and nutrition related indicators in Dodge County:

- Only 24% of the respondents met the recommended physical activity /week.
- 65% were overweight or obese (and more low-income people were overweight than any other income group.)
- 40% report eating one serving or less of fruits daily.
- 72% report eating two servings or less of vegetables each day.
- 43% report eating fast/fried foods a few times a week.

In conversations with food pantry staff, Head Start teachers and other who work with the target audience, a recurring need has been expressed for clients to know how to plan meals, and to learn how to prepare and fix economical meals for their families.

Educational Projects planned for FY07

In School: Multi-session lessons for middle school and high school students at the Beaver Dam Charter School will be conducted in several different classrooms. Topics will include balancing physical activity with food, eating more fruits and vegetables, learning about the connection between obesity, snack and fast food consumption, label reading and food choices.

Multi-session lessons will be conducted in elementary classrooms at the Jefferson and Lincoln Schools in Beaver Dam. Developmentally appropriate materials will be used to teach concrete nutrition concepts, such as classifying food by group, eating lots of different foods, and every day foods vs. sometimes foods.

Preschoolers: One-time groups will be conducted with a limited number of Head Start classrooms to teach simple nutrition concepts. Learning to try a variety of fruits and vegetables will connect to parent lessons on choosing and serving healthy foods to families. Newsletters will also be sent home with the Head Start children so that parents who don't attend parent meetings will receive information.

Parents: Parents of young children will be taught in one-time groups at Head Start parent trainings, the Family Resource Center, and the Parent Resource Place. Topics will be related to feeding young children, managing food resources, and choosing healthy foods for the entire family.

Job Center: Workshops will be conducted monthly at the Dodge County Job Center on the importance of healthy eating to job performance and overall wellness. These will be considered one-time groups, since the participants vary monthly, and will include Money For Food and Healthy Eating. Learners at the Job Center include both single adults and parents who are food stamp eligible and looking for employment.

Adult Groups: One-time groups will be conducted with clients of Central Wisconsin Community Action Council's transitional housing program. These participants do not live in a central housing unit, but are scattered throughout Columbia and Dodge Counties, so education will take place at CWCAC's pantries or offices. Topics will include budgeting for food, shopping strategies and making the most of one's money.

One-time groups with small groups of clients or individual consultations will address needs of people served by the domestic abuse shelter in Dodge County. Topics may range from budget for food when leaving shelter, to feeding children, to learning healthy eating habits.

Disabled: Multi-session groups will be held with disabled adults at Green Valley's sheltered workshop in Beaver Dam and Northwoods' sheltered workshop in Portage. These are adults who live on their own or in group-settings, and make their own decisions about food choices. Topics will cover making healthy food choices for lunch and snacks, and balancing food consumption with physical activity.

Food Pantries: Learn-while-you-wait education on improving dietary quality will be conducted at food pantries in the two counties. A quarterly newsletter and monthly ideas for using healthy seasonal foods or abundant donated foods will be provided to pantry clients. Sometimes food demos will be used to show clients how to use a particular food. Volunteers at the pantries will assist in this educational effort. Participants range from families to single adults, both young and old. Pantry volunteers have expressed a concern that many young clients don't have a lot of cooking skills, and need simple ideas of foods to fix.

Food Security Programming Efforts Planned

Methods or activities planned to **raise awareness** of hunger/food insecurity: Hunger Close To Home will be used to inform community groups such service clubs, interagency groups and other decision makers about hunger issues. Local data from school food security surveys will supplement other state and local food security data.

Methods planned to **compile data and assess status** of food security: Bringing together local food pantry organizers and community action agency officials will foster sharing of resources and increased knowledge of food and other resources. This effort is just beginning in Columbia County and will be started in Dodge County.

Plans to **increase involvement of community groups** in efforts to address food insecurity: In the Wisconsin Dells area, WNEP will facilitate bringing community groups and the school district together for the purpose of addressing food needs in this community. Family living educators and WNEP coordinators from Adams, Columbia, Juneau, Marquette and Sauk counties are working together on this project. In Dodge County, WNEP will cooperate with CWCAC to bring a mobile food pantry to residents of the county.

FY07 Narrative Plan for Food Stamp Nutrition Education in Dane County

Overview of the Dane County Nutrition Education Program

The Wisconsin Nutrition Education Program in Dane County provides community-based nutrition education to low-income audiences. Two programs, the Expanded Food and Nutrition Education Program (EFNEP) and the Food Stamp Nutrition Education Program (FSNE) are coordinated through UW-Extension in Dane County. For the past 36 years EFNEP has provided nutrition education to families with young children through home visits. In 1995 FSNE was combined with EFNEP to reach a broader audience. FSNE reaches food stamp eligible older adults, youth, single adults, and families through short-term educational programs in a variety of community settings. Due to the demand for programming, the Dane County unit has grown over the past ten years to a staff of eleven making over 20,000 educational contacts per year.

Characteristics of the low-income residents in Dane County

Demographics of the county

According to the 2000 census, the population of Dane County is 426,526. There are 173,484 total households, 29% with their own children under 18. The racial/ethnic breakdown of the households is as follows: White 89%; Black 4%; Asian 3.5%; and Hispanic 3.4%. Due to underreporting by undocumented immigrants the Latino population is actually projected to be twice what the census figures indicate. According to the Wisconsin Department of Health and Family Services, Hispanics are largest growing minority group (due to immigration and birth rates) in Dane County. Of the overall population there are approximately 50,000 with a disability. Of those 16 or older, 75% (256,180) are in the labor force. Nearly one-half (48%) of those are women.

The self-sufficiency wage for a single head of household with two children (one in childcare and one in public school) in Dane County is \$20.95 per hour or \$43,576 per year. The reality is that average yearly earnings for women are \$30,062, roughly \$9,000 less than their male counterpart. Because single women head 9% of the households in Dane County, their risk for living in poverty is dramatically increased.

Housing costs further exacerbate the economic insecurity for low-income families in Dane County. Median rental rates of \$641 per month exceed the state average by \$100, forcing people to make difficult choices when it comes to budgeting and paying for the basic necessities. 30% of Dane County renters spend over 35% of their income on rent.

Food Insecurity in the county

Over the past 15 years the number of low-income students attending school in the Madison Metropolitan School District has nearly doubled from 4,882 to 9,360 students. Since minority populations are more likely to live in poverty than whites, the numbers of low-income minority students constitute a large portion of the 9,360 students. The number of schools that qualify for WNEP education has also increased over the past 10 years, more recently including middle schools and as those children continue, high school programming cannot be far behind. The research on school meal participation, especially the low participation rate in school breakfast programs, will continue to drive the education that is offered in WNEP's partner schools.

The 2004 Dane County Food Security Profile indicated that of the 11,110 WIC participants, 49% of the households were food insecure and that 21% were food insecure with hunger. The 2006 Hunger Close to Home report for Dane County indicated that 80,613 or 18.9% of the population live below 185% of poverty. 7% of the entire population and 15.2% of the child population received FoodShare in 2005,

meaning that 29,669 people received the benefit last year. The number of individuals receiving FoodShare has increased steadily over the past two years from 25,980 recipients to 29,669 in 2005. That increase of 3,689 individuals represents an increase of 14%.

The most recent (2004) Hunger Prevention Council survey of 2,026 food pantry users provided an in-depth analysis of food insecurity issues facing low-income families and individuals in Dane County. The major findings revealed a much-increased (up 23%) use of and demand for food from 26 area food pantries since 2002. Most of the families (80%) reported an income below 185 % poverty level and 90% experienced food insecurity with and without hunger. While the majority of those surveyed qualified for FoodShare, only 32% of the families reported receiving the benefit.

In Fall 2005 Dane County participated in the statewide food security school community surveys in conjunction with the University of Wisconsin's Institute for Research on Poverty. The surveys were distributed in two high poverty Madison Elementary schools, Frank Allis and Hawthorne. Results found that 36% of Frank Allis Elementary families had experienced food insecurity with and without hunger over the past year. 26% of families appeared to be eligible for but did not participate in the FoodShare program. 13% of parents indicated that they were unaware that breakfast was offered in their child's school, and 21% had accessed a food pantry or church over the past year.

The results for Hawthorne Elementary School indicated that 29% of families had experienced food insecurity with and without hunger over the past year. 9% of families appeared to be eligible for but did not participate in FoodShare. Finally, 28% of Hawthorne families reported receiving food from a food pantry or church in the past year.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Dane County

The overall health and wellness of children birth to four is a major concern in Dane County. Recent CDC and AMA figures showed that 11.1% of children in the WIC program, age 2-4 are overweight and that 15% of children age 6-19 are overweight with an additional 15% at risk of becoming overweight. Adults in Dane County lead this overweight/obesity trend in that 31% are overweight and 17% are obese according to the Department of Health and Family Services.

In 2005 the Dane County Family Living/WNEP Advisory Committee identified several food and nutrition related needs of low-income residents throughout the County. Advisory members told us that they were seeing an increase in the number of working poor families that had challenges in meeting their basic needs. Members formalized their client's needs around dietary quality, food resource management, and hunger and food insecurity. They noted that access and affordability of nutritious fresh foods was a problem. They also told us that having enough money for food was a struggle and that many families went without food.

The United Way of Dane County formed a Latino Advisory Delegation in Fall 2005 to look at the most important issues in the lives of Dane County Latinos. The Delegation was charged with conducting a series of surveys, assessments and listening sessions that would provide data for a comprehensive report on the state of Latinos in Dane County. The report, to be launched in June 2006, will include sections on employment and wages, and health and access to healthcare. Latinos with comparable education to non-Latinos earn about 75% of what their non-Latino colleagues earn. Access to adequate food and quality healthcare is obviously tied to economic security, which for Latinos is greatly comprised in this County. Nutrition education and food resource management education will emerge as needs in the report's recommendations sections.

Educational Projects planned for FY07

In School: Projects will include providing nutrition and food safety education at qualifying elementary and middle schools throughout the school year in eight to ten week multi-session groups with planning, teaching and evaluation support from principals and classroom teachers.*

After School: Projects will include partnerships with Community Learning Centers funded by the Madison Metropolitan School District (MMSD) and coordinated by Madison School and Community Recreation (MSCR). Hands-on nutrition activities and cooking projects will be conducted three times a year, spring, summer and fall. The multi-session series runs for six to eight weeks with ongoing support from MSCR site supervisors and the Community Learning Center administrative team.*

Job Center: Projects include providing Money For Food education to W-2 participants weekly throughout the year. Single session workshops are two to three hours long and focus on food resource management strategies for participants entering the workforce. Staffing and fiscal support comes from the Dane County Human Services department and the Employment and Training Association.*

Adults Groups: Family Resource Center projects include learn-while-you-wait and single session nutrition education and food resource management education to families with young children at Family Enhancement and Joining Forces for Families (JFF) sites throughout the county. JFF teams are housed in low-income communities and provide information, office space and referrals to WNEP staff.*

Senior Dining: Projects include monthly nutrition and food safety education at approximately 20 congregate meal sites throughout Dane County. Senior meal site staff supports these learn-while-you-wait and single session groups by planning, assisting and encouraging seniors to participate in the lessons.**

* Education also provided in Spanish

** Education also provided in Hmong

Food Security Programming Efforts Planned

WNEP plans to conduct a comprehensive campaign to bolster awareness of school breakfast programs and FoodShare at both Frank Allis and Hawthorne Elementary Schools. If such work is successful, then the campaign may be conducted at other partner schools and community sites. In order for this project to be effective, we will work with school staff, teachers and administrators, food service director and staff, and the Dane County Job Center and Human Services staff.

In partnership with the Financial Education Center staff, WNEP will support the FoodShare outreach that occurs during Income tax filing season. WNEP will continue to work with the Hunger Prevention Council and assist with creating, distributing and writing the 2006 survey of food pantry users.

FY07 Narrative Plan for Food Stamp Nutrition Education in Door and Kewaunee Counties

Overview of the Door and Kewaunee Counties Nutrition Education Program.

The UW Extension Wisconsin Nutrition Education Program (WNEP) began in 1992 in Door and Kewaunee counties to provide dietary quality and food resource management education to food stamp-eligible recipients. At one time the program was a three county project then in 2001-2002 it became a two county project. An educator bilingual in Spanish and in English was hired in January, 2001 to meet the needs of the growing Hispanic population.

Door and Kewaunee WNEP has strong relationships with the local food pantries, WIC, Head Start, Hispanic Resource Center, and Community Programs. The program continues to evolve as needs are identified and opportunities arise. Newsletters for Head Start parents and caregivers are provided monthly with educational sessions occurring throughout the year. Other notable changes include expansion of nutritional programming with the Boys and Girls Club and the Team Leadership Center in Door County thereby adding a population group not formerly targeted. The development of "Walk-Bys" into educational mini-sessions at both WIC and food pantries sites are popular with the food-stamp eligible population.

Because inactivity as well as poor eating patterns is contributing factors to obesity, the importance of physical activity is incorporated more frequently into the educational programming. Classes emphasizing the new food guidance system along with the importance of resource management spark increase interest in our educational programming. The two elementary schools in Sturgeon Bay participated in the food security survey adding to the increased awareness for WNEP.

Characteristics of the low income residents in Door & Kewaunee Counties

Demographics of the counties

Door County has a population of 27,961 according to the document "Hunger Close To Home" by Kadi Row. Kewaunee County's population is 20,187. Few minorities other than the Hispanic population live in the two counties. According to the Hispanic Resource Center for Door and Kewaunee Counties, Hispanic population is estimated to be currently at 550 (2% of the total population) in Door County and 325 (1.6% of the total population) in Kewaunee County. The percentage of Hispanic learners in 2005 was 16% (559). The percentage of Hispanic learners over the last few years was 7% (464, includes Manitowoc County) in 2001; 14% (541) in 2002; 16% (648) in 2003; and in 2004, 18% (706). Additionally in 2005, 79% (2786) of the learners were white with 4% (127) American Indian.

Food Insecurity in the counties

Door County's overall poverty rate is 6.4% and Kewaunee County's is 5.8%. The percent of population with income below 185% of poverty in Door County is 21.3% with 6.1% (1,696) people receiving FoodShare in 2005. While in Kewaunee County, the percentage of population with income below 185% of poverty is 17.8% with 5.4% (1093) people receiving FoodShare. It is estimated that 99% of the Hispanic population's income is 185% below poverty. Child FoodShare participation rate is 13.4% in Door County and 9.6 % in Kewaunee County. Wisconsin Healthy People 2010, Feb. 05 edition reports 8.8% of children ages 0-17 are below the poverty level in Door and 5.7% in Kewaunee. The median income in Door is \$38,813 and in Kewaunee is \$43,824.

Additional data obtained from the "Hunger Close To Home", February, 2006 shows state-wide approximately 540,000 people live in households that are food insecure - they do not have access at all times to enough food for an active healthy life. Almost one out of every eleven Door and Kewaunee County households is food insecure.

State-wide unemployment rates are increasing -5.6% in 2003 compared to 3.0% in 1999. The unemployment rate for Door County in 2004 was 6.5% and in Kewaunee County it is 5.2%. The percentage of family households headed by a single mother in Door County is 6.06% and in Kewaunee County was 5.16% in year 2000.

In 2004, 44% of Wisconsin WIC families surveyed were identified as food insecure and 19% of the families were food insecure with hunger. Thirty percent said that in the last 12 months, they or another family member had cut the size of their meals or skipped meals because there wasn't enough money to buy food. Forty-two percent said they could not afford to eat balanced meals. Forty-five percent noted that the food they bought just didn't last and they didn't have money to buy more.

The Wisconsin Food Security Profile for 2004 showed the number of monthly WIC participants in Door County to be 438. In Kewaunee County the number is 315. According to the state census information in 2002, 32% of WIC participants in Door County were food insecure with 9% experiencing hunger. In Kewaunee County 33% of the WIC participants were food insecure with 13% food experiencing hunger. Data obtained from the Wisconsin Food Security Profile also showed that Door County WIC served 752 individuals and 538 individuals in Kewaunee County during 2004.

In Door County the average daily participation in the school lunch program are 2,527 students with average daily participation at 24.7% (626 students) in the free or reduced price lunch program. In Kewaunee County the average daily participation in the school lunch program are 2,828 students with average daily participation at 16% (452 students) in the free or reduced price lunch program. Households with children experience food insecurity at more than double the rate of households without children. Percentage of children approved for free or reduced price lunch in participating schools was 19.75 % in Door County and 15.09% in Kewaunee County in 2004.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Door and Kewaunee Counties

The USDA Center for Nutrition Policy and Promotion, 2002 Report Card on the Quality of Americans Diets report 74% of Americans' diets need improvement. In 2004 only 23% of people age 18 and over consumed 5 or more servings of fruits and vegetables per day. Additionally, only 30% meet the dietary recommendation for milk and dairy products. The Consumer Expenditure Survey indicates in 2003 about 42% of the per capita expenditure for food was spent on food away from home resulting in Americans eating more than 1/3 of their food away from home. This is a concern because food obtained away from home tends to be higher in fat, saturated fat, sodium, and sugar and lower in calcium and fiber than food prepared at home according to the USDA. Data obtained from the Wisconsin Healthy People 2010 February 2005 edition revealed 62% of the population in the DHFS Northeastern region (includes Door and Kewaunee counties) are considered overweight with 23% obese. Contributing to the problem, food pantry staff and agency personnel indicate their clients want convenience foods because they don't know how to prepare food at home or don't want to cook.

The federal target for an overall adult obesity rate for 2010 is 15% according to the Wisconsin Healthy People 2010, February 2005 edition. The same report showed only 14% of the population in NE Wisconsin over the age of 18 exercise 20 minutes or more at 50% aerobic capacity. The target for Wisconsin is 30% by year 2010. Fifty-four percent of the population is sedentary contributing to the high rate of obesity. Wisconsin's 2002 Behavior Risk Survey demonstrated inactivity rates are higher for individuals in poverty.

To further assess the needs of low-income families in Door and Kewaunee counties, key witnesses from partner agencies continue to report their low-income target population groups lack knowledge regarding recommended amounts of food from each food group for maximum health. Meal planning is another strategy families need to implement in order to improve nutrition and maximize food resources. In Wisconsin 54% of WNEP participants entering nutritional programs stated they never, seldom or sometimes use a grocery list and 54% say they never, seldom or sometimes plan meals ahead of time.

A national study of low-income households found that 76% of the households had a plan for spending, but only 34% reported that their plan was a written one. In Wisconsin, persons entering WNEP were asked if they used a spending plan. Of those asked, 32% stated that they never used a spending plan; 34% seldom or sometimes used a spending plan and 27% uses a spending plan most of the time or almost always. From a study conducted by WNEP in 2000, 64% of 5,404 food stamp recipients said that they would like to learn more about stretching their food dollars. From a list provided, the top three topics respondents said they would like to learn more about were: 1.) Getting more food for my money 2.) Planning low-cost meals and 3.) Choosing food for good health. Forty percent said newsletters are their preferred ways to learn about food and nutrition topics.

Another area of concern is the large percentage of illnesses resulting from improper food handling in the home. A 1999 survey of 1,000 U.S. households found 44% consistently forgot to wash their hands before preparing meals. Research also shows 82% of sink faucet handles are contaminated during food preparation, 60% of people do not wash the cutting board after cutting raw meat or poultry and before cutting fresh vegetables for salads.

As a result of the above needs assessments, the nutrition educational needs of low-income Door and Kewaunee counties residents are clearly in the areas of dietary quality, food resource management, food safety, and balancing food intake with physical activity.

Educational Projects planned for FY07

After School: In conjunction with Door County Social Services and the Team Leadership Center, nutrition and physical activity education occurs during their summer camp program. Emphasis is on healthy eating and the importance of physical activity. Additionally, programming occurs at the Boys & Girls Club 3-4 times per year. Summer programming also includes teaching Hispanic elementary school-age children. Topics include healthy snacking with actual food preparation, food safety, and the promotion of eating fruits and vegetables.

Preschoolers: Teaching is held at Head Start for preschool children using multi- sessions in group settings. At the beginning of the school year focus is on the importance of correct hand washing with subsequent sessions focusing on “MyPyramid” and what is inside of it. Two sessions are devoted to the importance of eating breakfast. Parent newsletters are sent home with the child. Included in the letter is an activity the parent and child can work on together at home to help reinforce the lesson and to increase awareness to parents on the importance of healthy eating.

Parents: Parents at Head Start and Healthy Families receive multi-session classes as well as stand-alone educational opportunities. Emphasis is on food resource management with meal planning, the importance of balancing food intake with physical activity, and “Sharing the Food Task” curriculum. Monthly multi-sessions are planned with young Hispanic mothers served by the Door & Kewaunee Hispanic Resource Center. Curriculum includes “Healthy Kitchen” and the new food guide pyramid. Food safety is taught throughout the program year.

WIC: Educational programs for pregnant women or mothers of young children at WIC clinics using one-on-one session are held at 8 times each month. Topics include “MyPyramid”, food resource management

with meal planning, the importance of balancing food intake with physical activity and how to use the food guide pyramid to make healthy choices when eating out with food demonstration products. Food safety is taught throughout the program year.

Disabled: Educational programming for disabled and/or chronically mentally ill adults in community settings using the multi-session format will occur. Topics to include are actual food preparation while learning about the importance of nutritious meals and snacks, the importance of physical activity, and food safety.

Food Pantries: Educational programming for persons at food pantries using learn-while-you-wait and one-on-one methods. Adults with or without children and senior adults are the target at these locations which includes 9 sites each month. The learn-while-you-wait method often become little mini-sessions in groups of 3-7 people or even one-on-one. Balancing food intake with physical activity with the selection of fewer energy-dense nutrient-poor foods is the major emphasis due to the high rate of obesity. Food safety is taught throughout the program year. Nutritious, easy to fix recipes are demonstrated each time, often times utilizing the commodities offered at the pantry to encourage selecting the items and help teach participants how to fix it.

Food Security Programming Efforts Planned

Door County WNEP will raise awareness of local hunger and food insecurity issues by working with the schools involved in the food security school survey conducted in the Fall of 2005. Additional collaborative efforts include working with a community service program called "Neighbor to Neighbor" to provide education to the volunteers about food security issues. Brochures will be developed and disseminated highlighting available resources in the community to ensure food security. In Door and Kewaunee County, WNEP will work closely with the Family Living agents to identify potential opportunities to improve food security. The compilation of food security data includes school survey in Sturgeon Bay, the 2005 USDA Community Household Food Security survey.

FY07 Narrative Plan for Food Stamp Nutrition Education in Douglas County

Overview of the Douglas County Nutrition Education Program

The Wisconsin Nutrition Education Program (WNEP) in Douglas County began in November, 1994. The Douglas County Nutrition Education Program continues to have strong partnerships with the Superior School District (classroom and After School), Head Start, Public Health Department (Health Check and Well Women programs), and Aging Resource Center. New programs at the homeless shelters and Transitional Housing Program have grown in the last year. In the last three years there has been a shift towards more adult education, multi-session classes and food preparation classes. The school classroom education programs expanded in 2006 and work is beginning to integrate WNEP nutrition education into school health curriculums. Douglas County UW-Extension has expanded the hours of the Agricultural Educator-Tom Syverud. Tom has worked to start a school garden at one of the WNEP income-eligible schools with the 2006 growing season. The Douglas County Nutrition Program will work with Tom to do programming using the school garden in income eligible classrooms and the After School Program. Information about our work is communicated to county and city officials and our agency partners via an office bi-monthly newsletter where various Douglas County Nutrition Education Programs are featured along with other office program areas.

Characteristics of the low income residents in Douglas County

Demographics of the county:

Douglas County has a population of 43,287. The 2000 census indicated that minorities made up 3% of the population with 0.6% Black, 1.8% Native American, and 0.6% Asian. The median age of county residents is 37.7%. Residents age 65 and over make up 14.5% of the population and 76.4% are 18 years or older. In 2000, Douglas County had 20,356 households, with an average size of 2.4. The median income was \$35,226 (in 1999 dollars), \$6,786 below the US median income. The number of individuals living below the poverty line was 4,605 or 11% of the county population compared to 8.7% for the state of Wisconsin. The poverty rate for children in Douglas County was 13.3%, compared to 10.8% for the state of Wisconsin. The county's unemployment rate in 2004 was 5.5%.

Food Insecurity in the county

In 2004, there were 5,200 county residents receiving food stamps, or 12% of the population. Food Stamp participation increased 38.9% from 1999 to 2004. Other food security indicators include school breakfast, school lunch, and summer meal programs. The percentage of children in Douglas County approved for free or reduced lunch was 41.9% in 2004. The percent increase in school lunch participation was 16.63% from 1999 to 2004. There are four schools in Douglas County-all in the City of Superior-that have greater than 50% of their total enrollment who qualify for either free or reduced lunch. The percent of high poverty lunch sites that serve breakfast is 78%. The percent increase in average daily participation in the breakfast program from 1999 to 2004 is 149.2%. There are several community efforts that address the food insecurity problem in Douglas County. Douglas County has a strong Summer Feeding Program with 16 feeding sites run jointly with the City of Superior Park and Recreation Department and the Superior School Food Service. Douglas County has 6 food pantries with four located in the City of Superior and three in various parts of rural Douglas County. The largest food pantry in Douglas County reports a 25% increase in food pantry visits. Douglas County also has the Food Share program and two sites for free community meals. One site serves noon and 5PM meals Monday through Saturday and local churches serve a Sunday evening meal weekly.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Douglas County

The USDA's Healthy Eating Index scores that measure the dietary quality of Americans show a decrease in diet quality as the levels of education and income go down. The year 2000 Bridge to Health Survey that

included Douglas County residents indicates people living at 200% poverty or less have lower intakes of fruits and vegetables (11.7% ate no fruits or vegetables the previous day, and only 11.2% ate 5 or more fruits and vegetables.) These results reinforce our teaching fruit and vegetable consumption in all school classroom and after school programs and a frequent topic at shelter and food pantry programs. Douglas County has a poverty rate of 11%, a child poverty rate of 13.3% and an obesity rate of 24%-all higher than the state average. These poverty and obesity rates all show the continued need for the Nutrition Education Program in Douglas County.

The free and reduced lunch figures for the Superior Schools continue to be high and the Nutrition Education Program will continue programs in the three income eligible schools. The Superior School District has begun to request the Douglas County NEP program help the teachers integrate nutrition programs into their health curriculum requirements for the 2006-07 school year. Several grades and the After School Program at our highest percent poverty school-Northern Lights Elementary School are interested and planning to participate in the school garden being planned by the Douglas County Agriculture Educator. Douglas County NEP will be providing classroom and after school programming around the garden for the 2006-07 school year. WNEP will continue to work closely with the Food Service Director who provides food for all our programming.

The Douglas County WNEP Advisory Committee consists of agency partners from Head Start, shelters and transitional housing programs, WIC Program, Aging Resource Center, local Community Action Agency, groups that provide community meals and food pantries for Douglas County, Public Health Department, and Food Share Director. All the above agency members were present at a meeting in February, 2006 to discuss program needs and program topics that they would like WNEP to provide or continue to provide to their clients. Agencies receiving the cooking skills and nutrition lessons (Head Start parents, shelters and transitional housing programs) want WNEP to continue with this format with the suggestion to include the children more at the shelter programs. There is a request to increase our programming at the food pantry at the Community Action Agency (CAP) as Food Share Director and CAP Director have received numerous comments about how food stamp and food pantry clients miss the food samples and recipes given out at the CAP food pantry. The senior meal sites will continue with the present programming format. The Aging Resource Center Director has client information that 75% or more of the participants in the senior meal sites are Food Stamp eligible. The WNEP contribution to bi-monthly senior newsletter will continue. The 2006 state evaluations from the senior meal site managers have been positive as well.

Educational Projects planned for FY07

In School: Programming for school age youth (5 to 11 years, 12-17 years) at Northern Lights, Cooper, and Lake Superior Schools teaching food safety, physical activity and nutrition topics

After School: Programming for school age youth (5-11 and 12-17 years) at Northern Lights, Lake Superior, and Superior Middle School on physical activity, food safety, and nutrition topics; programming for summer feeding program youth 5-11 at city parks in Superior in the form of a nutrition carnival

WIC: Programming for pregnant women or mothers of young children at WIC clinics

Health Clinics: Programming for public health clinics clients in the Well Women and Health Check program on nutrition and physical activity topics

Preschoolers: Programming at Head Start centers in Superior and Brule on nutrition and physical activity topics.

Adult Groups: Programming for adults and children residing in temporary shelters (Harbor House) and transitional housing (Northwest Wisconsin Community Service Agency Transitional Housing Program), on nutrition, resource management, and physical activity topics; programming for Head Start parents on nutrition and resource management topics.

Senior Dining: Programming at nine dining sites in Superior and rural Douglas County on nutrition and physical activity topics

Parents: Even Start parents on physical activity and nutrition topics; Family Resource Center at Northern Lights School on nutrition topics

Gardens: Programming for youth (5 to 11 years) at Northern Lights in classroom and after school

Food Pantries: Programming at Northwest Wisconsin Community Service Agency on nutrition topics.

Other: Programming at Farmer's Markets for Seniors and WIC clients

Food Security Programming Efforts Planned

Methods or activities planned to raise awareness of hunger/food insecurity

No specific plans for hunger/food insecurity activities for FY07. There are several poverty simulations and Bridges out of Poverty planned for FY07 under the direction of Douglas County UW-Extension Family Living Educator. The Superior School District Food Service Director has worked hard to get School Breakfast programs in all schools and has increased participation in both the breakfast program and the school lunch program.

Methods planned to compile data and assess status of food security:

There is data compiled regularly at the main food pantries in the City of Superior that tell the number of food pantry visitors that are on Food Share Program. The total number of visitors to the food pantries is tracked at all food pantries in Douglas County.

Plans to increase involvement of community groups in efforts to address food insecurity

There is beginning talk of a community coalition to look at the whole range of poverty issues with homelessness and food insecurity being key issues. The Douglas County UW-Extension Family Living Educator and WNEP Coordinator have been invited to participate and plan to be involved as the group begins to meet.

FY07 Narrative Plan for Food Stamp Nutrition Education in Eau Claire County

Overview of the Eau Claire County Nutrition Education Program

Eau Claire County's (ECC) Wisconsin Nutrition Education Program (WNEP) began in 1995 to improve the eating and physical activity behaviors of food stamp and food stamp eligible participants within their limited budgets. WNEP initiated the program using the learn-while-you-wait educational approach. Throughout the years, WNEP has developed a multi-faceted and longer term educational approach. Currently, over 50% of all WNEP educational contacts serve participants in multi-session groups. Most multi-session groups include a minimum of four, one-hour sessions. This multi-session approach increases the probability of clients' knowledge retention and behavioral changes. In 2005, staff made over 5,000 educational contacts. Due to an increased demand for nutrition programming in our county, WNEP plans to hire an additional nutrition educator in 2007. This will provide ECC with a WNEP staff of three, 2.6 FTE's.

Characteristics of the low income residents in Eau Claire County

Demographics of the county

The 2000 Census reports the ECC population at 93,142. Of those 16 or older, 70.2% (51,987) are in the labor force. ECC's median household income is \$39,219, and the 2004 self-sufficiency wage for an adult with a preschooler and school-aged child is \$16.13/hour or \$33,550/year. However, most low-income workers earn between \$7-\$8/ hour, or about \$15,600/year. In 1999, the ECC median earnings of a male full time, year round worker was 69% higher than that of a female working the same number of hours. Single women head 9% of ECC family households putting them at increased risk for poverty and food insecurity. Housing is a major expense. Nearly 30% of ECC renters are paying at least 35% of their income on rent. The 2000 Census data revealed 11% of ECC individuals live at 100% of poverty, and 25% of the county population is below 185% of poverty (UWEX Food Security Profile Website).

Food Insecurity in the county

A January 2002 survey of mothers participating in the ECC WIC program revealed an alarming rate of food insecurity (49%) and hunger (23%) (Food Security in the WIC Population, 6/02). A 2004 UW Extension survey of household food needs conducted at the Eau Claire Area School District's three lowest income elementary schools indicated that 25% of families responding were food insecure and 13% experienced hunger in the past year. An increased number of ECC residents are currently seeking local assistance to acquire sufficient food. Participation in free or reduced school breakfast and lunch participation has increased 69% and 10.12%, respectively, from 1999 to 2004. The dramatic increase in school breakfast during this time period is mainly due to the increased number of sites offering the program. In 2004, 8,087 county residents participated in Food Share, of which 46% were children. From 1999 to 2004, the percentage of ECC food stamp recipients increased 72% (UWEX Food Security Profile). Ethnic data reveals that 99% of Food Share patrons are Non-Hispanic/Latino. Racially, the majority (81%) of ECC Food Share users are White. The percentage of minorities participating in the program include 9% Asian, 4% Black, 1% American Indian or Alaskan Native, 3% more than one race, and 2% unknown race (WI DHFS 2004 report). Area food pantries, the Community Table and elderly meals sites also assist to increase county residents' food security.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Eau Claire County.

The diet quality of young children is a major concern in Eau Claire County. In the 2005-2006 school year, EC Area School District Head Start completed a nutrition assessment with 127 program participants. Assessments revealed that 39% (50 children) of the children were at 85th percentile or greater weight/height. Forty-eight percent (24 children) of those overweight children ranked equal to or greater

than 95th percentile weight /height. ECC adults lead this overweight trend. A recent ECC Behavioral Risk Factor Survey (BRFS) indicated that 55% of adults were overweight, with specifically 23% obese. Research links the lack of physical activity to the increased tendency for overweight issues. The 2000 Western Region BRFS revealed that only 14% of adults exercised 20 minutes or more at 50% aerobic capacity 3 or more times a week. US inactivity rates also tend to be higher for individuals in poverty. On average, food stamp participants (FSP) tend to have poorer quality diets, as measured by the 2005 USDA's Healthy Eating Index. These poor quality diets include consuming fewer than three meals daily; not eating breakfast (which has been linked to increased body weight); and, like most Americans, they are drinking less milk and substantially more soft drinks. WI Department of Health and Family Services data from 2002 also indicated that only 23% of Wisconsin adults ate the recommended 5+ servings of fruits and vegetables a day, while 36% ate 3-4 a day and 41% ate only 0-2 fruits and vegetables a day.

WNEP county partners identified the need for education to focus on increasing the following behavioral outcomes: basic meal planning and food preparation skills; vegetable, fruit and whole grain consumption; physical activity; and healthy food choice selection in sensible portions. Partners also saw the need for the development of positive parent/child relationships at family mealtime. Food resource management and food security were also voiced as concerns by those agencies WNEP directly serves as well as the Hunger Prevention Coalition. Food Share participants seem to agree about their nutrition education needs. In 2000, 67% of ECC survey respondents (313 respondents) from an EBT training indicated that they would like to learn more about stretching their food dollars. The top three topics respondents said they would like to learn more about included: getting more food for their money, planning low cost meals, and choosing food for good health.

Educational Projects planned for FY07

In School: 5 a Day with Corky, Wash Your Hands, or Healthy Habits/Be Active Curricula will be team taught with staff at 6 Head Start Centers and in 8 kindergarten classes at Eau Claire Area School District, Augusta and Fairchild Schools. Curriculums range from 2-4 lessons each. Parents will receive educational materials and suggested activities to encourage family behavioral changes.

CDC Alternative High School students are taught 7 nutrition lessons focusing on food and kitchen safety, fat in fast foods and sugared beverage consumption, labeling reading to select nutrient dense foods, and selecting food from the bottom of MyPyramid. Students use the knowledge gained to produce five cooking videos on Community TV.

After School: WNEP will partner with 4-H to teach 13 lessons each at Longfellow and Lakeshore Elementary School's (74% and 50% free and reduced lunch participation respectively) Food, Fun and Fitness after school programs. Topics taught will include: balancing physical activity with the food we eat, food safety, label reading, and healthy food choices following Pyramid.

"Kids in the Kitchen" (2, 8 class sessions) will be taught at Longfellow Elementary School after school and (1, 8 class sessions) will be part of the Longfellow Elementary School's Summer Program. Topics covered will include: food and kitchen safety, basic food preparation, and creating a balanced meal or snack to accompany the prepared food.

WNEP will teach Kids' Garden program (8 classes) at Longfellow Elementary School's Summer Program; North River Fronts Park, EC's lowest income neighborhood; and Bolton Transitional Housing, for families of abuse. WNEP will partner with the Extension horticulturist to teach the garden program. Hands-on learning will focus on simple food preparation, increasing fruit and vegetable consumption and physical activity. Parents will receive produce and recipes to increase household vegetable consumption.

Parents: At least three Fun Family Cooking Programs (4 classes/program) will be taught to Head Start or other parents with young children. Parents will set personal, family eating, and household food spending goals. At each class, parents will prepare a portion of the meal with their children. Children will then prepare a healthy snack, while parents have an interactive nutrition lesson and complete the meal preparation. Families will eat the meal together. The partnering agency will promote the event, pay for the food, provide adequate daycare and staffing, and conduct a phone or face-to-face evaluation provided by WNEP with each family attending at least 75% of the classes.

At least two Stepping Up to a Healthy Lifestyle Programs (3 nutrition/physical activity classes/program) will be taught to families with children. Nutrition topics taught will include: fruit and vegetable consumption, portion sizes, and eating from the bottom of the pyramid. Parents will walk with their children at each class. Parents will set physical activity goals. A follow-up evaluation will be conducted at least 3 months after program completion to examine whether parents are meeting the recommended 30 minutes of moderate physical activity on most days.

WNEP will also teach one time group classes and community event, walk-by education. Topics will include: budgeting within the Thrifty food plan; utilizing community resources to increase food security; planning and preparing low cost, healthy, quick meals; choosing foods from the bottom of MyPyramid most often; being physically active; and developing positive parent/child feeding responsibilities. Agency partners include: Head Start, Family Resource Center's Rural Outreach, Beacon House for homeless, Hmong Mutual Assistance Association and ECC Housing participants.

Job Centers: Recipes and nutrition/cooking videos will be available to clients in the lobby. WNEP will coordinate with agency staff concerning group classes provided in ECC throughout the year. Staff will then connect participants with available nutrition and food resource management offerings.

WIC: Recipes and nutrition/cooking videos will be available to clients in the lobby. WNEP will coordinate with agency staff concerning group classes provided in ECC throughout the year. Staff will then connect participants with available nutrition and food resource management offerings.

Disabled: Eight to ten multi-session group classes will be taught focusing on nutrition and physical activity at Lutheran Social Service's Session Street Apartments. The clients have mentally health issues. In the summer, the teaching will focus around a garden that residents' plant and harvest. As identified by the social worker, clients may also receive one-on-one teaching concerning nutrition and food resource management.

Food Pantries: Recipes and a food sample will be shared with pantry patrons focusing on the commodity foods they receive that month. WNEP will also select recipes to increase patrons' fruit and vegetable consumption.

Food Security Programming Efforts Planned

WNEP staff will continue to support the mission and goals of the ECC Hunger Prevention Coalition (HPC). The ECC WNEP coordinator is co-chair of the Coalition. Bi-annually the HPC sponsors the ROWELL Poverty Simulation to increase awareness of ECC poverty and food insecurity.

A recent ECC United Way study indicated that there is a lack of awareness of community resources available to assist those in need. To increase low-income residents' awareness of community resources, the HPC expanded their resource directory in 2005 to include available dental, financial and employment services. In 2006, a Western District Innovative Grant was awarded to WNEP to distribute 50 color

copies of the directory to 250 agencies serving those of need. The directory was also put on the ECC UW-Extension website in Acrobat Reader, so agencies could print additional copies. Email addresses were also obtained from the 250 agencies. In 2007, HPC will email directory changes as they occur. This email list will also function as an avenue to provide information about seasonal or new assistance programs for the poor. Agencies can be made aware of local food insecurity and poverty data through these means. WNEP staff will lead this project.

The WNEP coordinator has teamed with ECC Human Services to create a poverty workshop to raise awareness of ECC poverty and food insecurity. Human Services and WNEP team-teach each class. The workshop has been requested and taught annually to Leadership EC. In 2006, it was also taught for Youth Leadership Eau Claire, the Northwest Regional Library Federation, Longfellow and Meadowview Elementary Schools. In 2007, at least five programs will be taught.

Hmong Mutual Assistance Association (HMAA) estimates that 86 ECC Hmong households (28 recent refugee families and 20% of established families, 516 individuals) qualify for food assistance at food pantries. WNEP will partner with Feed My People Food Bank, St. Francis Food Pantry and HMAA to increase Hmong pantry participation. The program will be publicized on Hmong radio and provide 25 pound bags of rice to participating families, in addition to the regular food pantry items distributed. WNEP will also teach participants how to prepare unfamiliar American food.

FY07 Narrative Plan for Food Stamp Education in Florence, Forest and Vilas Counties

Overview of the Florence, Forest and Vilas Counties Nutrition Education Program

The Tri-County Nutrition Education Program in Vilas/Florence/Forest Counties began in 1997 when County Extension Committees supported the Family Living Agent to develop a program collaboratively with agencies in the counties to address the needs of their food stamp populations. Unemployment, underemployment and seasonal employment associated with a tourist and logging based economy in the three counties results in families needing food stamps at various times throughout the year to feed their families. The Nutrition Education Program provides these recipients with educational information so they can make transformational change to feed their families nourishing foods, and manage their food dollars to assure there is food for their family. In two of the three counties there are Indian Reservations which have high incidence of Diabetes. Thus we emphasize nutrition education for children and adults to reduce their risk for Type 2 Diabetes. We also reach the broader audience of food stamp eligible older adults, youth single adults and families through short term educational programs in a variety of community settings. Stakeholders are informed about programming efforts through reports provided on a quarterly basis and presented to Extension committees as well as agency department heads and school administration.

Characteristics of the low income residents in Florence, Forest and Vilas Counties.

Demographics of the counties:

Florence County –population 5088; 98.2% white, 0.2% black,0.4% American Indian, 0.3% Asian, 0.1 some other race

Forest County- population 10,024; 85.9% white, 1.2% black, 11.3% American Indian, 0.2% Asian, 0.2 some other race

Vilas County – population 21033; 89.7% white, 0.2% Black, 9.1% American Indian, 0.2% Asian, 0.2 some other race

Food Insecurity in the counties:

Florence Poverty rate is 9.13%, the rate among children is 11.8%; 8 % (405) of the population receive food stamps; WIC serves 187 participants annually of which 29% are food insecure. In a recent research project to find out the food security status of local families with school age children 13% of families responding were classified as food insecure with 6% of those families experiencing hunger in the past year. Florence Schools have shown an increase in students receiving free and reduced lunch. Their poverty rate has also risen one percent since the 2000 census.

Forest Poverty rate is 13.1%, the rate among children is 16.9 %; 7.7% (773) of the population receives food stamps; WIC serves 602 participants annually of which 43% are food insecure. In a recent research project to find out the food security status of local families survey results show that 18% of school age children families responding are classified as food insecure with 9% of those families experiencing hunger in the past year.

Vilas Poverty rate is 8%, the rate among children is 11.5 %; 5.3% (1,108) of the population receive food stamps; WIC serves 714 participants annually of which 37% are food insecure. In a recent research project to find out the food security status of local school age families survey results from Vilas county schools show that 18% of families responding are classified as food insecure with 6% of those families experiencing hunger in the past year. This same project was conducted at the school located on the Lac du Flambeau reservation and the results show that 24% of the families responding are classified as food insecure with 12% of those families experiencing hunger in the past year.

Research shows that food insecurity among children is linked to a variety of problems, such as lower test scores, increased absences and more frequent behavior and health problems.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Florence/Forest/Vilas Counties.

Vilas and Forest counties have about 10% Native American population. The method used to determine the nutritional needs of the Native American populations was the “Trends in Wisconsin Indian Health” study which was done in 1995, sponsored by the Great Lakes Inter-Tribal Council and funded by the Wisconsin Department of Health and Social Services, Division of Health. The leading cause of death among Wisconsin Native Americans was heart disease, followed by cancer, stroke, and diabetes. A health status survey of the Chippewa in 1990 found that 11% of men and 17% of women reported that they had diabetes. Native Americans are more than twice as likely to have diabetes as whites. The programming we do will focus on nutritional/lifestyle changes that would reduce the risk factors for those diseases.

The Vilas County Community Health Improvement Plan states that in 2000, the Vilas County hospitalization rate for CHD was 13 per 1,00 people, which is over double the State rate and almost twice the Northern Region rate. The hospitalization rate for diabetes was 1.8 per 1,000 people in 2000, which is above both the state and northern region rates. According to the American Diabetes Association, “about 90% of all people with newly diagnosed type 2 diabetes are overweight.” For overweight or obese individuals who have not been diagnosed with type 2 diabetes, decreasing body weight can prevent the development of type 2 diabetes. Vilas Public health has a priority to address the issue of Overweight, Obesity, and Lack of Physical Activity across all age groups in the county. One of their goals is to increase nutrition education and promote a healthy diet for adults and children. We will collaborate with them on the goal yet be specific to the intended audience of our grant.

Florence County data shows 9% of adults have Type 2 diabetes, and they are 25% above the state rate for age adjusted heart disease deaths. Only 45% of adults report being physically active and overall 36 % of men and 30% of women are overweight. 38% of students reported drinking 2 or more soda per day. Making healthy food choices and being physically active reduces one’s risk for diabetes. This is the message we intend to share with our targeted audience.

Forest County is 33% above the state’s rate of heart disease deaths and hospitalizations for diabetes and stroke. Again, making healthy food choices and being physically active will be the message we will deliver to our targeted audiences in the county. Since the Sokaogon Chippewa reservation is located in Forest County we will work with that community to address these issues as well.

Educational Projects planned for FY07

In School: Classroom instruction will be done in grades Kindergarten through 5th grade in all three counties. In Forest and Vilas County we will have a Native American emphasis to the new MyPyramid information. Florence County will present MyPyramid in a more traditional manner.

After School: Nutrition education programming for youth (5-11) will occur once a month after school in Florence for elementary age children. A summer program for this same age group will be held over a four week period meeting twice a week in Florence. This program will emphasize experiential learning activities which include preparing fresh vegetables from gardens they developed with help of Master Gardeners. They will learn some basic cooking skills as well.

Preschoolers: Nutrition education programming will be offered to preschoolers at Head-Start programs, and appropriate day care providers.

Parents: Nutrition education programming will be offered to parents on the Sokaogon Chippewa Reservation through individual counseling with families. Head-Start parents will also receive education at their child's Head-Start location.

WIC: Nutrition education programming will happen monthly at the WIC clinics in all three counties for pregnant women and mothers of young children.

Health Clinics: Nutrition education programming will be offered to Native American parents at the Sokaogon Chippewa Reservation Health Clinic through individual counseling. Emphasis will be on understanding MyPyramid thus developing healthy eating habits and physical activity to reduce risk factors for Type 2 diabetes. We will also be at immunization clinics in both Florence and Vilas counties with emphasis on the new MyPyramid and developing healthy eating habits and physical activity.

Senior Dining: In both Vilas and Forest counties nutrition education will take place at senior congregate meal sites. Emphasis will be on understanding sound dietary habits through understanding the new MyPyramid and dietary guidelines.

Food Pantries: Nutrition education will be available at the food pantry in Florence County monthly. Emphasis will be on how to use/cook the foods given out through commodities. In Vilas County monthly brochures covering various nutrition topics will be given to each recipient. If time permits some food demonstration will occur.

Home Visits: Home visits will be occurring in both Florence and Vilas counties. In Florence it will be in collaboration with the Family Center of Florence and emphasis will be on feeding your family nutritiously and stretching your food dollar. Vilas County will receive referrals from both social services and commission on aging to address needs that have been assessed related to nutrition and stretching food dollars. These will be for our targeted population only, each lesson will be tailored to the needs of that individual or family.

Food Security Programming Efforts Planned

Methods or activities planned to **raise awareness** of hunger/food insecurity:

We plan to continue to use the "Hunger Close to Home" materials to share with civic groups, churches, and the media. We will continue to work with our grocery stores as they offer programs that provide support for food for pantries in the areas. "Hope for the Hungry" is a coalition made up of five counties including Florence, Forest, and Vilas. Work to raise awareness is part of the mission of that organization which WNEP is a very active participant.

Plans to **increase involvement of community groups** in efforts to address food insecurity "Hope for the Hungry" five county coalition continues to assess where they might increase involvement in community. Each January they decide areas that they want to work on throughout the year. Vilas County will be working closely with their Rotary club which wants to address poverty in the area, we will be holding listening sessions with pantry recipients to discuss opportunities to support families and work with Rotary teams to develop support for limited resource families.

FY07 Narrative Plan for Food Stamp Nutrition Education in Fond du Lac and Green Lake Counties

Overview of the Fond du Lac and Green Lake Counties Nutrition Education Program

The Fond du Lac/Green Lake unit began in Fond du Lac County in 1991 in response to agency requests for help with clients who had limited skills in food shopping and food preparation. In 1997, Green Lake County, an adjacent county, was added to the unit. This permits educational contacts with Green Lake's smaller population without added administrative costs.

Characteristics of the low income residents in Fond du Lac and Green Lake Counties

Demographics of the counties

Fond du Lac County has a population of 97,296. The urban center and hub of services is the city of Fond du Lac with a population of 42,000. The population is 96% white. According to the 2000 Census, 5.8% of the population is considered "poor", earning less than the Federal Poverty Level (FPL), which was \$19,350 for a family of four in 2005. In addition, 16.5% of the population is "low income" earning less than 185% of the FPL. The percent of the entire population in the county receiving Food Share in 2005 was 7.1%. In Fond du Lac County, 6,886 people received Food Share in 2005. In Fond du Lac County, 13.8% of the child population received Food Share in 2005.

Green Lake County has a population of 19,105. The county is rural with four main population centers; Berlin is the largest city within the county as there is no urban hub within the county. The population of Green Lake County is 97.8% white. According to the 2000 Census, 7% of the county population is considered "poor", earning less than the Federal Poverty Level (FPL), which was \$19,350 for a family of four in 2005. In addition, 21% of the population is "low income," earning less than 185% of the FPL. The percent of the population in the county receiving Food Share program in 2005 was 7.1%. In Green Lake County, 1,353 people received Food Share in 2005. In Green Lake County, 13.7% of the child population received Food Share in 2005.

Documentation from both Fond du Lac and Green Lake County Department of Health and Social Services show increased use of public assistance programs. January 2006 statistics for Food Share usage showed an increase of 216 users. This along with numbers from 2003 – 2005, the number of individuals using Food Share in Fond du Lac County went from 1139 – 1542, an increase of 403 users. This growth has continued, as from 2001 – 2003, the number of Food Share users changed from 856 – 1280, an increase for those two years of 424 users.

In Green Lake County, in the last year, the number of individuals using Food Share was 654 in 2004 and 685 in 2005, an increase of 31 users. In addition to the growing use of Food Share, the use of Medical assistance has increased at a significant rate as well. Qualifying levels for the Food Share program are 200% of FPL, when this is taken into consideration, upwards of 30% of Green Lake County residents would qualify. Food Share users in both counties include households with children. Households with children experience food insecurity at more than double the rate of households without children. (Row, February 2005).

Food Insecurity in the counties

Fond du Lac County: From the 2000 Census, 40% of the WIC households in Fond du Lac County reported being food insecure, with an additional 18% of households reporting food insecurity with hunger. Fond du Lac County has 7 food pantries. There are seven school districts in the county; 24% of the children in these schools are approved for free or reduced price lunches. This is an increase from 18% last year.

Green Lake County: From the 2000 Census, 44% of the WIC households in Green Lake County reported being food insecure, with an additional 13% households reporting food insecurity with hunger. There are four school districts in the county; 23.9% of the children in these schools are approved for free or reduced price lunches. Green Lake County has 4 food pantries. In 2004, 3,393 individuals used the Green Lake County pantry, with 209 families being new in participation in the food pantry. From June to December of 2004, 395 families (consisting of 4 or more members) used the pantry.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Fond du Lac and Green Lake Counties.

The Fond du Lac County Community Health Survey, completed in the fall of 2005, contains specific information related to nutrition and health concerns. In this random household survey, it was found that among households reporting an annual income below \$30,000, 31% reported their health was fair or poor. Additional findings from this economic group included engaging in physical activity less often, less likely to eat 2 or more servings of fruits and 3 or more servings of vegetables each day compared to households reporting incomes higher than \$30,000. In 2005, the three most often selected health issues facing their community were: obesity, lack of exercise or poor nutrition (61%), alcohol abuse (57%) or smoking (48%). Responses to a 2001 survey question on the number of times the respondents ate fast-food meals indicates 37% of the overall population eats a fast food meal a few times each week.

Agency staff in both counties report concerns about poor management of money for food. Families are finding that Food Share is not able to meet their food needs and food pantries are being used to a larger extent. Food insecurity is growing. In addition, the observations of eating high fat, low nutrition snacks and regular consumption of soda are concerns that continue. Agency staff noted the need to have more education for families in the areas of managing resources so they have money for food as well as eating a healthful diet. The number of families who are receiving Food Share has increased in both counties, which includes children in the families. Reaching out to the families where they may be, to increase their knowledge of eating healthfully for their children, is a need.

Educational Projects planned for FY07

After School: Either single session or a series will be targeted to youth ages 5 – 17 years of age at the following sites: Boys and Girls Club, Food Group (graduates from the Head Start, Independent Living, STAR program and Kids in Kitchen series), and Junior Master Gardner. Topics to address, but not limited to will include: eating fruits and vegetables, hand washing, food safety, food label reading, measuring skills, eating a balanced diet, MyPyramid.

Job Centers: Single sessions and learn-while-you-wait will be targeted at adults at Job Center and Food Stamp office. Topics planned but not limited to will include: Money for Food Curriculum.

WIC: Learn-While-You-Wait education and WIC-issued newsletters to pregnant women or mothers of young children at WIC clinics. Topics planned but not limited to will include: MyPyramid, Whole Grains, and eating fruits and vegetables, Farmer's Market, Grocery Shopping Tips, Meat and Beans and Milk group.

Parents: Series of sessions will be targeted at young adults (ages 18 – 24) involved with the Fresh Start program. In addition single session programs for families at Family Resource Centers will be provided for identified families. Topics planned but not limited to include: food safety, food resource management, eating a balanced diet, MyPyramid and increased diet quality through food preparation sessions.

Either single session or a series of sessions and educational outreach through parent meetings and newsletters will be targeted at pre-school children and their families (parents and caregivers) at Head Start

programming locations. Topics planned but not limited to include: hand washing, food safety, MyPyramid and parent/child food preparations.

Gardens: Educational programming in collaboration with Master Gardeners, Salvation Army and Boys and Girls Club will be done through a series of lessons targeted at youth ages 8 – 17 years of age and their families as well as newsletter inserts into summer meal programs with the Salvation Army. Topics planned but not limited to will include: Food Safety, Hand washing, label reading, eating more vegetables, and MyPyramid.

Adult Groups: Educational programming will be targeted to individuals involved with ARC Transitional program, individuals who are residing at temporary housing: Bethany House and Independent living, and individuals participating in AODA or similar recovery/treatment programs: Berry House. Single sessions will be used. Topics planned but not limited to will include: food safety, food resource management, eating a balanced diet, Diet Quality based upon MyPyramid

Food Pantries: Educational programming for individuals working with emergency food pantries and free meal sites addressing food insecurity. Diet quality educational programming through food preparation sessions for food pantry and commodity users. Learn-While-You Wait, single session groups and educational outreach will be utilized. Topics planned, but not limited to will include: Food safety, eating a balanced diet, diet quality of food pantry foods and MyPyramid.

Disabled: Educational programming will be targeted at disabled or chronically mentally ill adults at day treatment centers: Fox River Industries. Single session topics. Topics Planned but not limited to will address: food safety and Diet Quality through limited food preparation sessions.

Home Visits: Educational programming for families or individuals in their homes. One-on-One teaching for a series of lessons. Topics planned but not limited to will address food resource management skills and increased diet quality through food preparation sessions and federal food safety programming.

Food Security Programming Efforts Planned

Methods planned to **raise awareness and increase community involvement to address** hunger/food insecurity:

WNEP in Fond du Lac participates in the county Food Provider Network. The mission of this collaboration is to coordinate resources through communication. A Food Provider Network established in Green Lake County to better coordinate resources through communication there will be nurtured in its beginning year. These two hunger consortiums will collaborate with the state consortium. The localized publication, “Hunger Close to Home” and “Customized Food Security Profile” will be shared and discussed with the partner agencies in the two counties as well as the local government stakeholders.

Educators will provide knowledge and skills needed to help families and individuals better manage their food resources. Educational programs that teach family members grocery shopping skills in the areas of list making, meal planning and grocery store marketing of products will help families apply these skills to help make a difference in the diets of the participating families.

In partnership with the county Family Living Educator, and Dept. of Social Services, WNEP coordinator teaches workshops on understanding poverty based on the research of “A Framework for Understanding Poverty”. The audiences are county agencies, governmental staff, and volunteers. A workshop will be held in Green Lake County for WNEP stakeholders.

Methods planned to **compile data and assess status** of food security:

Investigate the possibility of implementing the Wisconsin Food Security Survey in the two counties as well as work with the county food pantries to assess the level of food insecurity being expressed by pantry users. Results will be shared with the Food Provider networks in the counties as well as the WNEP stakeholders.

FY07 Narrative Plan for Food Stamp Nutrition Education in Grant County

Overview of Grant County Nutrition Education Program

The WNEP program was begun in 1998 after the Family Living Agent identified nutrition education for FoodShare eligible families and individuals as a need in Grant County. The program has grown from a primarily adult audience to now include youth in three school districts. Adult audiences now include senior citizens, developmentally challenged adults, adults working on their GEDs, and women in a shelter for abused families. The program added a 50% nutrition educator in January 2003, and increased her time to 70% in October 2003 and then to 80% in October 2004. Formal reports are annually made to the Grant County Agriculture and Extension Committee on efforts of the program and in a written report to the County Board of Supervisors.

Characteristics of the low income residents in Grant County:

Demographics of the county

The population of Grant County is 49,647 people, with 98% being white. Grant County has a higher percentage of people aged 65 and older (15%) than Wisconsin as a whole and a lower percentage under 18. It is a rural county with a population density of 43 people per square mile and experienced a low (0.7%) growth rate in the last decade. In 2002, Grant County had a poverty rate of 11.2%, higher than the 8.7% state average. The child poverty rate is 12.6%, also higher than the Wisconsin rate of 10.8%. Sixty percent of the women in the county are working; 23% of the mothers with school age children are working. Census data shows the cities with the highest number of poor individuals are Boscobel and Platteville (a college town). About one-half (49%) of the county's food stamp eligible population is actually enrolled in the program, 2,578 individuals. Participation in the free and reduced school lunch program, among eligible's, is 76%. Three of the county's ten school districts do not participate in the federal School Breakfast Program, however one of those is making plans to start a breakfast program. Three school districts have elementary schools with participation in the free and reduced lunch program over or near the 50% level.

Food Insecurity in the county

Hunger and food insecurity are real problems for Grant County families. Using the statewide food insecurity rate of 9%, Grant County has 1661 households that have uncertain or limited access to food.

Nearly one quarter of the households in Grant County have annual incomes lower than \$20,000, with the per Capital Income being \$16,764, well below the national average of \$21,857. Poor households are more likely than others to struggle to meet their basic needs. 18% of the families headed by a single mother are below the poverty level; 26.5% of the families headed by a single mother and having children under 18 years are below the poverty level; and 36.4% of the families headed by a single mother and having children under 5 years are below the poverty level.

Grant County WIC does an exceptional job of outreach to low income families. The food insecurity rate for WIC clients is 20%, less than half the statewide average of 44%. Participation in the FoodShare Program is increasing—from 3.9% of the population (1,909) in 2002 to 5.2% of the population (2,578) in 2004. The percentage of children participating has increased from 7.4% to 10.5% in those same years. The Lancaster Food Pantry reports an increase in the average number of families served per month from 72 in 2002 up to 107 for 2004, clearly showing an increased need.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Grant County:

Grant County was included in a 2001 community needs assessment done by the Southwestern Wis. Community Action Plan, Inc. which identified a continuing need to provide nutrition and nutritional

education support programs to the four counties in the southwestern corner of the state. A 2002 survey of 1425 individuals for the Grant County Health Services Analysis listed parenting skills, encompassing poor nutrition and lack of exercise and obesity, as one major area of concern.

The USDA Center for Nutrition Policy and Promotion reports that only 10% of adults in the U.S. have diets rated as “good,” 74% “need improvement,” and 16% are “poor.” Well-educated adults typically have better diets. Over half of the adults in Grant County have only a high school education, or less, making the probability that their diets “need improvement” greater.

In Wisconsin, approximately 800 low-income persons entering WNEP in 2005 were asked about their current health behaviors and practices. When asked if they serve more than one kind of vegetable to their families each day, 58% of respondents said they do this sometimes, seldom or not at all. When asked if they choose whole grain bread instead of white bread, 65% of respondents said they do this sometimes, seldom or not at all. When asked if they choose fat free or low fat milk instead of whole or reduced fat milk, 56% said they sometimes, seldom or never do this. When asked if they think about healthy food choices when deciding what to feed their families 47% said they do this sometimes, seldom or not at all. When asked if they use the “Nutrition Facts” panel on food labels to make food choices, 85% said they do this sometimes, seldom, or not at all. When asked if they are active doing things like walking, gardening or heavy housework for at least 30 minutes most days, 38% of respondents said they do this sometimes, seldom or not at all.

The working poor have difficult challenges in providing nutritious meals for families. Children of working mothers tend to have lower overall diet quality. Children of working mothers are more likely to skip breakfast, rely more on away-from-home food sources, and spend more time being inactive.

Grant County’s elderly population of about 7600 is a part of over 27% of the households in the county. The Center on Aging serves an average of 220 lunches at 11 meal sites and delivers an average of just fewer than 200 meals to homebound seniors daily. WNEP staff provides some of the WI DHS required nutrition education. Topics covered include dietary quality and food safety.

Educational Projects planned for FY07

In School: Educational programming for elementary school age youth in four school districts, during school day. Programming will be a series of nine lessons per classroom, information to parents, and participation in a Family Night in one district. Promotion of School Lunch and Breakfast Programs will continue. With schools districts writing Wellness Policies, Grant County’s WNEP staff will serve as a resource for information on healthy choices.

Preschoolers: Educational programming for preschool children and their families at Head Start Family Nights throughout the year.

WIC: Educational programming for pregnant women and mothers of young children at WIC clinics. Learn-while-you-wait displays.

Health Clinics: Educational programming for families who attend health checks scheduled through the Grant County Health Department. Teaching will be to individuals on dietary quality topics.

Disabled: Educational programming for disabled adults at a sheltered workshop and at a semi-independent apartment complex. Programming will be done with multi-sessions groups and with newsletters.

Senior Dining: Educational programming for older adults at senior dining sites, through newsletters, and through food safety flyers sent with home delivered meals. Food Share outreach will be continued.

Food Pantries: Educational programming for persons at six emergency food pantries. Programming will be learn-while-you-wait sessions or via newsletters.

Home Visits: Educational programming for families or individuals in their homes. One-on-one teaching for a series of lessons. Referrals will come from the Health Department, Unified Counseling, etc.

Adult Groups: Programming for adults participating in EvenStart classes at four different locations in the county and possibly at the Family Center. Most programming will be single session groups. Educational programming for adult women who are residing in a temporary shelter. Because participants move often, programming will be designed for single session groups.

Food Security Programming Efforts Planned:

Methods planned to **raise awareness** of hunger/food insecurity:

WNEP staff will continue to distribute the Grant County Food Resource Guide and to promote the Plant-A-Row for the Hungry project. Poverty Simulations will continue to be facilitated by WNEP and the Grant County Hunger Coalition to interested agencies, school districts, etc. Staff are available to speak to community groups about poverty in Grant County.

Plans to **increase involvement of community groups** in efforts to address food insecurity:

Grant County WNEP staff are members of the Grant County Hunger Coalition. The goal of the Coalition is “to alleviate hunger, food insecurity, and the effects of poverty in Grant County through education, coordination, advocacy and service.” Staff are taking part in a School Breakfast Promotion Pilot with Heather Harvey.

FY07 Narrative Plan for Food Stamp Nutrition Education in Iowa County

Overview of the Iowa County Nutrition Education Program

The Iowa County Wisconsin Nutrition Education Program (WNEP) began in 1997 in response to the need expressed by community agencies for nutrition education for their limited income clients. These agencies were eager to be able to provide additional nutrition education to their limited income clients and therefore support the genesis of WNEP. Changes that Iowa County is seeing in the WNEP programming are as follows. WNEP is now an educational vendor at the counties farmers markets because of the Woman, Infant & Child (WIC) and Senior Farmers Market Voucher Programs that have been implemented in our county. The farmer's market voucher program has given me an opportunity to encourage folks to consume more fresh fruits and vegetables, how to choose fresh fruits and vegetables, caring for, preparing of and preserving fresh produce safely. The obesity awareness has given WNEP an opportunity to talk with folks about making healthy food choices, balancing food with physical activity and portion sizes. With all of the changes to the FoodShare Wisconsin Program the WNEP educator has taken that opportunity to educate folks on this program and the benefits of utilizing it to improve their food security.

Characteristics of the low income residents in Iowa County

Demographics of the county

Iowa County is a rural county with 22,780 people according to the 2000 census. Of the county's total population 13% are age 65 and over, 59.6% are between the age of 18 and 64, age 5 to 17 are 20.6% and age 5 and under are 6.4%. The populations that the WNEP program currently focuses on are the senior population and families with young children

Whites make up the majority of the population with 98.7% and Asian at .3%. Hispanic or Latino population is .3%. The Iowa County Health Department, WIC Program, WNEP and the Head Start Program have seen an increase in the number of Latino's requesting their services 2000. We believe our Latino population has increased. WNEP has seen an increase in the quantity of Spanish materials needed to serve our clients.

The median family income is \$49,972. The median household income is \$42,518. The median earnings – female full-time, full year worker is \$23,762. The percentage of families headed by single mothers is 6.4% of the population. Iowa County's self-sufficiency wage is \$13.10 per hour, which equates to \$27,248 annual income. The median earnings –male full-time, full year worker is \$31,234. The Iowa County educator continues to see a large number of female folks. The educational message on community programs to improve food security and stretching your food dollars are much needed for our female population.

Individuals living below the poverty line are 7.3%. There are two pockets of poverty that have a 10.8% and over rate. These areas are Mifflin and Linden townships, and Ridgeway and Waldwick townships. The Rewey and Linden senior nutrition centers serve folks located in the first area of concern. These are two meal sites that I visit regularly. To the best of my knowledge Ridgeway has a low-income housing unit that serves folks in the second area, but there is no senior nutrition site in the Ridgeway and Waldwick townships. However there is a food pantry located near these townships that serve these communities. WNEP currently provides educational programs at the Ridgeway housing unit. Avoca village is the other spot in the county that has a 10.8% and over poverty rate. WNEP visits two housing units in Avoca and the Avoca senior nutrition center.

There is no public transportation and 4.5% of the counties households have no vehicle for transportation. Since transportation maybe an issue for folks, WNEP travels to the communities.

Food Insecurity in the county

The median monthly cost of renting is \$502. There are 13.3% of the renters paying at least 35% of their income in rent. This indicates that we need to provide education on stretching food dollars. WIC clients were surveyed regarding their food security. It was found that 37% of those completing the survey were food insecure. And 12% of these some folks told us there was hunger in their situation. WNEP has a presence at the WIC clinics providing food security and nutrition education. In 2003 the county had 1127 total participants in the Food Stamp Program. This is 5% of the counties population. Yet we know that in 2000 the county had a poverty rate of 7.3%. WNEP will continue to provide information to folks regarding community food security programs. County residents 65 and older have a poverty rate of over 12%. But according to the 2003 Food Stamps numbers only 2.6% are Quest card-carrying folks.

Highland Elementary School food security status survey project reveal the following. Seven percent (7%) of families that responded to the survey are classified as food insecure, based on their responses to a series of questions. Survey results also showed that 39% of families responding are poor or near poor (that is, they have income below 185% of the poverty line). Based on the reported income and household size 41% of the respondents would be eligible for free and reduced price school lunch program. And 14% appear to be eligible for the Food Stamp Program.

Pecatonica Elementary School food security status survey project revealed the following results. About one-sixth (16%) of families that responded to the survey were classified as food insecure, based on their responses to a series of questions. This includes 10% of families that experienced hunger in the past year. Although we cannot make precise comparisons to statewide rates, food insecurity appears to be a bit higher among Pecatonica Elementary School families who responded to the survey, than among all families with elementary school children statewide. Survey results also showed that 37% of families responding are poor to near poor (that is, they have incomes below 185% of the poverty line). Based on reported income and household size 40% of the respondents are eligible for the free and reduced price school lunch program. And 15% appear to be eligible for the Food Stamp Program.

According to the 2004 Community Needs Assessment for Low Income Persons in Grant, Green, Iowa, Lafayette and Richland Counties report that was prepared by Southwest Wisconsin community Action Program (SWCAP) 2,256 individuals are living below the 125% Federal Poverty Level in Iowa County. A little over 46% of the jobs in Iowa County are poverty wage jobs. FoodShare recipients for 2004 were 1,340 individuals which is 5.9% of the population. In 2004 there were 565 participants in the WIC program, which is 2.5% of the population.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Iowa County.

Because of the discrepancy that we are seeing in the school surveys between those that appear to be eligible for FoodShare and the free - reduced price school lunch program, and the actual participant's educational awareness of community programs to improve food security is needed. SWCAP Preschool Head Start curriculum includes a different food group being covered each month. The Head Start program has their parents complete a Parent Interest Survey. The items that scored high were menu planning, nutritious snacks and stretching food dollar ideas. The Needs Assessment Survey indicated one persisting problem – lack of food and they wanted to learn about nutrition. WNEP did a Tell Us What You Think survey in the COA News & Views monthly newsletter. Respondents to that survey indicated they wanted to learn more about choosing a healthful diet. The participants at the nutrition centers were ask to check the topics of interest to them. Choosing/preparing food with less fat and sugar was the top choice. Choosing a healthful diet and eating plenty of fruits and vegetables were the next two choices. And shopping for food is the last of the top four topics. Compilation of SUN 2003 participant registration forms reveal that only half of the respondents have five or more servings of fruits, vegetables or juice a day. There were 10.5% of the respondents ran out of money for food. Based on the national obesity

epidemic WNEP sees the need to educate folks on balancing food intake and physical activity as well as food portion sizes.

Educational Projects planned for FY07

Job Center: South West Technical College (SWTC) Basic Education classes and WNEP will provide the Food \$ense newsletter for distribution at the Job Center and SWTC quarterly. WNEP will provide educational session on money for food or nutrition three times at the Job Center for the Basic Ed students during brown bag lunch times. Primary audience families with children.

WIC: WNEP will have complimentary or other nutrition/food safety topics learn-while-you-wait displays at the Dodgeville and Mineral Point WIC clinics. Educational handouts on the topic of the display message will be given to WIC participants by the WNEP educator. WNEP will also distribute the Food \$ense newsletter quarterly at the clinics. Primary audience is families with children.

Preschoolers: WNEP will read a nutrition related story to the children and provide an educational activity in the classroom about seven times a year. Educational packets of dietary quality, food safety or food security will be sent home to the parents. Head Start classrooms are in Arena, Dodgeville, Linden, Lone Rock, and Mineral Point. The primary audience is families with children. Head Start will distribute the quarterly Food \$ense newsletter.

Health Clinics: WNEP will provide the Iowa County Health Department with the Food \$ense newsletter quarterly for them to distribute. The primary audience would be families with children. They will also refer low-income, high-risk pregnant moms to WNEP when the participant is willing and needs nutrition education. WNEP will provide educational materials on nutrition and food safety. The primary audience is pregnant moms.

Senior Dining: The SUN program nutrition centers in Arena, Avoca, Blanchardville, Highland, Linden, Mineral Point and Rewey will be presentation sites for the WNEP educator. Dietary quality issues based on the survey results mentioned above would be the focus of the information shared. Primary audience is older adults. Visits will be quarterly or every other month.

Food pantries: The Barneveld, Blanchardville and SWCAP pantry in Dodgeville will distribute the Food \$ense newsletter quarterly that is provided by WNEP. The Spring Green pantry will see the WNEP educator six times a year with ideas and food samples on preparing healthy foods using food pantry commodities and information regarding community programs to improve food security. The Muscoda pantry will see the WNEP educator four times a year and will provide the same services that the Spring Green pantry is receiving. Primary audience is families with children.

Adult Groups: Primary audience is older adults. WNEP will provide a monthly article on dietary quality for the COA News & Views newsletter. The WNEP educator will provide the Food \$ense newsletter to the Benefits Specialists for distribution to residents of the older adults low-income housing units, SUN meal sites, senior groups and home visits. The housing units are located in Arena, Avoca (2), Dodgeville, Highland, Linden, Mineral Point (2) and Ridgeway. The SUN locations are listed above.

Iowa County Department of Social Services (DSS): The Economic Support staff will distribute the Food \$ense newsletter provided by WNEP quarterly to the clients that come into the office. Primary audience is families with children. The WNEP educator will partner with DSS when they do their annual Energy Assistance outreach and provide nutrition education learn while your wait display or presentation for the older adults in attendance.

Food Security Programming Efforts Planned

Methods planned to **raise awareness** of hunger/food insecurity:

The WNEP educator will continue to be a member of the Iowa County Hunger Task Force. This group raises awareness of hunger/food insecurity through newspaper articles, food drives, CROP Walk, and holiday community meals. The educator will continue to offer the Poverty Simulation to groups who are interested in the county.

Methods planned to **compile data and assess status** of food security:

The poverty simulation evaluation form will be used when conducting a simulation. The amount of food donated as a result of the food drives is our data compilation. The need for food at the pantries to serve those in need will be our assessment of food security. The number of folks requesting holiday meals will be our data compiled and our assessment tool.

Plans to **increase involvement of community groups** in efforts to address food insecurity:

The WNEP educator would like to do some follow-up with the five elementary schools regarding their free - reduced price school meal program and to improve their enrollment in school breakfast.

FY07 Narrative Plan for Food Stamp Nutrition Education in Iron County

Overview of the Iron County Nutrition Education Program

The Iron County Nutrition Education Program began in December 1995 and continues to address the need for nutrition education among limited resource families in Iron County. Since the inception of the program we have taught to a wide variety of residents who receive food stamps or are food stamp eligible. Over the years, however, our education has become more focused on youth. We have an excellent opportunity to provide them with education about making wise food choices during their formative years. Teachers in the Hurley school system eagerly embrace our project goals, prepare the students for our teaching, review the lessons with their students, and provide additional education between WNEP visits. Nutrition education in Iron County is imparted mainly through group lessons, as well as staffed walk-bys. We have found this to be the most efficient use of our time. We do limited one-on-one visits, mostly for the purpose of educating on resource management. Iron County Integrated Family Services serves as an advisory group, reviewing the work of the project and suggesting content, methods for future work and potential collaborations. Our work in the Iron County office of UW-Extension is done under the leadership and supervision of the Iron County Board of Supervisors Extension Education Committee. We report to IFS members each month and to the Extension Committee quarterly. WNEP updates are also included in each quarterly addition of the "Extension Connection", a newsheet that is sent to each member of the Iron County Board of Supervisors.

Characteristics of the low-income residents in Iron County

Demographics of Iron County

The median age of citizens in Iron County is 45 years, almost ten years older than both the national and state median. Only 19.4% of the population is under age 21, with 23.2% being age 65 and over. More than 98% of Iron County's population is white; there are representatives of other ethnic groups, most predominantly Native American (0.6%). More than 21% of non-elderly adults are disabled.

Food Insecurity in Iron County

The median household income in Iron County is \$29,580 (Wisconsin: \$43,791). Iron County is the second lowest county in the state in average earnings per job (Iron: \$19,257; state: \$30,006). The child poverty rate is 15.1% (state: 10.8%) and the elderly rate is 10.61% (state: 7.43%). Almost one-third of Iron's population falls within 185% of poverty.

The food insecurity rate among WIC clients is 43%, with the hunger rate being 17%. 6.9% of the general population and 14.7% of the child population in Iron County receive food stamps. This is an increase of 1.4% in the general population and 3% in the child population over last year. It is also a 33.7% increase in the general population and a 57.9% increase in the child population (to 6th highest in the state), from 1999 statistics. It is estimated that only about 60% of the general population and about 50% of the senior population who are eligible actually receive food stamps. WIC participation is down 4%, though virtually all Iron County residents eligible for WIC receive benefits. 50% of schools in Iron County offering a school lunch program are considered high poverty; all of the high poverty sites serve breakfast.

The unemployment rate of Iron County residents was 8.4% for February 2005, compared to a Wisconsin unemployment rate of 5.8% and a U.S. unemployment rate of 5.8% during the same period of time. Iron County had the 13th highest unemployment rate of the 72 counties in Wisconsin.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Iron County.

Iron County residents have a higher incidence of breast cancer, cerebrovascular disease (stroke), diabetes, heart disease, infant mortality, & pneumococcal infections than do residents statewide. The Iron County

diabetes rate is 14%, 8% statewide. Age-adjusted rate for heart disease in Iron Co. is among the highest in the state, 193.3 (statewide: 162.4). Stroke mortality rate is 104/100,000 people, 69 statewide. Total hospitalizations of Iron County residents are more than five times the state rate, at 78 hospitalizations per 1,000 population, compared to 14.5 hospitalizations per 1,000 people statewide. In the northern district of Wisconsin 24% of adults are characterized as obese (21% statewide). 12% of adults in this district get regular, vigorous exercise (14% statewide). All of these life-threatening conditions are modifiable, to a greater or lesser extent, by improved nutrition.

Educational Projects planned for FY06

In School: Iron County WNEP staff will teach six nutrition/dietary quality lessons to students in grades pre-kindergarten through four, and grade six, of the Hurley School District, using the Heart Healthy or an alternative curriculum. Iron County WNEP staff will teach four food safety lessons to two classes of students in grade five of the Hurley School District, using the Operation Risk curriculum.

Parents: A nutrition/dietary quality/food safety message will be contained on the back of each month's school hot-lunch/breakfast menu sent to 450 homes in the Hurley School District. Though not a substitute for in-person teaching, previous experience has found this to be a catalyst for parents to enroll for free/reduced hot lunch and to call our office, approach us at Parent/Teacher Conferences and other venues with nutrition questions and concerns.

Preschoolers (Head Start): Iron County WNEP staff will teach six nutrition/dietary quality lessons to two classes of Head Start students and will provide parents and Head Start teachers and staff with materials necessary to continue the lessons between sessions and to enhance their own knowledge of nutrition and dietary quality.

Parents (Head Start): Iron County WNEP staff will teach three in-person lessons to parents of Head Start students during the school year.

WIC: WNEP staff will provide monthly interactive walk-by lessons to participants of the local WIC clinic.

Other: We will work with the Iron County Health Department to address the incidence of childhood and adult obesity, and mortality from cerebrovascular disease, diabetes, and heart disease through two community wide activity/wellness events and through collaboration on a series of four healthy lifestyle classes in our community.

Senior Dining: Older adults at four senior dining sites in Iron County will receive four interactive walk-by lessons during the program year. Each lesson will educate about the value of good nutrition and physical activity, including where to find local resources to aid in these efforts. One lesson will focus on food safety.

Food Pantries: WNEP staff will provide nutrition and resource management education to people using the two local food pantries, as well as research-based information on hunger and food security/insecurity, nutrition, and food safety to staff and volunteers from the pantries and other local agencies.

Food Security Programming Efforts Planned

Methods planned to **raise awareness** of hunger/food insecurity:

We will raise awareness of hunger/food insecurity in the general community through the use of press releases and Hunger Close to Home materials, which will be used with focus groups, in reporting to stakeholders, and in displays. WNEP staff will work with two local food pantries to create a pamphlet and

display designed to raise awareness in the community, as well as to increase donations to the pantries. We will include food stamp and school lunch enrollment information on these and other WNEP materials, as well as on newsheets we design for Hurley School menu-backs. We will again attempt to conduct a local poverty simulation.

Methods planned to **compile data and assess status** of food security:

We will solicit data from the local food stamp program on food stamp recipient rates and from two local food pantries on the use of their programs. This is in addition to the use of census-based data.

Plans to **increase involvement of community groups** in efforts to address food insecurity:

Coordinator will continue to chair the local Emergency Food and Shelter Board; however, the amount of money allotted to Iron County from the Emergency Food and Shelter National Board Program has been reduced from \$9,819 in 2004-2005, to approximately \$2,300 in 2006-2007. This funding underwrites the costs of providing emergency food, emergency shelter, eviction forestalls, and utility disconnect forestalls to residents of our community who have the most need. Coordinator will continue to provide nutrition and resource management expertise to residents utilizing these services, as well as research-based information on hunger and food security/insecurity, nutrition, and food safety to staff and volunteers from the five agencies.

We will continue to include information on enrolling in the local food stamp program and in free or reduced school lunch in materials we distribute throughout the community, including newsheets used as menu-backs in the Hurley School District. Both the Coordinator and the Nutrition Educator will serve on the Hurley School Wellness Committee.

FY07 Narrative Plan for Food Stamp Nutrition Education in Juneau County

Overview of the Juneau County Nutrition Education Program

The Juneau County Nutrition Education Program was initiated in 1995. The project started as a three-county partnership program, which originally included audiences in Adams, Columbia and Juneau Counties. In 1996, the project transitioned into a two county partnership with audiences in Adams and Juneau Counties and the audiences in Columbia County continuing to be reached in a single county effort. In 1997, each of the remaining counties formed single county programs and continue to operate under those circumstances. There has been a shift in the types of audiences reached since 1995, one of which is the overall geographic shift due to program territory changes but the second is a change in the ages of clientele being reached. The Juneau County Program trend has shown a shift toward more education of youth as well as involvement with local coalitions focused on food security types of issues. The program in 1995 was heavy into using walk by displays as a means for reaching clientele but in the last eight years the primary means of reaching target clients is through group interactions.

Characteristics of the low income residents in Juneau County

Demographics of the county

Juneau County has 24,316 people residing within its borders of which 99.3% are white. The average household size is 2.47 with 8.8% female householders with no husband present. The amount of non-family households is 30.9%. A total of 5.5% of the female population is divorced and another 58.3% of the population is now married, except separated. Of the working age population (ages 21-64), 19.6% are classified as living with a disability. Of the population ages 16 years and over 64.2% are in the labor force. The most recent unemployment rate available is for February 2006 which was 7.3% while the state rate was 5.7% for that same month. The median household income in 1999 was \$35,335 but still 7.4% of the population fell below the poverty level. There are 5.8% of Juneau County households who don't have a vehicle and there is only one taxi service available, which only covers in town travel in this very rural county. The selected monthly owner costs that were 35% or more of household income was 12% in 1999. The gross rent that was more than 35% of household income was 22.2% of household income in 1999.

Food Insecurity in the county

The percent of Juneau County residents receiving food stamps in 2004 was 10.07% with 19.4% of the child population receiving food stamps. The percentage of the elderly population receiving this benefit was 2.3% for 2004. All of the food stamp percentages previously listed are up from the previous year. The change in food stamp participation was 86.3% with a 82.07% change in child food stamp recipients from 1999-2004. The percentage of high poverty lunch sites offering breakfast is 56% in Juneau County with 86.42% of low income children having access to breakfast in their school. The number of WIC eligible being served is 100.98% with the program seeing a 9.01% increase in participation between 1995 to 2004 while the state of Wisconsin only experienced an increase of 5.2% during that same time period. The percent of WIC households that were food insecure in 2002 was 43% with 17% of WIC households having food insecurity with hunger.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Juneau County.

The 6th grade teachers in two school districts, who have over 50% of their enrollment receiving free and reduced lunches, shared that they have increasingly seen children make choices out of the vending machines at lunch time instead of eating a solid lunch offered by the school. They made the generalization that they've seen this trend increase in the last 6 years. The school vending machines are carrying items that are very high in fat and sugar. These same teachers have seen the children practicing these same behaviors in the morning when they arrive at school as a make shift breakfast. These children have fallen

into these habits over a number of years and early education would likely have helped to develop life long habits that may have made an impact on their behaviors as young adults.

The percent of children 2-4, who are overweight in the WIC program, is 14% for Juneau County, which is 3% higher than the state average. This is an indicator that the lifestyles they are already falling into at such a young age may already be high in calories and low in physical activity. This is an area that can be focused on through the Head Start Programs, immunization clinics, library program story hours, and the programs presented in the schools.

The residents and unit manager of the transitional housing unit have shared their thoughts about what they really would like to learn and focus on. The families who have young children are dealing with finicky children who won't eat what they've prepared. This is especially true of at 1/3 of the foods they are receiving from the food pantry. The families are also struggling with preparing the fresh produce items they often get donated or purchase with WIC vouchers during the growing season. These families are very transient they have extremely limited kitchen equipment and know little regarding improvisation of the equipment they do have. It was cited that they also seen their peers who in similar situations have need of these same things.

A short quiz about food myths was handed out at the elderly meal site during January 2005 and 47 people responded to it. The quiz revealed that the seniors were still misinformed regarding fat in their diet and how it affects their bodies. As far as where to get fiber in their diet, 36% of them thought the only way to get fiber was to drink a fiber supplement. At the very end of the quiz it asked if they had high cholesterol, high blood pressure, or were more than 10 pounds overweight. 79% responded that they had been diagnosed with high cholesterol, 59% have high blood pressure, and 61% are more than 10 pounds overweight.

In an observation made at the GED program held at the Western Wisconsin Technical College, almost a quarter of the teenagers were overweight. When asked how many of them do routine exercise, none of the students made it a habit to get any physical activity into their day. 75% of these same students did not eat anything prior to coming to school while 25% ate a snack out of the vending machine consisting of a candy bar or cookie.

In March of 2005 the WNEP staff sat with the sheltered workshop clients for three of their lunch periods, taking observations of not only the content of their lunches, but portion sizes and food safety measures. Of the 45 lunches observed, only 22% contained a whole fiber product, 62% contained juice drinks that were not 100% juice or soda, 75% contained at least one high fat or high sugar food (ie. potato chips, twinkie, candy bar), only 13% contained a vegetable, and 56% contained a sandwich made with high fat luncheon meats (ie. bologna).

Educational Projects planned for FY07

In School: Educational programming at three of the school districts within Juneau County that have free and reduced school lunch percentages over 50%. The ages targeted will be Pre Kindergarten through 2nd grade. The lessons will taught in a series of 6 to 7 in each individual classroom. With the development of a school wellness policy in the Mauston School District, there may be additional opportunities to provide education beyond what is known at this time.

After School: The Necedah Memorial Library offers a story hour for elementary aged children. The WNEP program is part of the contingent of educators that present at those story based sessions. Activities and books that capture nutrition related themes are used to relay information in a fun, hands-on mode.

Preschoolers: Educational programming for families who have preschool age children at Head Start locations and Family Resource Centers. The Head Start groups have a requirement that they need to provide nutrition education to their families at least once during parent meetings and WNEP fulfills their requirement. Group lessons are taught to both parents/caregivers and children as an interaction piece and then typically the parents are involved in a more in-depth topic discussion during their policy council meeting. The three school districts that the WNEP project will be doing educational programming at also include a Pre-Kindergarten audience. The topics that are taught in the Kindergarten through 2nd grade classrooms will be tailored to meet the needs of the Pre-Kindergarten classrooms in those districts.

Parents: Educational programming takes place at the transitional homeless shelter in Mauston. The residents agree to intensive case management through Project Chance of which WNEP is a part. Classes are held at least once a month with the participants selecting the topics.

Health Clinics: Educational programming for children at immunization clinics. The clinics that WNEP attends are in Elroy, New Lisbon, and Necedah. They are short single session small groups that only convene every other month.

Adult Groups: Educational programming takes place at Western Wisconsin Technical College with students pursuing their GED or HSED. Approximately 13 sessions are held with each one hinging on the next as to create a series throughout the school year.

Disabled: Educational programming for participants of the sheltered workshop program. These multi-session classes take place in the summer time and are predominantly held twice a week from June until September. In addition, the Department of Human Services also convenes a group of adults once a week to undergo supportive services for their long term support caseload. This group will take part in four sessions focused on nutrition, food safety, and basic food preparation techniques.

Senior Dining: Educational programming for all 7 of the meal sites throughout Juneau County—one in each of the following cities—Mauston, Camp Douglas, New Lisbon, Necedah, Wonevok, Elroy, Lyndon Station. A monthly educational topic is taught at each of the sites along with a monthly newsletter article that appears in the publication the Department of Aging puts out to the elderly in Juneau County. Education regarding use of produce procured through the Senior Farmer's Market Voucher Program is also promoted during the growing season.

Food Security Programming Efforts Planned

Methods planned to **raise awareness** of hunger/food insecurity:

Through WNEP's involvement in the Juneau County Advanced Leadership Program, a full day program will be held focusing on hunger issues in Juneau County. Participants will have the opportunity to see the impact hunger has on Juneau County and current programs being used to curtail the effects. Participants will also experience a visit to the food pantry as well as a chance to "walk in the shoes" of someone in a food insecure household for a day. The Canadian Pacific Railway's Christmas Train has annually made a stop in the Juneau County area and WNEP is part of a collaborative working to make that a tradition. The focus of the railway is to raise awareness about hunger in the communities where it stops so this is a perfect opportunity to do broad media coverage about hunger in Juneau County through local media outlets. The Mauston School District administrative staff have observed a Poverty Simulation in action and is a foot in the door to at least get one on the radar screen for a teacher in-service option.

Methods planned to **compile data and assess status** of food security:

The WNEP program coordinator keeps close contact with the five food pantries, which serve every corner of Juneau County. Keeping up with what their fluctuations are in usage is the best local indicator available of what the picture of food insecurity is in the most outlying areas of Juneau County.

Plans to **increase involvement of community groups** in efforts to address food insecurity

The Juneau County WNEP coordinator will continue to call meetings of Hunger Task Force as the role of chair presently resides within their capacity. The WNEP project will continue to become involved with local business entities to educate them about the presence of hunger and how job wages impact a family's food security status.

FY07 Narrative Plan for Food Stamp Nutrition Education in Racine and Kenosha Counties

Overview of the Racine and Kenosha Counties Nutrition Education Program

The mission of the Racine/Kenosha Nutrition Education Program (R/KNEP) is to work together as a team to educate limited resource audiences about the importance of making better food choices within the limited resources that are accessible to them. The program experienced rapid growth in working with youth during the school day in the early years. As the program matures, R/KNEP has expanded its services by providing educational experiences to youth at other times including the summer and after-school. This is a trend R/KNEP expects to continue. Additionally, we are providing nutrition education to adults in a variety of locations, including transitional living facilities, the Spanish Center's prenatal program, those living in AODA facilities, those adults that access the Workforce Development Center for services and those in homeless shelters. The R/KNEP program is providing nutrition education training to childcare providers in both counties and nutrition education to families with young children at WIC sites and Head Start programs. Lastly, the R/KNEP Administrator is serving on various community task forces, boards, etc. to ensure that all possible connections and linkages are being made in both communities.

Presently, the YWCA of Racine County has submitted a grant to the Children's Trust Fund to open a Family Resource Center in the county. The Resource Center would provide various programs and learning opportunities to families that are considered at risk, low income or living at the level of poverty. It is the goal of the program to give this population an opportunity to develop new skills, talents and abilities that will increase the options of the family and its members. R/KNEP has agreed to provide nutrition education to those families that access their services and fall within the guidelines. R/KNEP would provide classes on site and at the completion of a four week program, provided at least four (4) times a year, the participants will receive a joint certificate of completion that can then be included on their employment resumes and possibly aid them in securing adequate employment.

Also, R/KNEP has the possibility of adding at least five (5) new agencies as partners during the 2006-2007 fiscal year. Those programs/partners are:

1. The 21st Century Learning Center
2. Homeless Assistance Leadership Organization (HALO) Shelter for Men, Women & Families
3. First Choice Pre Apprenticeship Program
4. Crossroads Transitional Living
5. Professional Services Group.

Lastly, we are currently, and planning to continue in the 2006-2007 fiscal year, providing displays at the local Senior Meals Sites in Racine County. It has been documented by the local Workforce Development Center that the number of grandparents raising grandchildren is increasing. Therefore, it is a goal of the R/KNEP program to provide those seniors with nutrition education so that they can better feed their grandchildren. Also, the program provides them the opportunity to self enroll in the EFNEP program.

Characteristics of the low income residents in Racine and Kenosha Counties

Demographics of the counties

Demographically, the area served by the R/KNEP is divided into four quadrants divided by the Racine/Kenosha county line running east and west and I-94 running north and south. East of the "I" each county has a very ethnically diverse urban population with poverty levels double those for the state and exceeding those for the United States as a whole. West of the "I" each county has a predominantly Caucasian, affluent rural population with pockets of poverty. The unemployment rates for both counties are among the highest in the state, Racine ranking fourteen (14) with a rate of 5.3% as opposed to the states 4.6% and Kenosha ranking twenty-two (22) with a rate of 4.9%. However, the cities of Racine and

Kenosha fair far worse than the counties as a whole with the City of Racine ranking number one (1) in unemployment with 8.2% of the population being unemployed and the City of Kenosha ranking number five (5) in the same category. The City of Kenosha went from a ranking of 6 in the 2004-2005 fiscal year to 5 in the 2005-2006 fiscal year. The fastest growing population group is Hispanics from Mexico. The Kenosha County Head Start Program has 49% of its students as Hispanic. In Racine County, the Hispanic Head Start population has increased from 35% in 2005 to 40% in 2006 representing a 5% increase over last year.

Food Insecurity in the counties

During 2005-2006 the Leadership Team developed a grant request for the Quad Counties to fund a food insecurity survey or project that would give a sketch of the food insecurity issues for each county in the Quad. After much discussion, it was discovered that each of the four counties were at a different place when attempting to correct or approach the food insecurity issues. Therefore, Racine and Kenosha counties have decided to develop a sketch of where each county is and develop a plan of attack, so to speak, to support the efforts of each community in confronting the problem. Kenosha County, the Kenosha County Hunger Prevention Coalition, along with the support of the R/KNEP Administrator, will administer the food insecurity survey in the Kenosha County schools this year and then work with the Hunger Coalition to develop a plan to correct the issues that are discovered from the survey. On the other hand, in Racine County, the project will take the information gathered from the previous survey completed in the City of Burlington and help to develop a food security system or network to confront the issues discovered in that survey. Also, it will assist the school district in trying to implement a school breakfast program throughout the district. The R/KNEP Administrator will serve as support for both approaches and will monitor ways in which the Nutrition Education Program can aid in the committees and project efforts.

Also, R/KNEP will continue to provide Nutrition Education in the schools that meet the qualification of having at least 50% of its student body receiving free and reduced lunches. Presently, for the 2006-2007 fiscal year, 21 schools between both counties meet the requirement. Of those 21 schools eight (8) are at or above 75% of its student body receiving free or reduced lunches. However, the strategy of providing Nutrition Education during the school day is becoming very challenging. The schools are required to have a certain number of hours of direct instruction and because of the school district's need for the students to test well in both math and reading so that the school will not be placed on the watch list by the state, many of the schools are restricting or completely banning other agencies from coming into the classroom to provide programming. Therefore, many schools are deciding not to have Nutrition Education provided by R/KNEP because of the time it takes time away from the direct instruction.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Racine and Kenosha Counties

Both Racine and Kenosha Counties have higher percentages of persons receiving food stamps than the state as a whole [10 & 13.4% compared to 8.6%]. There is a large potential audience of over 30,000 persons, including adults and children, in both counties for R/KNEP's services to those persons participating in the states FoodShare program. The food banks in both counties have reported an increase in the number of pounds of food distributed this year in comparison to the same time in 2004. In Racine County over 500,000 pounds of food was delivered to various food pantries through out the county. Twelve (12) schools in the Kenosha Unified School District have 50% or more of their children enrolled in the free or reduced-price lunch and breakfast program while ten (10) schools in the Racine Unified School District meet the criteria.

Recently, studies have shown that this generation is the first generation in decades to have a life expectancy shorter than the proceeding generation. The studies conclude that the reason for this shortened life expectancy is the result of poor eating habits and the sedentary lifestyles of the children. Also,

recently in the Racine Journal Times, a well known local high school athlete was featured in the paper not because of her athletic ability but because she recently died due to complications caused by Anorexia. The school districts in both counties are grappling with how to improve the student body's self image/esteem while encouraging them to eat nutritionally and exercise to improve their overall good health. However, the school districts do not want to send a message that will encourage them to develop poor eating habits in an attempt to maintain a certain idealistic weight. Also, by the school year of 2007 each school district must have a health policy in place to qualify for state and federal funding. Presently, neither school district has this on their agenda of importance. Both communities are attempting to encourage the districts to deal with this issue before it is too late. Also, the school districts are attempting to find ways to include school breakfast in their programming but because of cut backs and fiscal concerns, they are having a difficult time trying to determine the best way to achieve the goal. R/KNEP hopes to be at the planning table attempting to support both districts in dealing with the various issues.

As a result of the above information, our emphasis on education of elementary and middle school aged youths is justified because of the large proportion of children living in poverty and those that are not familiar with proper eating, portion control, the food guide pyramid and the need for daily physical activity. Also, our education of adults or parents is crucial if the program hopes to make lasting changes in the way that people prepare and serve food to their children. Parents must be educated regarding the need for daily physical activity in the lives of their children.

Educational Projects planned for FY07

In School: Several classroom visits about dietary quality topics will be provided at local elementary and middle schools at multiple grade levels. A newsletter will be provided for the families of those students that participate in the program.

After School: R/KNEP will partner with the local Boys and Girls Club, the Lighted School House and the 21st Century Learning Center and the Professional Services Group's after school program to provide programming whose topics will include dietary quality, food preparation, and the importance of physical activity.

Preschoolers: R/KNEP will provide multiple classroom visits for nutrition education to the Head Start participants. Lastly, the students will receive a newsletter that will inform the parents about the lessons that their children will be learning in the classroom.

Parents: R/KNEP will provide four (4) nutrition education opportunities for the parents of the Head Start students in Kenosha County. Also, R/KNEP will provide a newsletter to those parents that will include nutritional information and more information regarding the home visiting program.

Job Centers: R/KNEP will partner with the local YWCA's Family Resource Center to provide nutrition education and life skills training. The program will include four two-hour sessions. At the conclusion the participants will receive a certificate of completion that can be included on their resume to enhance the possibility of acquiring adequate employment. This program will be offered quarterly. The participants will also receive a newsletter.

WIC: R/KNEP will provide interactive nutrition displays, food preparation demonstrations and learn while you wait lessons for clients. Also, during the summer months, R/KNEP will provide displays at both the WIC offices and the local Farmer's Markets to give food demonstrations of the produce that the clients can purchase with their vouchers.

Adult Groups: R/KNEP will provide weekly nutrition education to the mothers that participate in the pre-natal program at the Spanish Speaking Center and two other transitional living facilities. Additionally, the participants will assist in the preparation of a meal using items that are in the cupboards and they will be asked to demonstrate newly learned skills. Also, the nutrition educators will attempt to encourage the program participants to continue nutrition education upon leaving the transitional living program. Most of the program participants will have their children living in their home upon discharge from the facility.

Food Pantries: R/KNEP will provide information about how to use the commodities and foods provided by the pantry. Also, at each demonstration the participants will receive various nutritional and outs and simple recipes.

Home Visits: R/KNEP will provide individual nutrition education sessions to home bound clients as needed.

Food Security Programming Efforts Planned

Methods planned to **raise awareness** of hunger/food insecurity:

R/KNEP plans to explore ways to improve enrollment and participation in the school breakfast program in both Kenosha and Racine Unified School Districts by working with the school districts in strategizing ways in which they can participate in the school breakfast program and working with task forces in the area of which school breakfast program participation is part of their mission. R/KNEP will continue to partner with the Racine County Food Bank, the WIC offices in both counties and at least one food pantry in Kenosha to provide education regarding the use of more fresh vegetables in their daily meals and encouraging WIC participants to take advantage of their Farmer's Market vouchers.

Methods planned to **compile data and assess status** of food security:

R/KNEP will partner with the Kenosha County Hunger Coalition to aid in the gathering of data by using the school food insecurity survey. Also, with participation on the taskforce, R/KNEP hopes to aid in the development of an effectual strategic plan to address the various issues that may become apparent as a result of the school survey. Additionally, in Racine County, R/KNEP will assist the project manager in developing a system or network of services to support the needs of the City of Burlington as identified in the school survey that was completed in 2003.

Plans to **increase involvement of community groups** in efforts to address food insecurity

As stated above, the administrator will serve on various community groups, boards and taskforces to increase understanding of food insecurity in both counties. Also, the staff will assist organizations in developing plans or strategies to improve the food insecurity issues in both counties. Additionally, the staff will encourage individual homemakers to take advantage of the various food pantries, the FoodShare Program, WIC, the Share, Inc. program and other community resources that assist families with securing food.

FY07 Narrative Plan for Food Stamp Nutrition Education in La Crosse County

Overview of the La Crosse County Nutrition Education Program

The La Crosse County Nutrition Education Program was established in 1994 as a result of needs identified by local politicians and community agencies. Initially, the program utilized learn-while-you-wait displays as the primary method of presenting nutrition education. As the program developed, teaching strategies have grown to include multi-session nutrition classes for parents, skits and puppet shows for young children, and interactive cooking demonstrations and classes for older children and adolescents. The La Crosse County Nutrition Education Program works with FoodShare recipients of all ages throughout the county to teach knowledge and skills related to diet quality, food safety, food resource management, and food security.

Characteristics of the low income residents in La Crosse County

Demographics of the county

La Crosse County has 107,120 residents, 5.9% (6361) of whom are under the age of five and 12.5% (13,440) of whom are over the age of 65. The poverty rate for La Crosse County is 10.7% (10,841) which is above the state average of 8.7%. Specific concentrations of low-income residents include the Powell-Hood Park-Hamilton neighborhood, where 87% of neighborhood students qualify for free or reduced price meals, and the Lower Northside neighborhood, where 63% of students qualify. 94.2% of La Crosse County residents are Caucasian, 3.2% are Asian, 0.9% are Black, 0.4% are American Indian, and 1.3% are two or more races. Annually, 7850 residents participate in the FoodShare Program. Among refugees from Thailand continue to regularly arrive in La Crosse County

Food Insecurity in the county

Food insecurity among La Crosse County WIC clients was reported at 48%, compared to 44% statewide. The La Crosse School district has eight schools that operate food pantries for their students. There are two community gardens that contribute over 25,000 pounds of produce to community members annually. A survey completed in July 2004 by 736 families at the WAFER food pantry in La Crosse indicated that 90% (662 families) reduced the amount of food eaten at meals in order for food to last through the month, while 82% (603 families) reported skipping meals to make food last longer. 37% (227 families) had run out of food the previous month. Overall, 99% (729 families) stated that they relied on the pantry to have adequate food for the month.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of La Crosse County.

La Crosse County Nutrition Education Advisory Committee recommendations as well as input from community partners helps WNEP staff develop programming to meet the needs of low-income audiences in La Crosse. A local principal, teachers, family resource center educators, and Hmong educators have also provided input about needs of the community. Nearly every contact advised that food resource management was a vital area for nutrition education. Food safety instruction was another important recommendation, in addition to teaching participants basic food preparation skills and quick and easy meals and snacks. NHANES data indicates that children participating in the Food Stamp Program are almost twice as likely to be overweight compared to higher income children. In addition, low-income women participating in the Food Stamp Program are more likely to be obese than other low-income, non Food Stamp recipients and higher income women. Because much of WNEP programming focuses on diet quality, servings, and adequate physical activity, WNEP may contribute to lower incidence of overweight and obesity among Food Stamp Program recipients.

Educational Projects planned for FY07

In School: WNEP staff will teach multi session and one time group lessons to youth 6-11 years and youth 12-17 years on a variety of topics, including dietary quality and food safety. WNEP will also teach multi session classes at the Juvenile Day Treatment Center and at Youth Secure Detention.

After School: WNEP will teach multi session lessons to youth 6-11 years and youth 12-17 years on a variety of topics, including diet quality, food safety, and food preparation.

Preschoolers: One time group lessons and puppet skits will be offered at local park and recreation events and head start classrooms to youth ages 4-5.

Parents: WNEP will teach one time groups and multi session lessons to parents of infants and children at family night events. This is partnership with the after school 21st century grant program and the Family Resource Center. Monthly educational sessions are also provided at the La Crosse Family Resource Center for parents. Multi session classes for pregnant women, English Language Learner parents, and new parents are taught at the Holmen Family Literacy Center. Topics include feeding young children, diet quality, food resource management, and food safety. WNEP also includes articles in the quarterly newsletter.

Job Centers: Monthly multi session lessons will be taught to adults, 18-64, without children who receive food stamps. They attend the Job Center to take required job search classes. Topics include food resource management, food safety, and diet quality.

WIC: Learn while you wait education with food demonstrations will be offered to parents of infants/children on a variety of topics in the public health department nutrition services waiting area.

Gardens: One time group sessions will be held at the Southside Neighborhood Center during produce pick up times and will include information about diet quality and food preparation. Demonstrations will be included. The lessons will reach adults with children and adults without children. WNEP staff will also teach lessons about fruits and vegetables in conjunction with the Hamilton Elementary student garden. These lessons will be for youth, age 6-11.

Health Clinics: Learn while you wait displays for parents with infants/children will be offered in the public health department nutrition services waiting area.

Adult Groups: Two different multi session classes for adults, age 18-64 without children, will be taught at the Salvation Army on a monthly basis. One will focus on food resource management; the other will emphasize food safety and food preparation. The local technical college provides classes for recent Hmong refugees. WNEP plans to offer one time group lessons about food safety and basic shopping skills to these newly arrived residents. Multi session lessons may also be offered. These lessons will be for adults with or without children.

Disabled: Multi session classes will be offered to independent disabled adults. The topics will cover diet quality, food safety, food preparation, and food resource management.

Senior Dining: Multi session classes for older adults will be offered monthly at the income eligible senior dining sites of La Crosse County. A more comprehensive series of nutrition lessons will be offered at a local senior center. Monthly articles are included in the Senior Review newsletter.

Food Pantries: Education through learn while you wait displays will be continued at the La Crosse WAFER food pantry. Topics include diet quality and food resource management. Adults with and without children will be reached.

Food Security Programming Efforts Planned

Methods or activities planned to **raise awareness** of hunger/food insecurity:

Working in collaboration with local partners, WNEP will assist with local poverty simulations as requested. WNEP will also keep the Coulee Region Childhood Obesity Coalition aware of local hunger and food insecurity issues. WNEP will continue to inform community partner agencies and county officials about food insecurity and hunger in La Crosse County.

Methods planned to **compile data and assess status** of food security:

WNEP will work with the WAFER food pantry to collect local food security data. WNEP will also compile food insecurity data that the local school districts have begun collecting as part of their Healthy Schools initiative.

Plans to **increase involvement of community groups** in efforts to address food insecurity:

La Crosse County had a strong coalition to address food insecurity and hunger known as the Hunger Task Force. It evolved into a private agency that focuses more on coordination of food recovery and distribution to local pantries. The county is now lacking a group that focuses on community wide hunger and food insecurity prevention efforts. The WNEP staff will work with the La Crosse County Health Department and other local community partners to reconvene a hunger coalition to address these issues.

FY07 Narrative Plan for Food Stamp Nutrition Education in Langlade and Oneida Counties

Overview of the Langlade and Oneida Counties Nutrition Education Program

Langlade/Oneida County WNEP began as a two-county project in 1994. In 1996, it was expanded to a 3-county project, but was returned to a two-county project in 2002. The program remained fairly consistent until last year when the audience and programming changed due to an increased awareness of food insecurity, and closure of five elementary schools. WNEP expanded its programming efforts and developed a number of new agency partnerships to better serve struggling families in both counties. The new partnerships will continue as part of this year's program, and three of the former qualifying schools will again be eligible for WNEP programming.

Characteristics of the low-income residents in Langlade and Oneida Counties

Demographics of the Counties

The population in Langlade County (20,735) and Oneida County (36,994) is 98% white. While Langlade County is more agricultural, both counties continue to experience a loss in manufacturing and better paying jobs. According to the Wisconsin Food Security Project, the self-sufficiency wage in Oneida County is \$12.56 per hour and the self-sufficiency wage in Langlade County is \$13.58 per hour. Families with low or minimum wage jobs are unable to meet monthly living expenses. Median household income in Langlade County has dropped to almost the lowest in the state-- 66th out of 72 counties. Unemployment in Langlade County is fifth highest in the state (7.7%). Both counties contain large elderly populations (over 22%), and both counties have a large percentage of non-elderly, disabled residents: 17% in Langlade and over 22% in Oneida County. This is the 5th highest percentage in the state.

Food Insecurity in the Counties

In Oneida County, almost 24% of the population lives below 185% of poverty. In Langlade County, the percentage is almost 29% (13th highest in the state).

From 2002 to 2003, there was an increase from 1,919 to 2,197 food stamp recipients in Langlade County including 975 children and 125 elderly. With 10.6% of the county's population receiving Food Stamps, Langlade County ranks as the 9th highest user of the Food Stamp program in Wisconsin. Children's usage of food stamps (almost 20%) is 12th highest in the state, and the number of elderly users also ranks 9th highest in the state. The number of Food Stamp recipients has increased more than 61% since 1999, and the number of children receiving Food Stamps has increased more than 57%. Most people don't realize that 79% of Langlade County schools are classified as high poverty with almost 40% of Langlade County's children eligible for free or reduced lunch.

In Oneida County, there are 2,919 food stamp recipients representing almost 8% of the population. Of these recipients, 1,230 are children (15% of all children). Furthermore, Oneida County ranks 10th in the state in the number of poor people receiving food stamps. From 1999 to 2003, there has been a 52% increase in the number of food stamp recipients, and a 47% increase in the number of children receiving food stamps. One in three Oneida County children qualifies for free and reduced lunch.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Langlade and Oneida Counties

The greatest identified need in Langlade and Oneida counties continues to be food security. It is clear that many residents in both counties are no longer able to make ends meet. The number of individuals and families who require supplementary services continues to increase. For example, during the first year of operation, the Rhinelander Area Food Pantry served 4,502 families including 7,291 adults and 4,257 children. Over 97 tons of food were distributed. Due to the ever-increasing volume of food that must be

supplied and the difficulty of raising enough money to purchase it (over \$146,000 during the past year), additional food resources must be developed. This year the focus will be on developing a community garden to supplement families over the summer months when school lunch is no longer available. Technical assistance, grant writing and nutrition education will continue to be provided to pantries in both counties. Nutrition education will emphasize My Pyramid and Dietary Guidelines to all audiences. Expanded services will be developed to assist pantry clients in identifying other food programs so they do not become overly reliant on the pantries.

Educational Projects planned for FY07

In School: Several classroom visits will be provided to local schools at multiple grade levels. Youth ages 6-17 years will learn about food safety and dietary quality. Lessons will also be provided at alternative schools in both counties. Take-home educational materials will be provided for students and families.

After School: WNEP will provide nutrition education and food safety education through youth cooking classes at the Boys and Girls Club. Children will also be taught at community gardens where recipes and other take-home materials will be provided.

Parents: Parents will be taught how to prepare and preserve fresh food from the garden during classes held for pantry recipients. Education will include learn while you wait, one-time group and multi-session group classes.

Gardens: Adults will learn proper harvesting, preparation, storage and preservation techniques at local gardens. Learn-while-you-wait and one-time group lessons will be employed.

Health Clinics: WNEP will provide dietary quality education and materials to Antigo area families referred by the local hospital.

Adult Groups: Adult education programs will be held in a drug and alcohol recovery center where residents share cooking facilities. One-time group instruction will focus on food safety with appropriate accompanying materials.

Disabled: Disabled adults will be taught in independent living situations in both one-time and multi-session group classes. Food preparation classes will be held, and educational materials will be distributed.

Senior Dining: WNEP will teach classes about dietary quality, food safety and food resource management at nutrition sites. Cooking demonstrations and educational materials will also be provided.

Food pantries: WNEP will provide information regarding the use of commodity and other foods provided by pantries. Pantry participants will also receive assistance in locating other food resources within the community. Nutritional tip sheets and resource information will be given to all clients including those who are homebound. A recipe book will be developed and provided to Hope for the Hungry pantries as well as other pantries in both counties.

Home Visits: Nutrition education, food safety, food preparation, food security, and food resource management classes will be provided along with appropriate educational materials to families referred by various agencies.

Food Security Programming Efforts Planned

Methods or activities planned to **raise awareness** of hunger/food insecurity:

This year, there will be a display booth at the annual Home and Garden show to promote WNEP, UWEX, the pantry and the Community Garden. Newspaper, radio and television ads will continue to

promote the pantry and garden and recognize volunteers and donors; Listening sessions designed to identify barriers encountered by those living in poverty will be conducted. Public appearances will be made before government officials. Press releases and food drives will continue to keep the hunger issue in the hearts and minds of the public. A major Second Harvest fund-raising event is planned for Hope for the Hungry in addition to local efforts.

Methods planned to **compile data and assess status** of food security:

A new statistical form will be developed for intake at food pantries. The data will be entered into a newly designed computer worksheet which will be used to gather accurate information for the pantry and for the public. Employment, income, family size, number of households with no income, and additional services accessed by pantry users (including FoodShare and WIC) will be compiled. Additional information including visits per year, new families, single head of households (female & male), and senior recipients will be tracked. Food distribution sources will also be tracked.

Plans to **increase involvement of community groups** in efforts to address food insecurity:

The community garden initiative will bring forth a new group of volunteers who have not yet engaged in the “fight hunger” campaign. Master Gardeners, Farmer’s Market vendors, seniors, youth and will now become engaged in helping to improve food security for our communities. In addition, a “Plant A Row for the Hungry” campaign will also take place in order to engage local residents who are willing to donate surplus produce to the pantries. WNEP will continue participation in Northwoods Community Partners, a multi-disciplinary organization designed to integrate families and their needs, and also provide technical assistance to a 5-year local assessment group in collaboration with the health department.

FY07 Narrative Plan for Food Stamp Nutrition Education in Lincoln and Taylor Counties

Overview of the Lincoln and Taylor Counties Nutrition Education Program

The Lincoln and Taylor County Nutrition Education Programs started as two counties in separate multi-county programs. Taylor County became a single county program in 1997 and the two counties merged to become the Lincoln/Taylor County Program in 2002. An increasing number of elderly and a significant number of female-headed households have resulted in a larger number of residents needing food stamps to feed their families. The goal of the Lincoln/Taylor Nutrition Education Program is to assist these food stamp recipients by collaborating with community agencies to provide education in the areas of choosing healthful diets, food safety, and managing food resources. The main audiences served by the program have been families with children and adults over 65.

Characteristics of the low income residents in Lincoln and Taylor Counties

Demographics of the counties

Lincoln and Taylor Counties are located in north central Wisconsin. Lincoln County's main industry is window/door manufacturing, and Taylor County has food and window/door manufacturing as major employers for residents of the county. Lincoln's population of 29,641 and Taylor's 19,680 have changed little since 2000. Both counties are more than 98% white. Less than 1% of the population is Hispanic. Local information indicates growth in the Hispanic/Latino population since the census with both the WIC program in Taylor County and the Hispanic outreach center in Lincoln County reporting an increase in number of contacts during the last year. Lincoln County's population of adults over 65 is 16.4%, Taylor's 15.2%; both above the state's 12.4%. Taylor County's poverty rate of 9.8% is above the state average. Lincoln and Taylor exceed the state average for number of residents below 185% poverty. Two villages in Taylor County have average household incomes of less than \$23,000 per year.

Food Insecurity in the counties

Both counties serve more than 400 WIC participants monthly. 2002 WIC survey data showed 41% of Lincoln County WIC households and 36% of Taylor County WIC households were considered food insecure. In Lincoln County 2,376 people received FoodShare in 2005, 1,554 in Taylor. One food pantry serves all of Taylor County, and Lincoln County emergency food pantry and commodity food distribution have limited hours of access. Taylor County's food pantry reports 27% of its recipients as adults over 65, and 22% as children 17 and under. Lincoln and Taylor County have over 6% of households headed by a single mother. Wisconsin food security data indicates these households as those at highest risk for food insecurity.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Lincoln and Taylor Counties.

School Wellness Committee members and Public Health Directors in both counties indicate obesity and poor diet choices as a growing concern for youth. Wisconsin data on the high incidence of soda drinking, decreased fruit and vegetable intakes, and poor breakfast consumption of youth supports this concern. Data provided by the Wisconsin Division of Public Health indicates that 11.4% of children and 20% of adults in the state are overweight. There is also an increase in the incidence of diabetes and coronary heart disease. Both of these diseases can be linked to a lifestyle of poor dietary choices and obesity. Lincoln and Taylor County children and adults are in need of nutrition education to promote change in their health outcomes.

A recent survey and interviews of local partner agency directors and/or staff indicated that the highest nutrition education needs of people who come to their agency involved managing food resources. The

Wisconsin Nutrition Education Program can assist by providing education on the topics of planning low-cost meals, budgeting for food, and by providing information on local resources for food.

Another issue often found in homes where financial and food resources are limited is food safety. Lack of education has been found to be a factor in inappropriate food handling practices and illness resulting from food-borne disease. The Wisconsin Nutrition Education Program can assist by providing education on the importance of safe food handling, storage, and preparation.

Educational Projects planned for FY07

In School: WNEP will provide monthly classroom visits teaching dietary quality and food safety topics at 2 elementary schools.

After School: WNEP will provide interactive lessons on dietary guidelines, food safety and basic cooking skills in after-school day programs

Preschoolers: Head Start and Pre-Kindergarten children will receive classroom lessons on food groups and hand washing.

Parents: Head Start parent programming to include nutrition education information on dietary guidelines, breakfast, healthy beverages, planning low cost meals, and budgeting for food. Family Resource Center parent programming will include lessons on dietary quality topics to parents of toddlers.

WIC: Learn-while-you-wait displays with interactive lesson format to include information on breakfast, dietary guidelines (MyPyramid), nutritious snack ideas, healthy beverages, and using WIC foods to plan low cost meals.

Gardens: WNEP will provide education on using garden produce to improve food security. Lessons will include food demonstrations, healthy recipes, and information about safe food handling, storage, and preparation.

Adult Groups: WNEP will teach basic cooking and safe food handling, storage, and preparation skills at a local mental health facility to assist residents in obtaining their independent living goals. Probation and parole clients will receive interactive food budgeting lessons.

Senior Dining: WNEP will teach programs including information on cooking small portions for 1 or 2 people, dietary guidelines, food safety, and managing food resources.

Food Pantries: Learn-while-you-wait lessons, healthy low cost recipes and food samples using available foods. Food resource information will be used to assist participants in meeting the needs of their family.

Food Security Programming Efforts Planned

Methods or activities planned to **raise awareness** of hunger/food insecurity:

The WNEP Coordinator in collaboration with Family Living Educators in Lincoln and Taylor Counties will provide the Hunger Close to Home materials to partner agencies, school wellness committees, the Lincoln County Health Department Steering Committee, Lincoln County HCE, and the Lincoln County Aging Coalition.

Methods planned to **compile data and assess status** of food security:

WNEP will use the food security profile to assess status of food security and continue to discuss current participation with both food pantries and WIC programs.

Plans to **increase involvement of community groups** in efforts to address food insecurity
The Lincoln County Health Department Steering Committee has requested information from UW-Extension regarding a Hunger Prevention Council. WNEP will continue to collaborate with Family Living Educator regarding this possibility.

FY07 Narrative Plan for Food Stamp Nutrition Education in Marathon County

Overview of the Marathon County Nutrition Education Program

The Wisconsin Nutrition Education Program (WNEP) in Marathon County evolved from an innovative EFNEP grant in 1990. Its primary goal is to collaborate with others to provide nutrition education for food stamp eligible families and individuals to empower participants to make healthy food choices consistent with My Pyramid and the dietary guidelines. Over the fifteen years of the program's existence, there has been a significant shift in program focus from working nearly exclusively with adults to working predominantly with school-age youth. A second notable change in our programming efforts has occurred in teaching methods. When the program began, the primary teaching approach used to reach our clientele was learn-while-you-wait lessons. Gradually over the years, we have shifted away from these very short teaching interactions toward longer multi-session group lessons. Currently, 81% of our teaching contacts are made in this way. Although we reach fewer people with this shift in teaching method, the group sessions greatly increase the likelihood that our audience will modify their dietary behavior as a result of what we have taught them.

Characteristics of the low income residents in Marathon County

Demographics of the county

Located in the center of Wisconsin, Marathon County is the largest of the 72 counties geographically. In 2005, the county's estimated population was 130,242, which was a 12.9% increase since 1990. The county's residents are about evenly divided between urban (Wausau and its adjacent communities) and rural areas. The 2000 census indicated that minorities made up 6.2% of Marathon County's population and 14.1% of the city of Wausau's population. This figure represents a 107% increase since 1990. The largest minority group in the county is Southeast Asian (5,715 individuals). In the past two years, Marathon County has seen a renewed influx of Southeast Asian immigrants from Thai refugee camps. More than 500 new refugees arrived in the Wausau area last summer alone. Although other minorities account for only about 2% of the county's total population, there continues to be a slow increase in the Hispanic population in the smaller rural communities, like Athens, on the western side of the county. In 2000, the median age of county residents was 36.3. Residents age 65 and over made up 13% of the population and another 27% of residents were under 18 years old. The age 85 and over population grew 49.7% from 1990-2000, the largest rate change since 1990. A much greater percent of the minority population is under age 25 in comparison to the percent under age 25 in the general population.

In 2000, Marathon County had 16,210 households with children. Of those households, almost 20% were single parent or non-married couple family households. The 2004 median household income was \$48,451 in the county and \$36,831 in the city of Wausau. The county's per capita income was \$29,992. For 2002, the US poverty level was set at \$18,244 for a family of four. The number of individuals living below the poverty line was 6.6 % of the county population and 7.2% of the families in Wausau. The poverty rates for the elderly (8.2%) and children were similar (8.5 %). The majority of low-income residents live in either the city of Wausau/Schofield or in the farthest west municipalities that border on Taylor and Clark counties. In 2000, 18.8% of residents lived below 185% of poverty. The county's unemployment rate in 2004 was 4.1%. However, the rate for minorities has been significantly higher. In 2001, the minority unemployment rate was 12.9% as compared to 4.1% in the county as a whole.

Food Insecurity in Marathon County

In 2004, there were 9,098 county residents (4,560 children) receiving FoodShare, or 7.23% of the total population. Participation in the Food Share program increased 81% from 1999-2004. In a 2002 survey of Marathon County WIC clients, 41% reported being food insecure and 17% reported being food insecure with hunger. In 2004, the Marathon County WIC program estimated that it was serving 78% of eligible

county residents. Additional food security indicators include school lunch, breakfast, and summer meal program participation. In 2005, 26% of Marathon County children were approved for free or reduced price lunch in school. Average daily participation in this program was 4,408 students. This number reflects a 6.32% increase in daily participation from 1999-2004. There are six schools in Marathon County that have greater than 50% of their total enrollment who qualify for either free or reduced price lunch. All schools are in the Wausau School District and breakfast is provided at all of their schools. However, on average, only 13% of all low-income students in Marathon County received both lunch and breakfast at school in 2004. An even greater disparity is noted with the summer meal program. Currently, there are two sites in the county providing summer meals. Consequently, only 2% of those students receiving a free/reduced lunch during the school year also receive summer meals as compared to the state average of 13%. Food pantry participation is another indicator of food insecurity. For its size, Marathon County has relatively few pantries, only six. Compounding the problem of food accessibility is that of these six, only one is a non-emergency based pantry. In 2002, the Salvation Army assisted 2,256 families with food emergencies. The Eastside Pantry, the county's only non-emergency food pantry, continues to serve approximately 1,000 patrons monthly. An additional indicator of food insecurity is the Salvation Army meal program participation. On any given day, between 90 and 150 meals are served at the Salvation Army. In 1997, a total of 27,282 meals were provided. In 2004, they served a total of 35,564 meals. These numbers reflect a 30% increase in participation.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Marathon County

In June 2002, the Marathon County Health Department and the Wausau Health Foundation initiated a Community Health Assessment that could serve as a tool for improving the health of Marathon County residents and serve as a reference regarding program priorities. One of six key health priorities that emerged as a result of the assessment is obesity and related disorders. Overweight and obesity are common health conditions and their prevalence is increasing. Excess weight is associated with increased incidence of conditions such as cardiovascular disease, Type 2 diabetes, hypertension, and many other diseases. In 2005, 36% of Marathon County residents surveyed reported being overweight (Body Mass Index of 27.3 or greater for females or 27.8 or greater for males). Another 23% were classified as being obese. This figure is well above the Healthy People 2010 goal of 15%. While there is a need to be concerned about adult weight in the county, there is an even greater need to be concerned about the state of our children's weight and subsequent health. In 2001, the CDC Pediatric Nutrition Surveillance Data found that 18% of 2-4 year olds participating in the Women, Infants and Children (WIC) Program in the county were overweight. This finding is well above the state average of 11.3%. Only Wisconsin's Indian reservations showed a higher percentage than Marathon County. Clearly, there is a need for nutrition education for these low-income families with young children, especially on planning healthy meals and snacks. Another local study found even more disturbing news about the state of our children's health. In 2002, the Wausau Heart Institute initiated a long-term study of students in all seventeen Wausau Area District schools. With the help of the family, 200 students from grades 2, 5, 8 and 11 filled out a diet inventory, reported on physical activity, were measured at waist and hips, and had blood drawn to check for cholesterol and insulin levels. The study results, released in 2004, found that Marathon County kids were almost three times more likely to be obese than kids nationally. Other findings included that by 11th grade, 40% had a higher than normal blood pressure; abnormal cholesterol levels showed up in close to 40% of the kids; and about 25% had a pre-diabetic state known as insulin-resistance which rose to 50% among overweight students. This local study dramatically emphasizes the need for nutrition education for both school-age youth and their parents if these rather frightening statistics are to be reversed.

More than half (53%) of adults living in Marathon County lead sedentary lifestyles based on an average of data collected in 1994, 1996, and 1998. This means they engage in no leisure time physical activity or engage in physical activity for less than 20 minutes fewer than three times per week. Marathon County reports an average of 28.8 deaths per 100,000 residents per year due to diabetes, compared with a

statewide rate of 22.2 deaths per 100,000 residents. WIC, the Health Department, and the Wausau School District have all identified overweight/obesity and sedentary lifestyles as key health problems in Marathon County. WNEP is partnering with all three of these agencies, as well as many others, on an obesity coalition called HEAL (Healthy Eating and Active Lifestyles). As a result of the Wausau Heart Institute study, one of HEAL's main goals is to improve health education programs in the schools with emphasis on nutrition and daily physical activity at all levels. The HEAL Coalition's first major project was initiated in early 2005. Three area school districts cooperated with the coalition to conduct the School Health Index at select schools. In 2005, Marathon County was selected as the pilot county in the state for a nutrition and physical activity intervention with fourth grade youth by the Wisconsin Nutrition and Physical Activity Workgroup (WINPAW). This intervention, coordinated by the HEAL Coalition and WINPAW and funded by the CDC, took place during the summer of 2005. The second phase of the intervention was to select a school neighborhood and take a systems approach to making fundamental change to improve the health environment around the school. Hopefully, what we learn from this intervention will provide us with important information to use when assessing needs and planning educational programs in the future.

While there is good local research documenting the nutrition status of Marathon County youth, there is less information for adults. Therefore, we have relied more on agency staff observations. The staffs of both the Eastside Food Pantry staff and the Family Resource Center have commented that the majority of their clients seem to have limited cooking skills, making it difficult to cook from scratch, so there is heavy reliance on processed foods. In 2005, we began offering to pantry patrons small recipe booklets with simple cooking tips and easy recipes utilizing their monthly commodities along with quick, easy meal suggestions. The booklets have been very well-received by both staff and patrons alike. Presentations at the Family Resource Center also focus on quick, easy ways to make healthy meals and snacks for both themselves and their families in addition to basic diet quality information based on the dietary guidelines. Research on low-income adults consistently shows that as income decreases, diet quality declines and incidence of overweight/obesity increases. Therefore, there is also a need for practical, easily incorporated tips for prevention of weight gain.

According to the 2002 Wisconsin Behavioral Risk Factor Survey, seniors over 55 have the same dietary quality and overweight issues as younger adults. Although they are more likely to eat 3-5 servings of fruits and vegetables a day, they are also slightly more likely to be overweight and to suffer from lifestyle-related chronic disease. To better understand what kinds of health information Marathon County seniors would be interested in, the county's Aging and Disability Resource Center (ADRC) conducted a "Learning and Wellness Interest Survey in November 2004. Results are based on 254 returned surveys. Findings of interest include 53% of respondents think about health when deciding what to eat, 53% are satisfied with their current state of health, 20% made a personal lifestyle change related to better health but were no longer following the change and another 5% thought about making a change but went no further. Additionally 54% of respondents would use resources related to health and wellness. When asked about programming interests, 40% would attend a physical activity class, 31% would attend an educational series on a general topic and another 16% would attend on a specific topic. Specific topics listed were health and wellness and nutrition. Over 60% of respondents selected healthy cooking, heart health, and weight loss as topics of "high" or "medium" interest. Over 50% selected nutritional topics, health wellness assessment, and a walking program as being of "high" interest. Based on this survey, WNEP is on target by continuing to offer healthy cooking class series for low-income seniors.

Educational Projects planned for FY07

In School: Teach nutrition using hands-on, interactive lessons in 41 classrooms at six low-income schools as part of the "Food, Fun, and Fitness" Program. Related nutrition information and follow-up activities for kids to do with their parents will be sent home with each lesson.

After School: Teach nutrition, simple cooking skills, and physical fitness as part of the “Magic Bean” summer school class, at Lincoln Elementary, the district’s lowest income school. Additionally, teach nutrition and simple, healthy snack preparation to members of two low-income, at-risk summer 4-H clubs as well as members of the Wausau Boys and Girls Club.

Preschoolers: Teach the children/families of the Wausau School District at-risk, early intervention preschool called “Starbright.” Lessons are conducted in nine classrooms and focus on an introduction to a variety of foods. Related nutrition information and follow-up activities for their parents are sent home with each lesson.

Parents: Single session group lessons conducted quarterly for court-ordered, low-income adults with children at the Family Resource Center on dietary quality, fitness, and feeding children topics.

WIC: Teach monthly learn-while-you-wait nutrition lessons to WIC participants at two satellite sites in the county in addition to the Wausau office site. Lessons are planned with the WIC staff to meet their secondary education needs as well as the goals of WNEP and the dietary guidelines. Lessons cover the areas of food safety, dietary quality, and fitness. Topic examples include feeding young children, adding whole grains, healthy snacks, and “Stepping Up to a Healthy Lifestyle.”

Adult Groups: Provide single session group lessons to enrollees in both Hispanic and Hmong English as a Second Language (ESL) classes. Topics will include a basic introduction to American food, American cooking, and what it means to eat healthy using the new MyPyramid.

Senior Dining: Monthly multi-session group nutrition/healthy cooking classes for low-income seniors that focus on dietary quality and food safety topics.

Food Pantries: Periodic learn-while-you-wait lessons for pantry participants will focus on simple, healthy food preparation tips for current commodity foods as well as other dietary quality and food resource management topics.

Food Security Programming Efforts Planned

Methods or activities planned to **raise awareness** of hunger/food insecurity:

In 1997, the Hunger Prevention Team of Marathon County (HPTMC) successfully completed a \$14 Food Shopping Challenge. Since then, the Hunger Team has found it much more difficult to conduct a successful awareness-raising activity. We have twice planned a Poverty Simulation only to have to cancel the event due to very low participation. The WNEP coordinator continues to address hunger issues in Extension Committee briefings. However, due to the current inactive status of the Hunger Team, no big awareness activities are currently planned. Marathon County had a very active hunger coalition from 1996-2002. During that time, the Hunger Prevention Team of Marathon County (HPTMC) accomplished many projects in its effort to alleviate hunger in Marathon County. Some of these accomplishments included establishing the 17-acre Wausau Community Garden, conducting a large-scale hunger survey of county residents, publishing four editions of a county Food Resource Guide, conducting the \$14/Day Food Challenge as a hunger awareness activity, coordinating the county's TEFAP commodity food distribution program, and hiring a full-time Food Stabilization Coordinator to plan food drives and other hunger-alleviating activities. However, despite these successes, the Hunger Team saw a dramatic fall off in membership over time. Additionally, because we were unable to continue funding the Food Stabilization Coordinator position, the Hunger Team had to give up some of its most successful programs, such as coordinating the Wausau Community Garden and the commodity distribution program to other agencies who took them on as part of their own agency's mission. Consequently, the team lost its focus. I had hoped 2005 or 2006, the Hunger Team could be started again, but many of the agencies who were

active on the team before have now become very active on Marathon County's HEAL (Healthy Eating, Active Lifestyle) coalition and are reluctant to take on another meeting right now.

Methods planned to **compile data and assess status** of food security:

The food security status of Marathon County residents has been assessed in a variety of ways. A large-scale county-wide hunger survey was conducted in 1997. That survey showed that the majority of the food insecure in Marathon County was Asian families with children. The results led the Hunger Team to concentrate its efforts on establishing the Wausau Community Garden. More than 300 Asian families participate in the garden each summer. In 2005, I had planned to participate in the school-based food security survey at the six low-income elementary schools in the Wausau School District. However, due to their participation in the School Health Index, the Wausau School District asked that we wait to conduct the food security survey. If these surveys are still available this next year, we would like to participate in 2007. The results of this survey will be shared with the school district, Extension stakeholders, and the media. The food security status of county residents is reported through the media and also through the biannual publication of the "Marathon County Life Report" by the Community Planning Council. A new report was just released in January. This report includes information on various hunger indicators including figures on the numbers of patrons served at the food pantry, meals served at the Salvation Army, and the number of families participating in the free/reduced price lunch program.

FY07 Narrative Plan for Food Stamp Nutrition Education in Marquette County

Overview of the Marquette County Nutrition Education Program

The Marquette County Wisconsin Nutrition Education Program (WNEP) began in 2000 in response to several community agencies and county departments who expressed the need for nutrition education to specific food stamp eligible populations. Initially, the focus of program was dietary quality with older adults and families with children. Due to changing needs, the main target audience is now youth. However, through conversations with the Marquette County Health Department and WIC programs, it has become evident that there is a need for nutrition education to mothers of young children. In the years since WNEP started in Marquette County, a strong relationship has developed with the Montello Early Learning Center (Head Start), the Marquette County Commission on Aging, Marquette County Care & Share Food Bank, Marquette County Job Center, and the Westfield School District. The Extension Education Committee, Extension colleagues and Maternal Child Health Committee members continue to provide valuable input about programming.

Characteristics of the low income residents in Marquette County

Demographics of the county

Marquette County is situated in the central region of the State and is home to approximately 15,000 people. Of the 1,612 families living with their own children, approximately 243 of these are female-headed households with no husband present. A 2004 Department of Workforce Development report showed an average unemployment rate of 7.5% for the county, compared to the state average of 5.5%. According to the December, 2005 Marquette County Workforce Profile, the average annual wage for people working in Marquette County is \$23,968. This is over \$10,000 below the state average of \$34,749. Based on the 2000 Census, nearly 8% of individuals in Marquette County are living below the poverty line and nearly a quarter of Marquette County residents have income below 185% of poverty.

Food Insecurity in the county

According to the Care & Share Food Pantry Director, a total of 617 income-eligible families (1,490 persons) were registered for monthly distributions in 2005. This number represents nearly 10% of the Marquette county population. As of 2005, 1,723 individuals in Marquette County participated in the FoodShare program. By having over 10% of individuals receiving FoodShare, Marquette County ranks in the top third of the poorest counties in Wisconsin. According to the 2002 Marquette County Health Needs Assessment, over half (53%) of WIC households in Marquette County are food insecure and 21% are considered food insecure with hunger. Food insecure households do not always have a reliable source of food and may rely on emergency sources of food such as food pantries.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Marquette County

The 2002 Marquette County Community Health Needs Assessment showed specific nutrition needs for low-income residents in the county. Marquette County death rates from diabetes from 1995-1999 were twice as high as rates for the state. Among the general population in Marquette County, about one-third of adults aged 18 and older were estimated to be overweight based on self-reported height and weight. This high rate of obesity could be correlated to a lack of physical activity.

Information from the 2001 Wisconsin Bureau of Health Information showed that a high percentage of adults in Marquette County are physically inactive. According to the Weight and Health Demographics piece from the University of Wisconsin Extension, the percent of young people who are overweight has more than doubled in the last 20 years. Of those ages 6 to 19, 15% are overweight and another 15% are at risk of becoming overweight.

Research shows Americans are now eating more than one third of their food away from home. This is a concern because food obtained away from home tends to be higher in fat, saturated fat, sodium and sugar and lower in calcium and fiber than food prepared at home. Information from the March, 2004 Dietary Quality National/State Research Summary showed that only 17% of Americans consume the recommended number of fruit servings per day and only 30% meet the dietary recommendation for milk and dairy products. Similarly, the average adult consumes only 60% of the recommended daily servings of vegetables.

Educational Projects planned for FY07

In School: Marquette County WNEP will partner with the Westfield School District to provide bi-weekly multi-session group nutrition education to students (ages 5-11) in each classroom at the Neshkoro Elementary School. Ten lessons in each classroom will be conducted on dietary quality, physical activity and food safety topics. A nurse from the Marquette County Health Department will assist with teaching a lesson to each classroom on balancing food with physical activity.

Preschoolers: Marquette County WNEP will provide education to children in the morning, afternoon, and all day classes at the Montello Early Learning Center (Head Start). A series of three multi-session group lessons will be provided with the focus on eating fruit & vegetables, hand washing, and trying new foods.

Parents: Marquette County WNEP will reach the parents of the children at the Montello Early Learning Center (Head Start) through an evening parents' group meeting. Two lessons for parents will be on the importance of serving fruits and vegetables to kids and tips for getting young children to eat them, as well as a lesson on shopping for food. One additional lesson will be provided for parents and children at the center.

Job Centers: Marquette County WNEP will partner with the Marquette County Job Center to provide a series of four multi-session group lessons to Job Club participants. Food Sense Newsletters will be distributed to FoodShare clients of the Job Center.

WIC: Marquette County WNEP will provide educational programming for pregnant women or mothers of young children at WIC clinics in Montello and Westfield. The WIC participants will receive education once a month via learn-while-you-wait lessons. Food Sense Newsletters will be distributed to WIC clients.

Food Pantries: The Marquette County WNEP Coordinator will attend twelve monthly Care & Share Food Bank Committee meetings to update them on current programming and collaborate with members to provide nutrition education to pantry clients. Food Sense Newsletters will be distributed quarterly through the Care & Share food bank distribution. The Nutrition Coordinator will also provide one, one-time group educational lesson to clients at each of the four food bank distribution locations.

Food Security Programming Efforts Planned

Methods or activities planned to **raise awareness** of hunger/food insecurity:

The Marquette County WNEP Coordinator will collaborate with the Marquette County Family Living Educator to organize programs that would raise awareness of food insecurity in Marquette County. Possible programs may include a poverty simulation for school district staff or distribution of "Hunger Close to Home" materials to Marquette County Board members, Care & Share Food Bank Committee and Maternal Child Health Committee members. A Bridges Out of Poverty session may be offered for community partners, family service agencies, and county officials.

Methods planned to **compile data and assess status** of food security:

Once the final results of the Oxford School Food Security Survey are received, will be shared with school district staff.

FY07 Narrative Plan for Food Stamp Nutrition Education in Marinette and Oconto Counties

Overview of the Marinette and Oconto Counties Nutrition Education Program

In 1993, the Extension Education Committees of the Marinette and Oconto County Boards began jointly supporting the Wisconsin Nutrition Education Program. Since that time, strong relationships developed with local agencies have ensured consistent contact with area food stamp-eligible populations. The employment of multiple teaching strategies permits broad access to food stamp families, but we have trended toward more intensive, individualized approaches to encourage the likelihood of producing lasting, positive changes in eating behaviors. This emphasis is most visible in our home visitation efforts. Increasingly, we have also utilized community gardens as a venue for nutrition education, and as a means to enhance local food security efforts.

Characteristics of the low income residents in Oconto and Marinette Counties

Demographics of the counties

The adjoining northeastern Wisconsin counties of Marinette and Oconto rank 3rd and 14th in geographic size among the state's 72 counties. The January 2005 population estimate for Marinette County was 44,471, and 38,243 for Oconto County. During the first five years of this decade, Oconto County's population growth rate of 7.5% was well above both the state and nation, with most occurring in the southern portion, near the metropolitan Green Bay area, while Marinette County has grown by just 1.0% since 2000. Each county contains a number of small rural communities, some located up to 70 miles from the county seats. According to the 2000 census, both counties are better than 98% white by race.

Both counties are perennially among the poorest in Wisconsin and unemployment rates (6.7% for both counties for January 2006) have consistently tracked above state and national averages. Similarly, both counties rank steadily below state and national averages for per capital personal income. Large scale layoffs and closures in the area's manufacturing industry since the late 1990's have been somewhat offset by recent growth in the education and health sectors. Unfortunately, both counties are surpassed by state and national averages for residents with post-secondary education, which may limit growth potential for occupations requiring a skilled workforce. Moreover, a looming concern for the region is its aging population, the long term effect of which may be a shortage of replacement workers. This is further compounded by the fact that Oconto County in particular is an exporter of workers, experiencing a net daily loss of over 6,500 workers to other counties. Of those workers who remain to work in Oconto County, half are employed in jobs that pay poverty wages.

Food Insecurity in the counties

The impact of slow economic growth has been most profound among the area's low income populations. NEWCAP, the region's primary emergency food program, for example, provides relief for over 20,000 residents annually in northeastern Wisconsin. A corollary between economic hardship and food insecurity is evident in a 2005 NEWCAP survey which revealed that "23% of families in Oconto County pay above 30% of their income for rent," and that "a wage rate of at least \$8.31 per hour is required to afford average rent in Oconto County." Since few renters earn this rate in a county where half the jobs pay poverty wages, the potential for food insecurity also increases. Another indicator is that Food Share participation has risen sharply. In February of 2000, for example, Oconto had 690 active Food Stamp recipients, while in February 2006 this number had grown to 1,792. Similarly, in Marinette County, caseload recipients grew from 955 in February of 2000 to 2,565 in February 2006. Also, a 2002 WIC survey identified 38% of Marinette WIC households and 42% of Oconto WIC households as food insecure. Despite the increased risk of food insecurity created by a stagnant economy, participation in free or reduced-price school meals has unfortunately not increased in Oconto County. A number of school

districts in Marinette County however, take greater advantage of this opportunity, as participation rates are significantly higher.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Oconto and Marinette Counties

Using input from agency partners who work closely with the Food Share population, local research data on the health behaviors of the region's residents, and our own experience assessing and conducting nutrition education for this population, we have identified the following needs: In general terms, both the agency staff we work with and our nutrition educators consistently observe associations between poverty and poor health among low-income households. The factors that make poverty-poor health connections strong—limited knowledge about how to improve dietary quality, reduced access to and utilization of health care services, and the need to spend a greater relative proportion of total income on food—are common to most of our low income populations.

A report by the University of Wisconsin Population Health Institute, entitled *Wisconsin County Health Rankings 2005*, summarizes the health of each county's population and identifies areas for potential improvement. In the report, Oconto County ranks 68th and Marinette County 56th among Wisconsin's 72 counties in "Health Behaviors," a category which includes the determinants "overweight and obesity" and "low fruit and vegetable consumption." These low rankings illustrate concerns expressed by agency partners that obesity and under consumption of fruits and vegetables are among the primary nutrition education needs for Food Stamp populations in this area.

Local food pantries stress the need to augment the quality of the food they distribute with more fresh vegetables and education on their importance to diet. Health and Human Services partners indicate the need for more intensive education to help parents more adequately meet the nutritional needs of their children. To promote self-sufficiency, partners at New View Industries site the need for education for their clients on improving basic cooking skills. Schools in Marinette County have identified poor overall eating habits and dramatic increases in numbers of overweight children as primary concerns. The Aging Director in Oconto County sees a need for objective, consistent information on stretching limited dollars to help older citizens meet the challenges associated with aging. Finally, Job Service and CAP Agency partners cite the need to assist low-income families and adults in learning to manage limited financial resources to help improve their overall food security.

Educational Projects planned for FY07

In School: Education in 3 northern Marinette County Schools on improving diet and increasing activity. 1:1 education to eligible pregnant teens at Marinette HS.

Job Centers: Money For Food taught in Oconto, Marinette, and Pembine.

WIC: Learn-while-you-wait education for parents in Oconto, Oconto Falls, Mountain, Marinette, Crivitz, and Niagara on increasing fruit and vegetable consumption, reducing child obesity, and increasing activity. Also, quarterly newsletter sent to WIC clients.

Preschoolers: Education for children and parents on increasing awareness and intake of fruits and vegetables.

Parents: Occasional presentations at request of UWEX Center Coordinator. Centers provide education to low-income families across the county.

Gardens: On-site education for learners in New View's Community Tours program, and for food pantry clients. Facilitate access to vegetables grown in the Oconto Community Garden to enhance food security. Information on using vegetables distributed in pantry bags.

Health Clinics- LWYW education in Oconto, Oconto Falls, Mountain, Marinette, Crivitz, and Niagara on fruits and vegetables consumption, reducing child obesity, and increasing activity. Also, quarterly newsletter to clinic clients.

Senior Dining: Group presentations on basics of healthy eating at six Oconto County Sites. Topics: calcium intake through diet, fiber, fluids, Dietary Guidelines. Insert in bi-monthly newsletter. Topics: nutrient density, role of whole grains, and food safety.

Food Pantries: LWYW education at NEWCAP pantries in Oconto and Marinette. Also, occasional LWYW presentations at Salvation Army and St. Vincent DePaul pantries in Marinette. Topics: role of fruits and vegetables, resource management and shopping behavior. Education linked to seasonally fresh fruits and vegetables via Community Garden to pantries.

Disabled: Cooking classes and educational community tours to grocery stores, Oconto Community Garden, food pantries, and other venues to low income DD adults served by New View Industries in Gillett in Oconto County.

Home Visits: Services in each county in conjunction with our DHFS departments. Referrals from social workers. Topics: basic food preparation, shopping skills, resource management, child feeding skills, and food safety.

Food Security Programming Efforts Planned

Methods planned to **raise awareness** of hunger/food insecurity:

Marinette and Oconto WNEP will raise awareness of local hunger and food insecurity through reports to the County Ag and Extension Committees. The WNEP Coordinator will share the Hunger Close to Home fact sheet with local stakeholders. Also, Oconto County UW-Extension has marketed a Speaker's Bureau brochure promoting the availability of staff to speak to groups in their various areas of expertise. The WNEP Coordinator is listed as available to speak on local food insecurity. The Oconto Community Garden addresses aspects of local food insecurity. Because it is located on school property, and because nearly all of the produce is donated to the local pantry, the garden becomes an educational tool to teach students about the need to provide local assistance to address food insecurity. WNEP involvement in the garden project also plays a role in helping residents obtain nutritious, seasonal produce.

Methods planned to **compile data and assess status** of food security:

To compile data and assess the status of food security, we will tailor data already collected by UW-Extension and NEP specialists, and the WIC Program to describe the situation in Oconto and Marinette Counties. This case for the existence of local food insecurity can be further built by collecting data on county food share and food pantry participation rates, unemployment rates, and food security surveys previously conducted by our program.

Plans to **increase involvement of community groups** in efforts to address food insecurity

We plan to work with area school districts to emphasize the importance of breakfast to learning. We also plan to work with school districts—particularly in Oconto County—to encourage enrollment in free or reduced school meals by eligible families.

FY07 Narrative Plan for Food Stamp Nutrition Education in Menominee and Shawano Counties

Overview of the Menominee and Shawano Counties Nutrition Education Program.

Menominee/Shawano Counties initiated the NWEF in 1994 to fill an educational gap for limited income families participating in or eligible for the Food Stamp Program. WNEP's primary goal is to develop and implement community based nutrition and resource management education program with limited-income families. In the last eight years this program has seen a switch in trends from adult to school age nutrition education prevention programming. Trends of higher rates of overweight youth and the high rates of diabetes in the Native American population have moved our programming to include more emphasis on physical activity. In 2004 the Menominee Tribe of Wisconsin received funding for TANF and JOBS programs. The WNEP program began providing resource management classes for participants of these programs.

Characteristics of the low-income residents in Menominee and Shawano Counties.

Menominee County/Nation is the home of the Native American indigenous tribe of the Menominee's. The population is approximately 4,770 (2000). The majority of the population is Native American (84.8%) and Caucasian (11.9%). Menominee County/Nation population consists of 39.5% under 18 years old. The poverty rate is 28.8%, which is the highest in the States of Wisconsin. The College of the Menominee Nation conducted a study in 2003 to assess the incidence of diabetes in the adult population. It was determined that the incidence of diabetes in adults is 46% (ADA) with a third of cases currently undiagnosed. Non-insulin dependent Type 1 and Type 2 diabetes appears to be related to Native American ancestry (i.e. percentage "Indian Blood"). Risk factors include: obesity, poor nutrition, lack of exercise, and family history. Shawano County has a population of 40,664 (2000), with 91.6% ethnicity being Caucasian and 6.3% being Native American. Shawano County has a poverty of 7.9% with 25.7% of the population is under 18 years of age.

Food Insecurity in Menominee and Shawano Counties

In Shawano County, according to the Wisconsin Food Security Project, 42% of WIC households are food insecure and 20% are food insecure with hunger. These percentages are comparable to the States rate. One fact that was puzzling was that only 17% of Shawano students eligible for both school breakfast and lunch participated in 2003.

Food insecurity and hunger percentages according to the Wisconsin Food Security Project are lower for Menominee 40% and 10% respectively compared to Shawano. This does not correspond with other indicators that contribute to food insecurity in the county/nation. Menominee County/Nation has the lowest median household income in the state (\$29,440), the highest rate of poverty in the state (28.8%), the highest rate of unemployment in the state (10.7%), highest number of single mothers in the state (21.41%). There are no grocery stores, farmers markets, low-income family gardening and only one small food pantry. This county is also 6th in the state for the number of families who do not have a vehicle. Somewhere the data contradicts each other. These overwhelming factors certainly point to the fact the percentages for food insecurity is not representative of the population. There may be some facts that are processed through the tribe and do not get to the state. As part of our food security programming efforts we will explore this discrepancy.

Nutrition and nutrition needs of Food Stamp Program recipients and other low-income resident of Menominee and Shawano Counties.

The nutrition needs and educational needs in Menominee County/Nation are overwhelming. It is established that almost 40% of Native American youth 5-13 years of age lack a healthy diet and physical

activity, and poverty increases the likelihood that these children will have a 5-fold higher risk of diabetes, along with heart disease, high blood pressure, adult obesity (WINGS Study, 2004). As these health issues can be prevented early education is important to provide concrete concepts about healthy life styles. It is also vitally important that parent education be part of the total education equation. Dr. Alex Adams, WINGS surveyed parental concern in regards to their children's overweight status on the Menominee, LCO and Red Cliff reservations. The finding concluded that 44% of parents had little concern and 24% were not concerned at all. One conclusion was that parents are not making the connection between childhood obesity and the high health risk factors in later life. This defiantly points to the need to educate parents about eh risk factors, children's health and the connection between later health issues. Education content also needs to work with parents on healthy life styles to help decrease their risk of diabetes and heart related diseases.

Due to these major health issues there are many agencies that focus on nutrition and physical activity, especially the health care field. It is the consensus form all the agencies that there are still not enough services/education, especially prevention, to address all the health issues.

Due to the high unemployment and poverty rates, teaching basic financial management is a need. To help families explore what they have and how to use it as efficiently as possible. Sharing ideas with each other, ECT.

Shawano County whose poverty rate (7.9%) has over 2,467 food stamp recipients and has over 1500 WIC participants. Low-income schools and agencies support the need for nutrition for adults. The percent of poverty with incomes below the 185% below poverty is 23.1%, ranked 37th in the state of Wisconsin. This is higher than the state average of 20.9%. There are approximately four low-income schools in Shawano County, most of which are rural outlying areas. Lack of resources for community involvement is prevalent, including preventative nutrition education for students.

Educational Projects planned for FY07

In School: Due to the high rates of overweight/obesity in children and the need for prevention of diabetes, especially with native children, school aged children kindergarten through second grade will be the focus. Three schools in outlying areas of Shawano County and one public school in Menominee County will receive nutrition education. The ethnicity is primarily Caucasian and Native American. A series of four sessions is provided for each classroom. Focus is on the Food Guide Pyramid, food recognition, sometimes/anytime foods, healthy snacks and physical activity. Parent newsletters are sent with each student after each session to help make connections with parents. School activities and events will be attended to further reach parents directly with focus on the relationship between healthy lifestyles as a child to prevent adult health issues, especially diabetes.

Parents: Families and Schools Together (FAST). Due to the high rates of generational poverty families and subsequently the high risk issues that this presents; health problems, lack of nutrition knowledge, and unstable family environments the Menominee Indian School District has secured funds to work directly with these families. This is an eight week program to work directly with the parents and children as a family unit. It includes empowering parents, sharing a meal and cooking one of the meals, working on family issues, and allowing parents have their own support group and children having kids time. The WNEP will provide cooking skills, recipes, and information on feeding large groups and food safety to parents. Children will receive nutrition education in regards to dietary quality and food safety as part of "kids time".

WIC: To reach pregnant mothers and parents of young children, Learn-While-You-Wait will be part of WIC clinics on a monthly basis. This is a major avenue for our program to reach food stamp recipients. Nutrition education topics will be chosen based upon participants request, collaboration with Dieticians,

and WIC Directors. In general, especially in Menominee the focus is on preventing diabetes, healthy foods for young children and some basic nutrition concepts. The Stepping Up to Healthier Lifestyle will be conducted for three months. In both counties the collaboration will reach out and do nutrition education with elderly meal sites, Head Start, Food Pantry, community events and the media.

Job Centers: Participants of W-2 and TANF will receive two to three sessions focused around financial management. Basics such as knowing what your income is, budget planning, making food dollars stretch, and saving by being efficient with what you have. Sharing and discussion of strategies that work to save money will be part of the sessions, so people can learn from each other.

Food Security Programming Efforts Planned

I will initiate a discussion with the Menominee Tribal Clinic WIC Program, Food Distribution, personnel from Menominee Health and Human Services to explore the discrepancy in food insecurity percentages and the other high poverty factors. This would lend itself to discussions and pull agencies together to address the food security in Menominee County. Hopefully this could lead to a permanent group that would provide awareness education to the community.

Building Bridges Out of Poverty workshops are currently being held and will continue with local agencies and professionals. This is a community-wide effort to address the issues the face generational poverty families everyday and to create positive organizational change to better serve this population. This will directly affect nutritional issues and health risks. The Nutrition Educator in Shawano County will serve on a community nutrition group addressing issues with local school lunch programs, obesity in children, etc. The Shawano Nutrition Education in collaboration with the WIC program will be working on a community garden for the food pantries and individual families. The WNEP program will assess the number of families accessing the Shawano Food Pantry as well as the number of families participating in the food stamp program or food commodities.

FY07 Narrative Plan for Food Stamp Nutrition Education in Milwaukee County

Overview of the Milwaukee County Nutrition Education Program.

The Milwaukee County WNEP was established in 1990 through a grant written by the University of Wisconsin Extension Family Living Program in collaboration with the Milwaukee County Department of Health and Social Services. The mission of WNEP is to develop and implement community-based nutrition education programs within a university research-based context. WNEP provides nutrition education to diverse, limited-income families, individuals, older adults, and youth using the research-based materials. Participants are given information enabling them to make healthy food choices. They are taught to select foods and prepare meals and eat snacks, all of which are nutritious, safe, and affordable; to manage financial resources to improve food security; and to balance food intake with physical activity in accordance with USDA guidelines.

Characteristics of the low income residents in Milwaukee County.

Demographics of the county

Statistics from the 2000 census of the US Census Bureau indicate that the population of Milwaukee County is 940,164. Milwaukee County includes the city of Milwaukee and, like many urban areas in the US, has a very diverse population as reflected in those 2000 Census statistics. Those statistics show that the African American population is approximately 231,157 or 25%; the Hispanic population is 82,406 or 9%; the Asian population is 24,145 or 3%; and the White population is 616,973 or 66%. In terms of age groups, older adults (over 60) comprise 16.4% of the population and children under the age of 18 represent 36.8% of the population. Of the 940,164 county residents, 450,574 are male and 489,590 are female. While the state of Wisconsin is among ten states with the lowest teenage pregnancy rates, the city of Milwaukee ranks at number two, second only to Baltimore in that category. Income data for the county reveals a total of 377,729 households with 31.6% having an income of under \$24,999 while 31.7% have an income between \$25,000-\$49,999. 10.6% or 40,098 households have income less than \$10,000. In terms of poverty status 11.7% or 26,454 families and 15% or 139,747 individuals live below the poverty level. Families with a female householder and no husband present comprise 30.7% or 18,405 families.

Food Insecurity in the county

Socioeconomic factors put Milwaukee County residents at a greater risk of poor nutritional status than the state as a whole. The city of Milwaukee, of course, contributes significantly to this greater risk. "As the seventh-poorest city in the U.S., it is not surprising that hunger persists in Milwaukee. According to the 2004 American Community Survey, 26 percent of Milwaukee residents were poor in 2004, a 4.7 percent increase from 2000. The metro Milwaukee area comprises one-third of Wisconsin's poverty total. Regarding Milwaukee's children, 41 percent live in poverty-stricken households, which is triple the state total; Milwaukee ranks fourth nationally for child poverty." (from *In Search of a Hunger-Free Community*, published by Hunger Task Force of Milwaukee and Aiyeshia Hudson of the *Bill Emerson Hunger Fellow* Feb. 2006). The major findings from this document also indicate the following about the Milwaukee metro area:

- Clients remain food insecure. Despite reports of frequent emergency food use, food pantry and meal site users reported skipping and cutting the size of meals on a monthly basis.
- There is a severe need for emergency food in Milwaukee County. Clients reported frequent use of food pantries and meal sites.
- Children comprise a significant portion of emergency food households. More than half of food pantry households included children; almost one-fourth of meal site households included children.
- Food Stamps are not accessed by most emergency food clients. Fifty-five percent of food pantry respondents and sixty-six percent of meal site respondents did not participate in the program.

- Lack of employment and low wages contribute to the need for emergency food assistance. Three-fourths of respondents were unemployed. The median hourly wage for food pantry respondents was \$9; the median hourly wage for meal site respondents was \$7.75.
- Disabled clients suffer from insufficient government assistance benefits. Supplemental Security Income (SSI) and Social Security were the most frequently reported sources of primary income.
- Clients lack affordable housing. Respondents spend a disproportionate amount of income on housing costs.

As the county with Milwaukee's large urban population, it demonstrates some noticeable differences from the rest of Wisconsin with regard to food insecurity. The total number of food stamp recipients in Milwaukee County is 202,667 (adults = 99,413, children = 103,254) compared with 523,413 for the entire state, which means that Milwaukee County has 39% of all food stamp recipients in Wisconsin. From 1999-2004 the number of food stamp recipients in Milwaukee County increased 38% and the number of child recipients increased 24%. In addition approximately 70% of schools in the county are classified as high poverty compared with 28% for the rest of the state. The percentage of children in the county approved for free or reduced price lunch in participating schools is 57%; the percentage for the state is 30%. Approximate poverty rates for Milwaukee County include the following: individual poverty rate of 15% compared to 9% for the state of Wisconsin; a child poverty rate of 23% in contrast to the state rate of 11%; and an elderly poverty rate of 8.5% compared with 7.5% for the rest of the state.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Milwaukee County.

Comparative statistics from a number of economic indicators demonstrate that the number of limited-income residents of Milwaukee County has been steadily increasing. Therefore, limited income individuals and families must be able to wisely and creatively stretch their food dollars. As a result, WNEP in Milwaukee County will continue to emphasize dietary quality within the context of a limited budget and educate participants on available resources in the community. Also, a growing and ethnically diverse population requires WNEP to provide lessons in the context of customary ethnic food preparation practices in order to maximize teaching effectiveness and outcomes.

Children in the Milwaukee Public School system as well as families/parents with children in MPS will continue to be a focus of nutrition education in the county particularly in light of statistics, which identify obesity and its related health concerns as an issue for all age groups. Milwaukee County statistics indicate that 36% of all adults (338,459) are obese and 13% of youth (27,400) are overweight.

Nutrition education will continue to be provided for older adults (65 and over) at senior sites sponsored by the Milwaukee County Department on Aging, as seniors comprise 13% (121,685) of the total population many of whom are living on incomes below the poverty level (9,783 or 8.5%).

WNEP will again respond to the needs of a very ethnically and racially diverse population in Milwaukee County. That response includes a diverse staff of nutrition educators, 2 of whom are Spanish speaking. These bilingual educators work with a continuously emerging Hispanic population in the county. US Census Bureau statistics indicate that the Hispanic population in Milwaukee County was 41,893 in 1990 and had risen to 82,406 in 2000. In addition WNEP provides participants with nutrition information that is pertinent to their racial and ethnic heritage as well using culturally specific food models.

Educational Projects planned for FY07

In School: Nutrition sessions with the Milwaukee Public School (MPS) will use MyPyramid as the primary teaching tool to address basic nutrition/dietary quality with knowledge of the food groups including, but not limited to, making lower fat food choices, choosing healthier snacks, increasing fruits

and vegetables, and emphasizing the value of eating breakfast on a daily basis. Food safety practices will be taught as well as the importance of balancing food with physical activity. The School Day nutrition sessions with MPS will be presented to elementary school children in English as well as Spanish due to the increasing number of requests by MPS teachers for the bilingual educators. The classes taught in Spanish will also use Spanish language educational materials as well as cultural specific food models. The typical curriculum will consist of 4 lessons per group, each lesson being 1 hour, and will be provided for approximately 100 groups (or individual classrooms).

After School: Nutrition sessions will again be provided for elementary school students of MPS in the After School program during the school year as well as the summer programs for youth sponsored by the MPS Recreation Department. Like the School Day program, nutrition sessions in the After School program will use My Pyramid as the primary teaching tool to address basic nutrition/dietary quality with knowledge of the food groups including, but not limited to, making lower fat food choices, choosing healthier snacks, increasing fruits and vegetables, and emphasizing the value of eating breakfast on a daily basis. Food safety practices will be taught as well as the importance of balancing food with physical activity. The After School program will focus on elementary school children and consist of 4 lessons per group, 1 hour per lesson with approximately 40 groups.

Parents: Parents of Milwaukee Public School students will again be given the opportunity to participate in nutrition classes at MPS Family Resource Centers. Parents will be taught dietary quality, food safety, food resource management and food security with an emphasis on how to develop a spending plan enabling them to purchase and prepare nutritious foods and age-appropriate meals and snacks consistent with needs of their family members. Multi-session groups will consist of 5 sessions per group with approximately 15 groups at 2 hours per session. Bilingual nutrition educators will be used with Spanish-speaking only parents as well as culturally specific food models.

Disabled: As in previous years, adults diagnosed with chronic mental illness will participate in nutrition classes at Transitional Living Services (TLS). Because the TLS philosophy encourages self-sufficiency for clients, participants will be taught basic nutrition and dietary quality, food safety practices, balancing food with activity, and increasing consumption of fruits and vegetables. Whether they eat at home or occasionally away from home, participants will learn to choose healthy foods and beverages. Approximately 45 sessions of 2 hours per session will be provided during FY07 at TLS.

Senior Dining: Nutrition education will be provided at 15 senior meal sites sponsored by the Department on Aging in Milwaukee County. My Pyramid will be the primary teaching tool with an emphasis on dietary quality, food safety practices, choosing healthier foods with less fat and sodium whether at home or in a restaurant, balancing food intake with physical activity and food resource management and shopping behavior. Sessions will be presented at 15 senior meal sites and will consist of 12 multi-session groups of 1.5 hours per session.

Food Security Programming Efforts Planned

Methods or activities planned to **raise awareness** of hunger/food insecurity:

To raise awareness of hunger Milwaukee County WNEP will develop displays and informational flyers highlighting hunger facts and available resources in the community to address the issue insecurity. The displays will be used at health fairs in schools and at community-based agencies, conferences, and as a compliment to the curricula used by WNEP educators. The informational flyers will be distributed to participants, to the general public, and to local officials. These displays and flyers will be in Spanish as well as English to do outreach in the Hispanic community. WNEP will continue collaborative partnerships with organizations such as the Department on Aging, Milwaukee Public Schools, Second Harvest, the Hunger Task Force to increase awareness of hunger and food insecurity through sponsorship of events in the community, which educate audiences on these issues.

Methods planned to **compile data and assess status** of food security:

Food security will be assessed and data compiled for Milwaukee County WNEP through information obtained from participants/learners on the evaluation form used by the WNEP educators as well as information that is already available through food pantries, meal sites, shelters, and organizations such as Hunger Task Force, Second Harvest, Milwaukee County Department on Aging, and WIC.

Plans to **increase involvement of community groups** in efforts to address food insecurity

Due to the large population of Milwaukee County with a high number and percentage of low income and food stamp eligible families and individuals, a number of organizations in the county have historically been and are currently involved in efforts to address food insecurity. As a result, WNEP in Milwaukee County will engage in collaborative efforts with these agencies to provide educational opportunities to raise awareness and provide information on the issue of food security for food stamp eligible or low income people. These collaborative efforts will include health fairs, walk-bys, and displays at sites such as food pantries, meal sites, and WIC offices, which are accessed by food stamp eligible individuals.

FY07 Narrative Plan for Food Stamp Nutrition Education in Pierce County

Overview of the Pierce County Nutrition Education Program

The Wisconsin Nutrition Education Program (WNEP) was initiated in 1995 as a result of welfare reform legislation in Pierce County requiring program participants to attend nutrition education sessions in order to receive benefits. Although current legislation no longer mandates nutrition education participation, service agencies as well as clients themselves, report the need for on-going food and nutrition education services. The overall goal of the program is to help strengthen the capacity of low-income families and individuals to establish and maintain economic security through the provision of a comprehensive food, nutrition and resource management education program. Pierce County WNEP is accountable to the Agriculture and Extension Education Committee of the Pierce County Board of Supervisors. The department of Public Health, Human Services and Office on Aging play an advisory role in the program planning.

Characteristics of the low income residents in Pierce County

Demographics of the county

Pierce County has a population of 36,804 with 98% being white. Sixty-nine percent live in family households and 35% live in family households with children under 18 years (Census 2000). The self-sufficiency wage for Pierce County in 2004 was \$19.01, substantially higher than most counties throughout the state. The average earnings per job in 2000 were \$22,542 compared to \$30,006 for the state.

Food Insecurity in the county

The poverty rate in 2001 was 7.7% and child poverty rate was 5.0%. Single mothers head approximately 7% of the families. Twenty percent of renters pay at least 35% of their income in rent (Wisconsin Food Security Project). There were 1,182 food stamp participants in 2003 and 1048 Women, Infant and Children (WIC) participants in 2003 (Local Health and Human Services Data). The average daily participation rate in free and reduced lunch was 932 in 2003. A statewide food security survey completed in 2002 by the state WIC office revealed that 30% of Pierce County WIC participants reported being food insecure with 16% reporting hunger.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Pierce County

According to data from the Family Health Survey (WI Bureau of Health Information 1994-1998), approximately 14% of Pierce County residents age 65+ have diabetes, 41% have hypertension and 19% have coronary heart disease. The director of the local Office on Aging identifies dietary variety as a need for the elderly population including more fruits and vegetables. Food safety information is an ongoing need for this population. The Behavioral Risk Factor Survey data (WI Bureau of Health Information 1991-1998) shows that 52% of the 18+ population has a sedentary lifestyle in Pierce County. Only 14% of Pierce County adults get regular and vigorous physical activity (WI Bureau of Health Information 1998, 2000). Data from the 2000-2001 Behavioral Risk Factor Survey reveals that 37% of the population is overweight but not obese and another 21% are obese (Western Region). In Pierce County, 13.7% of low-income WIC children ages 2-4 years were overweight in 2001 (CDC Pediatric Nutrition Surveillance Data). The director of the local WIC program identified lack of fruits and vegetables in the diet, increased consumption of sweetened beverages, lack of whole grains (fiber), and inactivity as it relates to overweight and obesity as major nutrition related issues in their clientele.

Educational Projects planned for FY07

WIC: Educational programming will continue with the Pierce County Public Health Department Women, Infant and Children's (WIC) project. Learn While You Wait sessions will be held at seven separate WIC

clinics for approximately seven hours per day for an estimated 72 clinics per year. According to the WIC director, they average a monthly caseload of 600 participants. Major nutrition messages will include increasing fruits and vegetables, whole grains and physical activity.

Senior Dining: Monthly one time group sessions will be held at six senior meals sites throughout the county for an estimated 48 sessions per year. An estimated 1000 contacts will be made with individuals age 65 and older during that time period. Topics will also include increasing fruits and vegetables, whole grains and physical activity.

Food Pantries: Approximately 10 adults per month will be reached with Learn While You Wait educational programming at the Pierce County Food Pantry. Displays will be set up two mornings per month outside the food pantry. In addition, a handout rack is now available just outside the food pantry for clients to utilize any time of the day.

Food Security Programming Efforts Planned

Methods planned to **raise awareness** of hunger/food insecurity:

Pierce County WNEP in partnership with the Hunger Prevention Council of Pierce County, Inc. provides a number of opportunities to increase the awareness of hunger and food security through news releases, food drives, radio spots, speaking engagements, booth at the county fair, poverty simulations, networking with other service agencies as well as promoting programs that serve the low-income population.

Methods planned to **compile data and assess status** of food security:

Monthly usage reports from local food pantries are used to identify trends in community food security needs. The Public Health Department and Office of Aging also document and share data related to the status of food security among their clientele. Other agencies and organizations report about food and nutrition needs of their participants at the local Hunger Prevention Council meetings.

Plans to **increase involvement of community groups** in efforts to address food insecurity:

As members of the Hunger Prevention Council of Pierce County, the UW-Extension Family Living Agent and WNEP Nutrition Educator are involved in increasing community group involvement by engaging citizens to volunteer to support efforts to provide nutrition and other related services to the low-income families and individuals in the county. We are currently collaborating with the Hunger Prevention Council to establish a mobile food pantry for low-income residents in Plum City, a small rural community with no grocery store.

FY07 Narrative Plan for Food Stamp Nutrition Education in Polk and St. Croix Counties

Overview of the Polk and St. Croix Counties Nutrition Education Program

WNEP started in Polk and St. Croix County with the support of county professionals because of the documented need of low-income individuals and families for practical nutrition education. Polk County joined St. Croix County to form a two-county WNEP project beginning in fiscal year 2003. The audience for **St. Croix County** focuses primarily on young families using WIC (82 site visits per year), disabled learners (8 visits per year), and a new program for 07, which will focus on families whose children receive free or reduced lunch at school. St. Croix County also has a large food security project which trains food pantry volunteers and secures food for families through the Venison and Protein programs, Twelve Months of Giving Program, Community Meals, Super Valu semi donations, etc. The coordinator works with a Youth Nutrition and Physical Activity Task force which plans and implements programs such as Mileage Clubs in the schools. In **Polk County** WIC is also an important but smaller focus (48 visits per year). Polk County has three school districts that qualify for WNEP services in some of their elementary classrooms. At the request of teachers, the educator teaches monthly classes for these students. Weekly classes are also held for clients receiving food stamps---these classes focus on improving cooking and planning skills as well as budgeting money for food. The Polk County Educator has recently begun working with the WIC dietician to provide education at Farmer's Markets, and is planning a new program with teenagers graduating from foster care. Senior citizens in Polk County will be reached through monthly news articles in their newsletter sent out through the Dept. on Aging.

Characteristics of the low income residents in Polk and St. Croix Counties:

Demographics of the counties

About 9 % of St. Croix County families make under \$25,000 per year, but 17 % of Polk Co. families fall in this lower range. Poverty rates for families with children under 5 years is 8.6% in Polk and 4.8 % in St. Croix County. There are 931 families in the two counties below the poverty level. Many families in St. Croix County commute to the Twin Cities for work, allowing them to earn more money, but those left behind in lower paying jobs are struggling. St. Croix County has one of the highest self-sufficiency wages in WI, \$21.18 for one adult and two children, making it difficult for families who can't find jobs at that level. Coupled with rents and home costs in the price range of the Twin Cities, it is difficult for many families to keep up. In fact, 22.8% of renters are paying 35% or more of their income for rent, a clear sign of financial stress. The Director of Economic Support in St. Croix County finds that many of the people moving here to the area from the Twin Cities and elsewhere are in poverty. St. Croix County has an 82% food stamp participation rate for families in poverty; Polk County's rate is 84%. The participation rate for all children in food stamps is 5.7% in St. Croix County and 10.7% in Polk County. Many recent plant closings and job layoffs have led to a great deal of situational poverty in Polk County. These newly poor families appreciate the down-to-earth approach to education, which is a hallmark of this program. English is spoken as the sole language in 97% of the households in both counties, but 2995 people speak a primary language other than English. St. Croix County has seen some influx of Hmong people, and school districts are reporting more Hmong and Hispanic children in classrooms. The two counties have 4486 food stamp recipients, with almost half being children. Four to five percent of households in the two counties don't have access to a vehicle, the young families often walking to WIC to receive their vouchers and education from Nutrition Educators.

Food Insecurity in the counties:

Food insecurity is high for WIC clients, one of our primary audiences (35% in St. Croix, 34% in Polk, with hunger present in 17% of St. Croix and 13% of Polk Co. WIC families). A survey of St. Croix county food pantry users show that the main food that they want more access to is meat. Our local NEP venison and protein projects uses a survey of participants which shows that 2/3 of participants say that the

extra protein “helps my family be less hungry”, and for a fifth of the participants the project supplied their only protein that month. Our three community meal sites in St. Croix County continue to grow in usage often serving over 250 people per meal. Food pantry shelves throughout the counties are relatively empty compared to other years, as families increase their usage. Many local families have told us on a food pantry survey that their income simply isn’t enough to cover expenses. The next most common reason for pantry usage included loss of employment, illness of family members, moving, and homelessness also contributed to pantry usage. Food pantries have been inundated with families requesting help the past two years.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Polk and St. Croix Counties

When asked what they would like to learn about, **Food Stamp recipients in the JOBS Program** taking the NEP Money for Food classes in Polk County, responded in part as follows:

- 100% How to eat some meals away from home without going broke
- 84% Tips for shopping for food that will really save money
- 84% Tips for foods that every kitchen should have
- 79% How to manage my food money so we don’t run out by the end of the month
- 79% How much money I should spend for food each week for my family.
- 79% How to choose low cost nutritious food for my family

Meetings with staff at Polk County Economic Support have supported the importance of these topics. In addition to survey topics, staff simply wants their food stamp recipients to know how to cook the foods that are available to them.

According to food pantry staff, food pantry users in St. Croix County often don’t know how to prepare the foods available to them at the pantries. Through conversations with public health staff and nutrition educators, WIC and Health Clinic clients need to understand how to incorporate healthy foods into their diets, using foods that their young families will enjoy. In spring 06 a written NEP survey was done with WIC clients in both counties with 143 returns: Results were as follows: When asked about their main concerns or interests in shopping for and preparing meals for their family, the following percentages were indicated (they were allowed to choose two of the four):

- 49% Cooking for my family
- 65% Saving money at the grocery store
- 57% Understanding good nutrition
- 25% Getting my family to sit down and eat together

When asked what they would like their local educator to focus on next year, the following were percentages indicated (they were asked to check their top three)

- 66% Smart Snacking
- 66% Fast, Convenient, and Cheap Meals
- 32% Family Focused Meal Time
- 14% Using Whole Grains
- 14% Protein Power
- 48% Focus on Fruits and Vegetables

Mentally disabled adults in St. Croix County usually just have mild dysfunction, but it impairs their ability to plan and prepare nutritious food for their families. Often depression is a complicating factor. In the past, interacting regularly with the Nutrition Educator has helped lift depression in some clients, facilitating their learning. Their support group director indicates that they need to learn to safely prepare nutritious food.

School children in three Polk County School districts meet the criteria of over 50% on free and reduced lunch. According to educator and coordinator conversations with teachers and food service personnel, the youth need to learn about the importance of the whole grains, the meat group, the dairy group, and the fruit and vegetable group so as to begin choosing more of the healthful foods from these groups in their diets. Balancing food intake with physical activity is also a concern as obesity rates rise. These children seem to learn best with interactive lessons.

Senior citizens who receive our newsletter have health concerns typical to seniors everywhere. They need to include more fiber in their diets, get more exercise, and eat more fruits and vegetables and, in general, understand the latest food and nutrition advice for their age group.

Families whose elementary-school children receive free/reduced lunch in the Glenwood City School district were sent a survey in spring 06. Ten families returned the survey with nine indicating that they would be interested in attending the cooking skill/nutrition NEP classes in the fall as a family. All of the topics listed received some votes, but the top interest areas were smart snacking followed by fruits and vegetables and family meal times. Also of interest to half the families was changing American portion sizes, dairy products, smart shopping, and protein power.

Children who are part of the foster care system in Polk County often graduate or age out of the system at age 18 without the necessary skills to succeed in life. In the area of foods and nutrition, the foster care program office indicates that these young adults need cooking skills, nutrition knowledge, shopping expertise, and knowledge about how to eat out in a healthy and cost efficient manner.

Many adults using the Farmers Markets don't understand how to use all the vegetables provided. WIC encourages use of this fresh produce resource, but adults need to feel comfortable knowing how to cook the vegetables.

Educational Projects planned for FY07

Jobs Centers: In Polk County Food Stamp recipients will attend a series of four, 2 hour classes taught on a weekly basis throughout the year by the Polk County Nutrition Educator. Topics include healthy fast foods on a budget, budgeting for food, stocking a kitchen with food staples, shopping with a list and practical cooking skills.

Food Pantries: In St. Croix County Nutrition Educator will staff a walk-by display at New Richmond or Somerset food pantry 10 times during the year and talk with recipients about using nutritious foods available at the pantry. This is done as a team with the Public Health WIC nutritionist.

WIC: Nutrition Educators will staff walk-by displays and interactive flip charts, spinners, etc at WIC to teach clients about choosing healthy foods and making nutritious meals for their families. Topics presented this year will coincide with the survey of WIC clients in both counties indicating an interest in smart snacking; fast, convenient, and cheap meals; family-focused meal time, using fruits and vegetables, saving money at the grocery store.

Health Clinics: Nutrition Educators will staff walk-by displays and interactive flip charts, spinners, etc at WIC to teach clients about choosing healthy foods and making nutritious meals for their families. Topics presented this year will coincide with the survey of WIC clients in both counties indicating an interest in smart snacking; fast, convenient, and cheap meals; family-focused meal time, using fruits and vegetables, saving money at the grocery store.

WIC: In Polk County Nutrition Educators will staff walk-by displays and interactive flip charts, spinners, etc at WIC to teach clients about choosing healthy foods and making nutritious meals for their families.

Topics presented this year will coincide with the survey of WIC clients in both counties indicating an interest in smart snacking; fast, convenient, and cheap meals; family-focused meal time, using fruits and vegetables, saving money at the grocery store.

Disabled: In St. Croix County The nutrition educator will teach eight 1 ½ hour classes for disabled adults at the Health Center where they hold their regular support group meetings. All classes will have hands-on instruction in preparing nutritious meals.

In School: Youth in three schools in Polk County will benefit from seven 45 minute classes held monthly and taught by the educator during the school day. The educator will focus on helping youth understand, appreciate, and try healthy foods from all the food groups. She will also focus on balancing food and physical activity. The educator will contribute articles twice a year to the school newsletter in Clayton.

Parents: In St. Croix County, the coordinator and educator will develop curriculum and team teach a series of four evening classes in three different school districts (12 sessions in all) and include client requested topics such as smart snacking, fruits and vegetables, dairy products, family meal time, protein power, and changing American food portions. The county WIC dietician will team teach on half the classes.

After School: Group of **foster children** aging out of system in Polk County: Educator will meet with older teens twice during the year to teach about cooking/shopping/budgeting skills.

Parents: At Farmer's Markets in Polk County will learn how to prepare the vegetables that are received. Nutrition Educator will team up with the WIC dietician to focus primarily on the low-income parents and children at the markets. They will attend four markets.

Senior Dining: In Polk County will receive a monthly newsletter which includes nutrition information from the Polk County Educator.

Food Security Programming Efforts Planned

St. Croix County Only:

Methods or activities planned to **raise awareness** of hunger/food insecurity:

News articles will be written quarterly which discuss the semi load shipment of foods to the county and include hunger data and information about county residents. Similar articles will be written discussing the venison and protein program. The compilation of written resources about food pantries, school lunch, and other food resources for financially-stressed families continues to be a food collaborative function—the brochure highlighting these resources is being discussed with each WIC client, and many other agencies are using it.

The Food Resource Collaborative will coordinate with Pierce County to plan a Food Pantry volunteer recognition/education event to raise awareness of poverty issues and recognize volunteers. The Nutrition Educator will have a booth at Farm City Days highlighting food security issues on behalf of the collaborative.

Plans to **increase involvement of community groups** in efforts to address food insecurity:

The Twelve Months of Giving Program will be coordinated by the food collaborative---more churches are becoming involved each year. Churches are including the donation requests in their newsletters, church bulletins, and pastoral announcements. Work will be done to standardize collection containers.

The collaborative will continue to work with Super Valu to coordinate quarterly semi-load deliveries of food. This involves securing a business willing to volunteer space and equipment such as fork lift for unloading, distributing food to area pantries, contacting pantries and agencies prior to delivery to find out

what foods they can take, thanking partners involved, etc. We also will continue to pick up food supplies from Feed the Children in Eau Claire as they become available. The semi-loads of food will add about 55,000 pounds of food to our pantries annually. The St. Croix County Nutrition Educator will continue to serve on the Baldwin Community Meal Committee comprised of area church representatives serving about 250 families each month.

FY07 Narrative Plan for Food Stamp Nutrition Education in Portage County

Overview of the Portage County Nutrition Education Program

Healthy Beginnings Portage County (HBPC), which began in 1997, finds that its original focus continues to meet the needs of first time families. The major focus is on providing once a week home visits to limited-income first time families. Programming related to this focus is funded by County funds in addition to Food Stamp Nutrition Education funds, thus allowing the educational programs to expand their range of topics to include child development and parenting. The goal is to support families to be self-sufficient in raising their children to be healthy, productive adults. Programming offers learning opportunities in the areas of brain and child development, managing food resources, practicing thrifty shopping, nutrition, parenting, and wellness. The second focus is on community-based nutrition education targeted to food stamp eligible households. The goal is to offer learn-while-you-wait, group learning opportunities and a bimonthly newsletter addressing the following areas: choosing/preparing safe, nutritious, and affordable meals and snacks; increasing consumption of lower fat/higher fiber foods; balancing physical activity with healthy eating; managing food dollars and accessing community resources for food security. HBPC is also exploring opportunities to provide nutrition education to the elderly and adults with physical and/or developmental disabilities, and in some cases their caregivers. This would take place in groups and/or individually in a home setting.

Characteristics of the low income residents in Portage County

Portage County demographics are comprised primarily of the following populations: 95.7% White; 2.2% Asian; 1.4% Hispanic or Latino. Between 1990 and 2000 there has been a marked increase in Asian residents (99% increase) and Hispanic or Latino residents (69% increase). The poverty rate for Portage County is higher than the state average (9.5% compared to 8.7%), and only 66% of eligible county residents are enrolled in the food stamp program (statewide 102% of eligible residents are enrolled). Additionally, Portage County has relatively high food costs – 3rd highest out of 25 reporting counties. The Portage County 2005 Hunger Profile reports the following trends for residents with earnings less than \$25,000: 15% of households have skipped meals because there wasn't enough money for food; 10% of households with children were not eating enough because there wasn't enough money for food; 20% of households were needing to choose between food and other necessities, with nearly 1/3 of this group needing to choose almost every month. The Portage County 2005 Hunger Profile also reports that the food insecurity rate among county residents was 36% and that the number of requests for emergency food has increased 55% since the year 2000.

Nutrition and education needs of Food Stamp Program recipients and other low-income residents of Portage County

Food insecurity is a major area of concern in Portage County, with 36% of county residents experiencing food insecurity. Our most vulnerable citizens are at risk for hunger and under-nutrition. The effects of food insecurity on infant and young children are startling. Consider that 80-90% of human brain mass develops by the age of three. Without proper nutrition during this period, cognitive delays result. According to Dr. Larry Brown of Brandeis University, children from homes experiencing hunger and food insecurity “get sick more often, have much higher rates of both iron deficiency anemia and serious ear infections and are hospitalized more frequently.” According to the Oregon Hunger Relief Task Force, other immediate affects of food insecurity on children are higher levels of aggression, hyperactivity, and anxiety. The younger a child is when exposed to hunger the more serious the long-term health consequences are likely to be. In fact, fetal under-nutrition results in low birth weight and affects the development of the kidneys, liver, pancreas and the skeletal mass of the baby. According to Susan Bagby, OHSU, low-birth weight is a more powerful predictor of adult cardiovascular disease than any other risk factor. This speaks directly to the need to provide nutrition education right from the start. Nutrition educators in Portage County have the ability to provide nutrition education to first time families shortly

after the birth of their child when they sign up for our home visitation program. Families can remain in the program until their first child reaches the age of five. This long term relationship allows educators to provide consistent, family-specific information. It also enables the educator to address prenatal nutrition when subsequent pregnancies occur.

People with disabilities and seniors can be profoundly impacted by food insecurity as well. The administrative team and service coordinators of Community Cares Portage County – CCPC (the agency that individualized long term care services to seniors and to adults with physical and developmental disabilities in Portage County) identified nutrition education as a major gap in services during their quarterly meeting in October 2005, particularly as it applies to improving food security and choosing a healthful diet. Portage County WNEP educators will work with CCPC clients individually and in groups when referred.

Portage County residents are among the estimated 76 million people in the United States sickened each year due to a food borne illness. A large percentage of these illnesses result from improper food handling practices in the home. Research has implicated the kitchen environment and food handling practices as follows: kitchens can be more heavily contaminated with fecal bacteria than the bathroom; 82% of sink faucet handles are contaminated during food preparation; 60% of people do not wash the cutting board after cutting raw meat or poultry and before cutting fresh vegetables for salads; 9% do not wash the work surface at all after cutting raw chicken; 44% consistently forgot to wash their hands properly before preparing meals; 49% thought that cooked food should be cooled at room temperature before being placed in the refrigerator or freezer; and only 12% always used a meat thermometer to check doneness. Since improperly handled or prepared food can lead to food borne illness and low-income families may be more at risk for serious consequences of food borne illness, Portage County WNEP will continue to underscore training and practice in this area.

Educational Projects planned for FY07

Head Start: Families with children at Head Start (Family Development Center in Stevens Point) will be provided nutrition education opportunities during parent meetings on feeding toddlers and preschoolers. Nutrition education materials along with recipes and activities will be distributed to parents on the following categories: eating plenty of fruits/vegetables, choosing a variety of grains, healthful choices from the milk group, and healthful choices from the meat group, planning meals and snacks, preparing food and incorporating physical activity into lifestyle. Nutrition lessons and activities with the children at Head Start will be offered three times during the year in each of the classrooms. Content will include eating plenty of fruits/vegetables in conjunction with the Community Garden, healthy snacks, food safety, preparing food, and incorporating physical activity into lifestyle.

WIC: Pregnant women and families with children at Almond, Amherst and Stevens Point/Plover WIC clinics will be able to participate in learn-while-you-wait activities covering the following topics: eating more fruits/vegetables, incorporating physical activity into lifestyle, utilizing community resources to improve food security and understanding the dietary guidelines.

Adult Groups: American Cooking Club--Asian American families with children or adults can participate in cooking classes (once a month during the school year) addressing: food safety, using food labels, planning meals and snacks, choosing a variety of grains daily, healthful choices from the meat group, healthful choices from the milk group, eating plenty of fruits and vegetables, and incorporating physical activity into lifestyle.

Salvation Army--Adults and parents with children residing at the Salvation Army's homeless shelter can participate in weekly group sessions covering the following content areas: managing food resources and

using thrifty shopping practices for nutritious foods, acquiring sufficient food to feed themselves and their families, and improving dietary quality.

Disabled: Adults with disabilities participating in Community Cares Portage County will be offered individual nutrition education and group sessions, when appropriate. Portage County nutrition educators will work with the client and the CCPC case manager to assess the individual's needs and develop an individualized service plan. Possible areas to be covered: improving food security, choosing a healthful diet, planning and preparing meals, shopping for food, and food safety.

Senior Dining: Senior citizens at all (8) county senior dining sites will receive teaching sessions three times during the year addressing the following topics: meal planning and shopping for food in light of the new dietary guidelines, using community programs/resources to improve food security, and incorporating physical activity into lifestyle. Five sessions will also be offered on eating more fruits and vegetables by utilizing the Farmers' Market Vouchers.

Food Pantries: Adults and families with children participating at TEFAP site (St. Vincent DePaul) and the Salvation Army and Operation Bootstrap Food Pantries will receive a bimonthly newsletter covering the following topics: community resources to increase food security, recipes highlighting common pantry foods, grocery shopping tips, meal planning, seasonal food buying, and tips for living within a spending plan.

Home Visits: 50-75 First time families of infants and children will receive a series of interactive, in-home visit lessons tailored to their families' needs covering such areas as: choosing a healthful diet at home and away from home, food for pregnant or breastfeeding women, feeding infants/ toddlers/ preschoolers, food safety, planning meals and snacks, preparing foods, shopping for food, incorporating physical activity into lifestyle, and determining resources for food.

Food Security Programming Efforts Planned

Portage County WNEP plans on raising awareness of hunger and food insecurity in the community in the following ways: participation in Portage County Hunger Prevention Partnership, having WNEP staff represented on the Financial Wellness Board, participation in Wisconsin's Hunger Consortium and distribution of "Hunger Close to Home" to partner agencies and community members. Portage County WNEP educators will provide State approved evaluation tools to be used to evaluate community presentations when appropriate.

FY07 Narrative Plan for Food Stamp Nutrition Education in Price County

Overview of the Price County Nutrition Education Program.

The Price County Wisconsin Nutrition Education Program (WNEP) was initiated in the spring of 1994. The overall goal for the program is to provide research-based nutrition education across the lifespan. Our program has shifted from one-time educational opportunities and walk-by displays to multi-session education and in-depth individual education.

Price County NEP staff has had the opportunity to work as part of community health coalitions that seek to provide consistent nutritional messages that are both timely and practical. We continue to articulate the needs of food stamp-eligible individuals within our communities. We are uniquely positioned to tailor our educational services to meet the needs of limited resource individuals.

Characteristics of the low income residents in Price County.

In 2001, the population of Price County was estimated to be 15,822 people, which placed it 63rd of the state of Wisconsin's 72 counties in terms of total population. In contrast, Price County is the fifth largest land mass. Indeed, only four other counties in Wisconsin have a lower population density than Price County. The population is distributed throughout rural portions of the county. This geographic isolation has a significant impact on both the health and food security of our population. Food-stamp recipients face several obstacles when traveling to distant grocery stores and medical care facilities. Price County has been designated as both a dental and health care provider shortage area. In addition, 7.5% of the population does not own a vehicle and no public transportation is available. A larger number have some form of transportation that is unreliable at best.

Approximately 18.8% of Price County residents are ages 65 and older, which is significantly higher than the state average of 13.1%. The poverty rate for elderly in Price County is ranked 12th of the 72 counties at 10.6% of the population. Elderly residents of Price County attend the congregate meals or receive home delivered meals at an average of 6,774 per 10,000 seniors, which ranks in the top 1/3 of the state. Price County has the third highest percentage of elderly individuals receiving food stamps in Wisconsin. In addition, it ranks in the top one-third of the percentage of children on food stamps as well as the percentage of the population below 185% of poverty.

Food choices are limited by the individual's ability to access one of the few grocery stores in the county. Often those in the most rural parts of the county rely on higher-priced convenience store foods because they are readily available. Fresh produce is not an option for many of these individuals. Furthermore, the system of food pantries is difficult to navigate for some residents because of the distance they must travel, the inconsistent hours of operation, and the reliance on "word of mouth" advertising. Often one must know whom to contact to access these food resources.

Research indicated that certain circumstances put households at greater risk for food insecurity and hunger. Households with a disabled individual are more likely to be food insecure. In Price County, nearly one in five residents over five has a disability. In Wisconsin, 41% of Food Share assistance groups contain at least one individual that is blind, disabled, or elderly.

Nearly one-third (32%) of jobs in Price County are in manufacturing. In March 2006, Smart Papers, the county's second largest employer announced its closure, displacing nearly 400 workers. This will have a tremendous impact, as these were high paying jobs for this area. This impact will not only be felt by the displaced workers, but by all feeder businesses that rely on the paper mill to support their businesses. Less money circulating in the local economy will also affect other area businesses. While many manufacturing

jobs pay adequate wages, seasonal layoffs are common and unemployment rates fluctuate throughout the year.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Price County.

According to research done by northern Wisconsin Public Health Departments, the most pressing public health need in the north is to decrease obesity. Many area families experience health problems associated with rural poverty, including inadequate health care, poor physical and mental health, inadequate transportation and lack of recreational opportunities that involve physical activity. Deaths in our area due to heart disease (172.8 per 100,000) and stroke (79.5 per 100,000) are alarmingly higher than the state averages of 160.8 per 100,000 and 62.3 per 100,000, respectively. Due to these factors, Price County, along with four other northern counties, was awarded funds through the Blue Cross/Blue Shield grant to address the obesity issue.

Only 13 percent of northwest Wisconsin residents report that they eat at least five servings of fruits and vegetables per day. Research shows, eating five fruits and vegetables per day can reduce the risk of heart disease and stroke. Increasing this number may impact the high rates of heart disease and stroke in Price County.

To further prove the case that residents in our area suffer from poor eating habits and physical inactivity, are the statistics compiled by the American Diabetes Association. The 2000 *Burden of Diabetes* document estimates that 11 percent of the populations in our area have diabetes compared to an average 8 percent for the state of Wisconsin.

Illness resulting from food borne disease has become one of the most widespread public health problems in the world today. An estimated 76 million people in the United States are sickened each year due to a food borne illness. Of those sickened, 325,000 are hospitalized and 5,000 people die. A large percentage of these illnesses result from improper food handling practices in the home. Seniors and those with weakened immune systems are particularly vulnerable to food borne illness. While providing lessons through home visits, educators observed frequent food safety violations, reinforcing the need for education of food safety topics.

Educational Projects planned for FY07

Home Visits: in-home education on food preparation, food safety and nutrition lessons to adults (without children) or parents of infants/children.

Parents: hands-on food preservation lessons to parents of infants/children at libraries where low-income audiences gather; monthly newsletter distribution to WIC sites, Head Starts, laundromats, senior meal sites, thrift shops, and food pantries.

Parents: Stretching food \$\$ lessons for parents of infants/children at parent meetings.

Pre-Schoolers: nutrition and hand washing lessons to youth, age 4-5 who attend Head Start.

Disabled: in-home education on food preparation, food safety, and nutrition to adults (w/o children).

After-School: nutrition/food guide pyramid and physical activity lessons to youth, ages 5-11 who gather at "After-School Programs" and Summer Library Programs.

Senior Dining: mini-lessons on nutrition and food safety topics for senior adults.

Food Pantries: Learn-While-You-Wait nutrition lessons for clients of the food pantry; parents of infants/children, adults (w/o children), or senior adults.

WIC: Health Department Dietician distributes monthly Price County NEP and “Kids Meal Times” newsletters to WIC clients at three locations throughout the month; parents of infants/children.

In School: Health Department nurses distribute WNEP marketing materials to potential clients at elementary school visits; youth 6-11 years.

Other: Educators participate in the Price County Community Health Plan Coalition efforts to raise awareness and participate in activities to promote healthy eating and physical activity in the communities in Price County.

Gardens: Learn-While-You-Wait lessons will be offered at local farmer’s markets to WIC clients and seniors who are provided vouchers for use at these farmer’s markets.

FY07 Narrative Plan for Food Stamp Nutrition Education in Rock County

Overview of the Rock County Nutrition Education Program.

Low-income families must plan carefully to get the most from their food dollar. If they cannot plan and prepare healthy meals, they are at great risk for nutrition-related conditions, such as obesity, diabetes, heart disease and cancer. That is why the UW Extension Wisconsin Nutrition Education Program (WNEP) has been teaching practical nutrition and thrifty food shopping habits to young, low-income families in Rock County for more than 30 years. Since 1993, when the Food Stamp Nutrition Education Program (FSNEP) was added to the Expanded Food and Nutrition Program (EFNEP), the Rock County WNEP has greatly expanded its reach. Seven fulltime nutrition educators now teach about healthy eating and physical activity habits to more than 4,000 low-income youth annually in local schools. Through partnerships with the schools and the WIC and Head Start Programs, the Rock WNEP provides parents with nutrition information and encouragement to make healthy changes.

Characteristics of the low income residents in Rock County.

Demographics of the county

The Rock WNEP provides programs primarily in Beloit and in Janesville, which is where most low-income county residents live, according to the 2000 US Census. In Beloit, 12.4% of 35,800 residents live below the poverty level. Among Janesville's 59,500 residents, the poverty rate is 6.5%. In both cities, the highest rate of poverty (36%) is found among single-parent families with young children. Rock ranks third among Wisconsin counties with the highest teen birth rate. The Rock WNEP focuses on youth and young families in urban areas: These are the groups at highest risk for poverty and nutritional disease. They are also the groups who would benefit the most in the long-term from learning healthy eating habits.

The low-income urban population of Rock County is more ethnically diverse than that of the county as a whole. For example, while only 4.6% of the 152,300 residents of Rock County are African American, they account for 15.4% of the low-income, inner-city Beloit population. Only 4.1% of county residents speak Spanish as their native language, but 9.1% of Beloit city residents are Spanish-speakers. Furthermore, the Hispanic population is young and growing-- in 1999, 19 births were recorded for every 100 Hispanic residents. From 1993 to 2000, the percentage of Hispanic students in the Beloit city school system tripled, from 4% to 12%, chiefly in those schools serving low-income children. Since Hispanic and African-Americans have a higher risk of heart disease and diabetes than European Americans, they are in greater need of education and motivation to improve their eating habits.

Food Insecurity in the county

When people do not earn enough to afford a varied and nutritious diet, they often choose to enroll in federally funded food assistance programs, such as Wisconsin Food Share, the free and reduced price School Lunch Program, or the WIC (Women, Infants and Children Supplemental Foods) Program. In Rock County, the number of youth and families participating in these food assistance programs is increasing.

In 2005 in Rock County, 19,459 (12.8%) of county residents received Food Share assistance. More than half of those Food Share recipients were children. One out of every four children in this county receives Food Share assistance. The number of total Food Share recipients increased by 123% from 1999 to 2004. On average, in 2004, 5,847 of the county's schoolchildren participated daily in the free or reduced price School Lunch Program—this was a 60% increase over participation rates in 1999. Enrollment in the local WIC Program also continues to rise: 6,469 mothers and children younger than five years old participated in the WIC Program in 2004—10% more than in 1999.

It is likely that many more people in this county need help buying food than the assistance program enrollment statistics would indicate, since not every needy person actually applies for food help. For example, the Rock WIC program serves only 83% of eligible families. Further, enrollment in a food assistance program does not necessarily guarantee a complete and varied diet. In 2002, 41% of WIC program participants stated that they often felt "food insecurity," or lack of access to a variety of healthy foods. Sixteen percent reported experiencing hunger.

Nutrition and nutrition education needs of Food Share Program recipients and other low-income residents of Rock County.

Clearly, the young, low-income families of Rock County need to learn every strategy for getting the most nutritional value for their dollar. Lower income women with children have been found to be less likely to read the nutrition label when buying food. When shopping, they are more likely to consider price and the family's food preferences rather than nutritional value. Nutrition education for low-income adults and teens should focus on food resource management skills, such as label reading, meal planning, and keeping food safe. Also, from an early age, low-income children should receive consistent nutrition education to encourage healthier food preferences. When children express preferences for healthy food, their parents are more likely to spend their limited food dollar on it.

Aside from the inability to afford healthy foods, the main nutrition problems of low-income residents of Rock County are the same as those of other county residents: a sedentary lifestyle and excess calorie intake that contribute to obesity, diabetes and heart disease. According to the Wisconsin Bureau of Health Information and Policy, only 19% of all Rock County adults exercise vigorously for at least 20 minutes three times a week. Not surprisingly, the majority (55%) of adults in Rock are overweight or obese. Weight is increasingly becoming a problem for youth, too. According to the 2005 *Wisconsin Youth Risk Behavior (WYRB) Survey*, 10% of all high school students in the state are overweight, another 15% are at risk for overweight, and only 28% engage in regular moderate physical activity. Because they may lack access to low-cost recreation and healthy foods, low-income families and youth especially need information and motivation to become more physically active and maintain a healthier weight.

Obesity is health problem that often begins early, especially in low-income households. Among the 2- to 4-year-olds participating in the Rock WIC Program in 2003, 13% were overweight. One practice that may reduce the incidence of childhood obesity in low-income families is breastfeeding. However, only 37% of low-income mothers enrolled in the Rock WIC Program in 2003 ever attempted to breastfeed. In contrast, according to the 2004 CDC National Immunization Survey, 69% of all Wisconsin infants are breastfed initially. The Healthy People 2010 goal is to increase the percentage of breastfed infants to 75%. Low-income pregnant women need more prenatal breastfeeding education and postnatal breastfeeding support.

Eating fruits and vegetables is another practice that would reduce the risk of obesity for both adults and youth in Rock County. According to the *CDC Resource Guide for Nutrition and Physical Activity Interventions*, fruits and vegetables can reduce calorie intake, promote satisfaction, and aid weight management because they are low in fat and high in water and fiber. However, in the 2005 *WYRB Survey*, only 28% of high school students stated that they ate at least five servings of fruits and vegetables daily. In a 2004 *Behavior Risk Survey*, only 23% of Wisconsin adults over the age of 18 reported eating their "five a day." Research suggests that the habit of eating fruit and vegetables could be successfully promoted in Rock County's low-income schools. In order to be effective, though, school-based nutrition education needs to be intensive, focus on behavior change, and encourage parental involvement. (*Evidence-Based Practices for Healthiest Wisconsin 2010*).

Educational Projects planned for FY07

In School: Multi-session groups. Nutrition education classes of at least six one-hour sessions will be given to youth aged 5 to 11 years at seven elementary schools in Beloit and two elementary schools in Janesville. Elementary school classes will focus on ways to enjoy fruits, vegetables and physical activity. More intensive nutrition education programs, providing 12 to 24 hours of instruction, will be given to youth aged 12 to 17 in the Beloit School District's two middle schools and selected classes of the high school. Upper grade nutrition education will emphasize food resource management and setting diet and physical activity goals.

Parents: Multi-session groups. Pregnant teens and teen parents will participate in a series of at least 12 classes about breastfeeding, pregnancy nutrition, infant feeding, food safety, and food resource management at the School Age Parent Programs in Janesville and Beloit. The Spanish-speaking parents in the Janesville and Beloit Even Start Programs will participate in at least 12 classes concerning physical activity for families, meal planning, and preparing fruit and vegetable dishes.

Parents: Single-Session Groups. Single-session workshops on breastfeeding, the child-parent feeding relationship, planning physical activity, food safety, and the food resource management will be offered to parents and parents-to-be at the Janesville and Beloit Family Resource Centers, at Rock-Walworth Head Start sites, at the Rock County Community Baby Shower, the Janesville and Beloit Pregnancy Help Centers, and at parent nights at the elementary schools.

Parents: Newsletters. The parents of elementary school students will be reached through newsletters that will be sent home with their children. The newsletters will invite parents to help their children try the fruit and vegetable recipes or simple physical activities they learned about in their WNEP class. Parents will be asked for their opinion on how the nutrition classes are affecting their children's food preferences. The newsletters will also provide useful information for the limited-budget family, such as facts about food safety, Food Share assistance, local farmers markets, summer feeding programs, and low-cost recreation. A similar newsletter will be mailed to parents enrolled in the WIC Program, containing nutrition information geared to parents of infants, toddlers, and preschoolers.

WIC: Learn while You Wait. The WNEP will set up nutrition displays, to be changed quarterly, in both the Janesville and Beloit WIC clinics. The WIC staff will ask all WIC participants who are picking up vouchers to visit the display and fill out quizzes related to the display before they receive their vouchers. A WNEP educator will visit each clinic waiting area for an hour a week on busy voucher pick-up days to encourage families to try planning more family physical activity and incorporating more fruits, vegetables and whole grains into their diets.

Food Security Programing Efforts Planned

The Rock County Hunger Coalition has been inactive for two years. The task force was useful on many levels: it gave hunger pantry coordinators a chance to network at quarterly meetings, and it served to raise awareness about the extent of hunger and food insecurity in the county. The WNEP coordinator will reactivate the task force by facilitating quarterly meetings for hunger pantry coordinators and directors of food assistance programs. The coalition will begin to set goals concerning raising hunger awareness and improving the effectiveness of their programs.

FY07 Narrative Plan for Food Stamp Nutrition Education in Richland and Sauk Counties

Overview of the Richland and Sauk Counties Nutrition Education Program

The Richland and Sauk Counties Wisconsin Nutrition Education Program (WNEP) began in 2001 to meet the nutrition education needs of limited resource families. The Richland/Sauk Counties WNEP has recently seen changes in program administration with the hiring of a new coordinator. Primary partners, however, have remained consistent. These include: Public Health Departments, Women, Infants and Children Nutrition Programs (WIC), Aging Departments, Head Start, elementary schools and food pantries. The WNEP Coordinator works closely with the Family Living Agents in each county to help guide community programming.

Characteristics of the low income residents in Richland and Sauk Counties

Demographics of the counties

According to the 2000 census, the population of Richland County was 17,924. This is approximately one-third the population of Sauk County, which was reported to be 55,225 that same year. In Richland County, 17.2% of the population is 65 years of age and older, while Sauk County has 14.5% in this age group. Both of these are above the national rate of 12.4% and are projected to continue to rise. Both counties are approximately 98% Caucasian, however, local data from schools shows significant growth in the Hispanic population.

The median household income in Richland County is \$33,998, which is well below the state average of \$43,791. It ranks #11 out of 72 Wisconsin counties in percentage of population with income below 185% of the poverty level. The overall poverty rate in Richland County is 10.1%, and the child poverty rate is 13.4%. Both of these are higher than the state averages. The median household income in Sauk County is \$41,941, just slightly below the state average. The overall poverty rate and child poverty rate are below the state averages as well. However, in a food security survey conducted during the 2004/2005 school year at three Wisconsin Dells area schools, 40% of the families that responded had incomes below 185% of the poverty level.

Food Insecurity in the counties

WIC participants in both Richland and Sauk County report a food insecurity rate of 38%. The hunger rate in Richland County among this population is 17%, while in Sauk County it is 13%. These are both below the state averages. Both counties experienced an increase in FoodShare participation in 2005. Richland County had 1,775 people receiving FoodShare, while Sauk County had 4,004 people. Ten percent of the families in the Wisconsin Dells area school district survey reported that they received FoodShare, while an additional 13% appear eligible but did not participate. At Lake Delton Elementary School, 41% of the families said their child(ren) received free or reduced price school lunch; an additional 13% appear to be eligible. Participation in free or reduced school breakfast was even less common.

Sauk County has six food pantries that are dispersed throughout the county. WIC and Senior Farmer's Market vouchers are available during the summer, as well as community gardens targeting low-income households. Richland County has one food pantry. WIC Farmer's Market vouchers are available during the summer months. The county is without community gardens and the Senior Farmer's Market Program. Expansion of Senior Farmer's Market is not an option at this time due to decreases in federal funding.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Richland and Sauk Counties

Obesity in Wisconsin continues to rise. As a result, so does the risk for diabetes, heart disease, hypertension, osteoarthritis and some forms of cancer. The prevalence of obesity is higher in individuals

with the least amount of education and income. In addition, this economic group has a lower activity level. Persons entering WNEP in 2005 were asked if they were active for at least 30 minutes most days, 38% said sometimes, seldom or not at all.

Good nutrition is hampered by a lack of resources and a limited income. Food resource management can help improve the overall nutrition of low-income families and individuals. This includes food storage, handling and preparation to maintain nutrient values and food safety. Improperly handled and prepared food can lead to food-borne illness, one of the most widespread public health problems in the world today.

WNEP education can assist Richland and Sauk County residents with improving their diet and physical activity levels. Developing spending plans, planning meals and choosing low cost nutritious foods are some of the topics offered to assist with food resource management. Recent surveys indicate many consumers lack sufficient knowledge of appropriate food safety practices, which supports the need for education in this area by WNEP.

Educational Projects planned for FY07

In School: Several classroom visits at multiple grade levels will be provided to Jefferson and Lake Delton Elementary Schools. Lessons will include information on dietary quality and balancing food with physical activity. Take home educational materials will be provided for the families.

Preschoolers: WNEP will provide multi-session classroom lessons with short educational activities and accompanying parent materials. Topics will include hand washing, eating a variety of food and balancing food with physical activity. Visits on family fun nights will include topics and activities that apply to the entire family.

Job Centers: WNEP will provide the Food \$ense newsletter for distribution quarterly and information on food resource management will be provided upon request.

WIC: WNEP will have complimentary learn-while-you-wait displays and food demonstrations during the monthly Sauk County Breastfeeding Support Group that meets over the lunch hour.

Gardens: Sauk County has community gardens that target low-income families. Education about safe food handling, preparation and storage of produce will be provided. WNEP will partner with other UW-Extension staff for this project.

Health Clinics: WNEP will provide monthly education about dietary quality and the relationship between food and physical activity to families at the Richland County Health Check Clinics. Educational materials, including the Food \$ense newsletter, will be given to the nurses to use with their clients.

Adult Groups: A series of lessons will be conducted at the domestic abuse shelter in Baraboo. Topics will include money for food and dietary quality. The children will be involved in dietary quality classes by participating in a lesson related activity.

Senior Dining: Multi-session classes about dietary quality, physical activity and food safety will be taught at nutrition sites. During Senior Farmers Market season in Sauk County, displays on fruit and vegetable promotion will be available.

Food Pantries: Information about how to use the commodities and foods provided by the pantry will be available at learn-while-you-wait displays at food pantries in both counties. The Food \$ense newsletter

that includes a variety of nutrition, food safety and budgeting topics will be available to all food pantry clients.

Home Visits: WNEP will provide individual nutrition sessions to home bound clients as needed.

Food Security Programming Efforts Planned

Methods or activities planned to **raise awareness** of hunger/food insecurity:

WNEP will use local news releases, displays and presentations as needed to raise awareness about hunger/food insecurity. Conducting outreach for assistance programs and services may increase usage.

Methods planned to **compile data and assess status** of food security:

WNEP will use the Food Security Profile for each county to assess status of food security. Statistics on food pantry use will be gathered in Richland and Sauk Counties. Trends will be identified and monitored.

Plans to **increase involvement of community groups** in efforts to address food insecurity:

The WNEP Coordinator will be a member of the Sauk County Hunger Prevention Council. A Hunger Prevention Council would benefit Richland County as well, and potential members will be identified during the '07 fiscal year. Richland/Sauk WNEP will continue to work with other WNEP's in surrounding counties to address food security issues.

FY07 Narrative Plan for Food Stamp Nutrition Education in Rusk County

Overview of the Rusk County Nutrition Education Program.

The Nutritional Education Program began as a tri-county effort in 1994 in response to the Family Living Agent's effort to develop a collaborative program that would encompass the large population of food stamp eligible participants. Rusk County began its own program in 2005 bringing a new focus to the changing needs of the population. We have concentrated our efforts and our focus on the youth and their families. We have the opportunity to shape nutritional habits of youth in their formative years. Our work with the youth occurs in each school in Rusk County and the two head start centers that we have. We also work with the families of school aged youth to make sure the messages and information taught is carried over into their home environments. Multi-session group lessons have been an effective tool to distribute the nutritional information we are teaching to this population. Staffed walk-bys during parent/teacher conferences, newsletters, and our presence at after-school events ensure that the families of the youth are receiving nutritional information. We have significantly limited our use of home visits, occurring only with the elderly and head start families when we teach stretching the food dollar, and utilize the multi-session group lessons on a regular basis. By utilizing this approach we are increasing the likelihood that participants will change their behavior based on the topical nutritional information presented. Our county board committee receives monthly written and verbal reports from each educator in regards to the audiences reached and the teaching topic presented. Ongoing communication has resulted in strong support for our program as well as suggestions and questions from committee members.

Characteristics of the low income residents in Rusk County.

Demographics of the county

According to the 2000 U.S. census 15,347 individuals live in Rusk County with a very low minority percentage.

Youth under 18 years of age: The population of youth under 18 yields 24.8 percent of the total population with over half of these individuals living in poverty, 14.67 percent. In 2003 the Wisconsin Food Security Project revealed 46.75 percent of children in Rusk County were approved for free or reduced price lunch in the Schools. Seventy-Five percent of Rusk County schools are considered high poverty. The health of our youngest children, aged 2-4, is becoming a real issue. According to the Pediatric Nutrition Surveillance Data, 2001 reports that 13.5% of low income children between the ages 2 and 4 are overweight in our county. Local data indicates that children in the Headstart program fall in the following categories based on 65 children:

- 3 students with a BMI percentile of 20% or less
- 34 students with a BMI of 21-85%
- 13 students with a BMI of 85-94%
- 15 students with a BMI 95% or more

Families with children: According to the 2000 census, there are 2,608 households in Rusk County. Of those households, 1,717 are households with families. The average earning per job in Rusk County is \$21,716 compared to \$30,006 statewide. Unemployment is also higher than the state average with 7.9 percent in Rusk County being unemployed compared to the state average of 5.5 percent. Obesity has become an epidemic in our nation and according to the Behavior Risk Factor Surveillance System, 21 percent of Wisconsin residents living in the Western counties, including Rusk, are obese.

Elderly population: Of the total population of residents in Rusk County, 23.4 percent are over the age of 60; of these, 11.49 percent are in poverty.

Food Insecurity in the county

The total number of residents receiving food stamps in Rusk County in 2004 was 1,540. Each of the following populations are targeted by our program due to the food stamp usage and high poverty rate indicated in each group:

Youth under 18 years of age: The number of youth receiving food stamps in 2004 was 679, indicating that 18 percent of the youth in Rusk County are receiving food stamps. The child poverty rate in Rusk County is 14.7 percent compared to 10.8 percent in Wisconsin.

The poverty rate in Rusk County is 11.8 percent compared to the state average of 8.7 percent. In 2004, 861 adult residents received food stamps. According to the Federal Nutrition Assistance Program, in 2004, there were 845 WIC participants. Forty percent of WIC households are food insecure with 12 percent being food insecure with hunger.

Elderly population: Rusk County's elderly nutrition programs include 6 congregate meal sites with 19,212 meals served in 2003. There were 74 (3.03%) elderly food stamp recipients in 2004.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Rusk County.

Rusk County continues to include agencies and participants in preparing educational programs. The results of a survey sent to agencies and participants in each of the following populations are as follows:

Youth under 18 years of age: Understanding the food guide pyramid, healthy snacks, serving sizes, eating fruits and vegetables, reading food labels, physical activity, and food safety.

WNEP response: WNEP will work in all of the elementary schools to address specific topics.

Newsletters will be sent to parents of these participants with educational information on these topics and more. WNEP will be involved in the Strengthening Families 10-14 program and 3-5 program as well as the two Head start centers in our county.

Families with children: How to use the food guide pyramid, budgeting, making low cost meals, education on serving sizes for children and parents, maintaining a healthy weight for a healthy child, understanding nutrition labels, food safety. A budgeting program will also be implemented in collaboration with the Family Living Agent to address the food insecurity issue.

WNEP Response: WNEP will work with Head start families by participating in home visits with the parent educator to address budgeting issues. A monthly newsletter will be sent to each family throughout the year to bring educational nutrition education to these families. WNEP will also work with the Strengthening Families Programs in the county to reach parents on these issues. One on one budgeting will be offered in collaboration with the family living educator to reach families who are having difficulty stretching the food dollar.

Elderly population: Budgeting, food safety, a healthful diet, choosing and preparing foods with less fat, cholesterol and sugar, reading food labels, determining resources for food, physical activity

WNEP Response: WNEP will work in each of the Senior Meal Centers to bring topical information to the seniors. A one on one budgeting program in collaboration with the family living educator will reach seniors who are having difficulty stretching the food dollar.

Educational Projects planned for FY07

In School: Adventure Day for Bruce Elementary School: Nutrition topics taught to elementary aged children on Adventure Day. Two to three staff per group.

Classroom lessons at Bruce Elementary School: Classroom lessons grades Pre-K thru 5 on food safety and the food guide pyramid. Two visits per classroom per year.

Classroom lessons at Bruce Middle School: Classroom lessons grades 6-9 on food safety and the food guide pyramid. Two visits per classroom per year.

Bruce School Special Ed. student nutrition displays: Special education staff working with special education youth with nutrition displays in the schools.

Winter Blues Day for Bruce Middle School: Six groups of middle school-ages students with emphasis on community projects related to nutrition and physical activity.

Classroom lessons at Flambeau Elementary School: Classroom lessons for elementary aged students grades Pre-K thru 4th on food safety and the food guide pyramid. Two lessons per classroom per year.

Classroom lessons at Flambeau Middle School: Classroom lessons for middle school aged students on food safety and the food guide pyramid. Two lessons per classroom per year.

Monthly Healthy Lifestyle lessons at Flambeau Elementary School: Monthly classroom lessons grades Pre-K thru 4th on nutrition and physical activity. Six 1-hour session, one time per month, 9 sessions per year.

Special Ed. Student Nutrition Displays at Flambeau School: Special education staff working with special education youth with nutrition displays in the schools.

Monthly Healthy Lifestyle lessons at Flambeau Elementary School: Monthly classroom lessons grades Pre-K thru 5th on nutrition and physical activity. Six 1-hour session, one time per month, 9 sessions per year.

Classroom Lessons at Ladysmith Elementary School: Classroom lessons grades Pre-K thru 5th on food safety and the food guide pyramid. Two visits per classroom per year, including special education classrooms.

Classroom Lessons at Hawkins Elementary School: Classroom lessons grades Pre-K thru 5th on food safety and the food guide pyramid. Two visits per classroom per year, including special education classrooms.

Special Ed. Student Nutrition Displays at Ladysmith and Hawkins Schools: Special education staff working with special education youth with nutrition displays in the schools.

Summer Classroom Lessons at Ladysmith Elementary: Nutrition lessons taught at summer school.

Walk-by at Craft Fair at Weyerhaeuser Elementary School: Attended walk-bys on nutrition topics and physical activity craft fair.

Classroom lessons at Weyerhaeuser Elementary School: Classroom lessons grades Pre-K to 5 on food safety and the food guide pyramid. Two visits per classroom per year.

Classroom lessons at Weyerhaeuser Middle School: Classroom lessons grades 6 through 8 on food safety and the food guide pyramid. Two visits per classroom per year.

Reading Nights for Weyerhaeuser Elementary: Nutrition lessons taught to elementary-aged children at Reading Night. Two Sessions.

Special Ed. student nutrition displays: Special education staff working with special education youth with nutritional displays in the schools.

After School: Trail's End Camp for Bruce Middle School Students: Nutrition lessons for middle school children at Trail's End Camp.

Lessons for Math and Reading Night at Bruce Elementary School: Nutrition topics taught to elementary aged children at math and reading night

Summer Classroom lessons at Bruce Elementary School: Lessons for elementary-aged summer school participants on nutrition and physical activity.

Summer Classroom lessons at Flambeau Elementary School: Plan for content of lessons to be taught: Lessons for elementary-aged summer school participants on nutrition and physical activity.

Summer classroom lessons at Weyerhaeuser Elementary School: Nutrition lessons on dietary quality and physical activity at Weyerhaeuser summer school program.

Senior Dining: One-on-one lessons on Money for Food for Senior Adults: One-on-one lessons on stretching the food dollar for seniors.

Learn-While-You-Wait lessons for Seniors: Attended walk-by for Seniors when farmer market vouchers are distributed.

Nutrition and food safety information at senior meal sites: Two teachings per month at five Rusk County Senior meal sites on nutrition and food safety topics.

Senior Newspaper—The Source: ½ page article in *The Source* senior newspaper.

Parents: Strengthening Families--Lessons taught to parents and their children on topics ranging from nutrition and physical activity to stretching the food dollar

One-on-one lessons on Money For Food for Head start Parents: Lessons on stretching the food dollar for parents in their homes.

One on one lessons on Money for Food for families in collaboration with the family living agent

Newsletters for Parents/Families at Bruce School: Monthly Newsletter—*Healthy Lifestyles* for parents/families

Walk-bys at Parent/Teacher Conferences at Bruce School: Walk-bys on nutrition topics and physical activity

Newsletter for Parents/Families at Flambeau School: Monthly Newsletter—*Healthy Lifestyles* for Parents/Families.

Walk-bys at Parent/Teacher Conferences at Flambeau School: Attended walk-bys on nutrition topics and physical activity. Two sessions per year.

Newsletter for Parents/Families at Ladysmith and Hawkins Schools: Monthly Newsletter—*Healthy Lifestyles* for parents/families.

Walk-bys at Parent/Teacher Conferences at Ladysmith and Hawkins Schools: Attended walk-bys on nutrition topics and physical activity.

Newsletters for Parents/Families at Weyerhaeuser Elementary School: Monthly Newsletter—*Healthy Choices* for parents and guardians.

Walk-by at Open House at Weyerhaeuser Elementary School: Attended walk-bys on nutrition topics and physical activity at two open houses.

Walk-by at Parent/Teacher Conferences at Weyerhaeuser Elementary School: Attended walk-bys on nutrition topics and physical activity.

WIC: WIC Unattended walk-by; Monthly unattended walk-by for WIC participants

Pre-school: Bruce and Ladysmith Center - Nutrition lessons taught to Head start youth on healthy snacks and nutrition lessons – one per month each site.

FY07 Narrative Plan for Food Stamp Nutrition Education in Sawyer County and Lac Courte Oreilles

Overview of the Sawyer County and Lac Courte Oreilles Nutrition Education Program.

In 1997, the Wisconsin Nutrition Education Program (WNEP) began in Sawyer County. At that time, the Sawyer County Family Living agent along with several local agencies identified a number of nutritional needs of the limited income population in the county. In 1999, WNEP was also brought to the Lac Courte Oreilles Reservation. In the beginning, the nutrition program began with the learn-while-you-wait approach with participants in the senior meal sites and WIC programs. Since that time, the program has built a solid reputation and developed lasting relationships with local agencies, thereby increasing programming efforts to reach more people each year. Programming methods have expanded to include workshops, home visitation, and classroom lessons. WNEP staff work effectively to deliver relevant messages to our audiences in order to assist them in applying nutrition knowledge to improve eating behaviors, food preparation and food safety practices. We consult with key agency partners regularly in order to continue to be responsive to the changing needs of our audiences. WNEP staff report monthly to the Sawyer County Extension Committee and the Lac Courte Oreilles Extension Advisory Board. Program outcomes and their progress are shared with our partners and committees through monthly written reports and an agency update sent to all partners at the end of each year.

Characteristics of the low income residents in Sawyer County.

Demographics of the counties

The total population of Sawyer County is 16,713 with 16.1 % or over 2600, Native American and the majority of the remaining population being white. The unemployment rate is 5.6%.The US census of 2000 indicates that 12.7% overall in Sawyer County are in poverty, but also that a high range of residents of the Lac Courte Oreilles Reservation are in poverty with the range in reservation settlements ranging from 16% to as high as 43%. Of Sawyer county households who rent, 19% are paying at least 35% of their income for rent; 4.5% have no vehicle.

Food Insecurity in the counties

1917 people (up from 1569 in 2000) participate in the food stamp program and 991 are enrolled in WIC, with 55% food insecure. Of the two public school systems and one tribal school 52.07% of children are enrolled in free and reduced lunch. All schools in the county participate in the breakfast program with 100% of enrolled children participating. Food pantries reported this year, according to the Sawyer County Healthy Lifestyles Coalition, that use of food pantries has been on the rise steadily in the past two years. During this past year in Sawyer County, another food pantry was created to address the growing need; bring the total of food pantries in the county to 7. In 2006, Farmer's Market vouchers will be available to limited income seniors, but are currently not being given to the WIC program.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Sawyer County.

Of those residents in poverty in Sawyer County, 67.6% receive food stamps. Of WIC participants in the County, 25% report experiencing hunger. Food pantry workers indicate many rising numbers reporting hunger on a regular basis. Deaths in Sawyer County in 2002 totaled 207 with 59 attributed to Heart Disease and Diabetes. 3.7% of children ages 2-4 enrolled in WIC are overweight. The Sawyer County Public Health Director has indicated that the percentages of overweight are much higher and rising in youth ages 5-17.

Through the Sawyer County Healthy Lifestyles Coalition, agencies working with the low-income population of Sawyer County and Lac Courte Oreilles have been working to address education in the following areas:

- Decrease the rate of Childhood Obesity and at the same time increase community awareness of childhood obesity and enlist community wide support in related efforts.
- Increase food security by increasing healthier food choices by working closely with Food pantries to provide education to participants and by increasing educational efforts to improve resource management.
- Encourage a balance between healthy eating and healthy activity in developing a healthy lifestyle plan and providing education to do so.

Education in these areas has been productive for the past four years. This year, following a formal needs assessment in conjunction with Public Health, the Coalition will develop a new long range plan to further community participation in the areas of healthy eating and activity. WNEP will work in collaboration with the collation to increase teaching in the low-income youth and families' population. The goal of the Coalition and of Sawyer County WNEP is to have a positive affect in helping families make appropriate behavioral changes in order to become healthier.

Educational Projects planned for FY07

In School: Programming will occur in Hayward Community Schools, Winter Schools and on the Lac Courte Oreilles reservation with classrooms receiving two visits each during the school year. Education with students will focus on making healthy choices with nutrition and physical activity. A newsletter, Healthy Choices will be distributed monthly through the school year targeting families and; families in the primary and intermediate levels of Hayward School will participate in two WNEP nutrition workshops. Hayward teaching staff will participate in an 8 part series designed to assist them in extending the WNEP teaching the youth are receiving.

Afterschool: Afterschool programming will occur in the Hayward and Winter School Districts. Visits will occur twice each month of the school year. Stepping Up curriculum will be used to focus the youth on balancing healthy food choices and healthy activity.

Parents: A newsletter, Healthy Choices will be distributed monthly through the school year targeting families in all schools, childcare centers and 4-H and; families in the primary and intermediate levels of Hayward School will participate in two WNEP nutrition workshops. WNEP staff will make 3 presentations at each of the Head Start programs located in Hayward, Winter and Lac Courte Oreilles using the Stepping Up Curriculum. This curriculum will also be used at the Family Resource Center in Hayward during an 8 session series.

WIC: WIC sites in Hayward, Winter, Exeland and Lac Courte Oreilles will receive three walk by visits each month. The WIC director has asked that WNEP focus on programming to increase fruits and vegetable consumption and to give positive messages about increasing physical activity. The primary curriculum will be Stepping Up To A Healthy Lifestyle.

Gardens: Education in a series entitled, *Ready, Set, Grow*, will be used in two eight session series presented in collaboration with the Family Resource Center and at the Boys and Girls Clubs. Assistance will be provided by Master Gardeners.

Health Clinics: WNEP educators do one- on- one education at the Lac Courte Oreilles Diabetic Clinic weekly. Educational messages are focused on the Food Guide Pyramid in making healthy food choices, portioning and choosing to be active.

Senior Dining: The WNEP educator will provide educational walk bys twice each month at 7 senior meal sites. Messages will be taken from Stepping Up Curriculum and Nutrition for the Young at Heart.

Food Pantries: Monthly walk bys will be set up at each of 6 pantries in Sawyer County. Focus is on resource management.

Home visits: Home visits will occur with families located on the Lac Courte Oreilles reservation in collaboration with Honoring Our Children and Mino Majjesewin. Topics will be in the area of food safety and resource management.

Food Security Programming Efforts Planned

Methods or activities planned to **raise awareness** of hunger/food insecurity:

Trainings in understanding poverty and issues related to food insecurity (Poverty simulation) are again planned for organizations that assist limited income families and individuals. Information about coalition efforts will be available on line and in printed form to distribute. This year WNEP will address many local agencies staff in person and with a fact sheet, *Hunger Close To Home*, designed to bring relevant information about food security to the forefront. Efforts to bring this issue forward also include local radio discussions, newspaper articles and creation of a monthly news brief that focuses on hunger and food insecurity for agencies and local government staff.

Methods planned to **compile data and assess status** of food security:

The Healthy Lifestyles Coalition and Sawyer County Public Health plans to conduct an ongoing assessment of food security and nutritional needs, ending with a formal assessment in 2006. WNEP will be an integral part of this effort, with the Coordinator co-chairing the Coalition.

Plans to **increase involvement of community groups** in efforts to address food insecurity

WNEP will continue its efforts to work closely through the Sawyer County Healthy Lifestyles Coalition to continue to increase the enrollment in the task force in order to more effectively address the issues indicated.

FY07 Narrative Plan for Food Stamp Nutrition Education Sheboygan County

Overview of the Sheboygan County Nutrition Education Program

The Sheboygan County Nutrition Education Program (WNEP) began in November 1993. County agency resources analyzed there was a need for food stamp eligible/low-income residents to increase their knowledge of nutrition for themselves and their families. Various agencies collaborate and work together to increase resident's nutritional knowledge. Areas of focus are in dietary quality, food safety, and food resource management, food shopping and food security. WNEP programs will enhance/enable the food stamp participant's home environment through community based nutrition education programming.

Characteristics of the low-income residents in Sheboygan County.

Demographics of the county

According to the US Census, the population reported in Sheboygan County was 113,958 in 2004. There is 3.4% Hispanic and 3.3% Asian and Caucasian at a higher percentage than the state at 92.7%. It has been estimated that about 3% of Hispanic and 3% Hmong are not reported additional to the census numbers. There are a high percentage of residents that speak another language fluently besides English-13.9% and 4.3% are foreign born. Fourteen percent of the population is 65 years and older. There has been over 1.7% increase in non-farm related jobs due to the expansion of the resort industry in the county. These are low paying jobs in the hospitality area. Sheboygan County shows a decrease in employment but actually many residents have lost manufacturing jobs due to plant closings/ manufacturing jobs overseas and have taken jobs 3-5 dollars less per hour without benefits. There are a large number of grandparents raising grandchildren 244-51%. There are a large number of individuals with disabilities at 26.5%. Adults over 25 reported that 39.9% of residents attained a high school diploma, 11.5 % went through the 9th grade to 12th grade and 7.3% have less than a 9th grade education. Over 19% of residents are not originally from this county. 7.3% are from another state while 31% were born and raised within the county.

Sheboygan County is primarily rural but made up of 3 cities Sheboygan with a population in 2004 of approximately 50,672, Plymouth with 8,080 and Sheboygan Falls with 7,139. There are 15 small towns and 10 villages. The county is rural farmland except for the largest city of Sheboygan. Although there are pockets of food-stamp eligible residents throughout the county, the city of Sheboygan has the largest numbers.

Food Insecurity in Sheboygan County

According to the *FoodShare Program Caseload and Benefit Data*, there has been a significant increase in FoodShare participants within the past few years. In comparing January- (one month) for the past 5 years here are the differences.

In January 2001 there were 860 adults, 979 children a total of 1839.

In January 2002, there were 1254 adults and 1494 children a total of 2748.

In January 2003, there were 1502 adults and 1674 children.

In January 2004, there were 1779 adults and 1970 children.

In January 2005, there were 2170 adults and 2425 children.

These numbers represent a 67 % increase in FoodShare participants in Sheboygan County. The county industry consist of highest in manufacturing, material movers are second, Management at 22.6%, sales and office positions at 21.6%, education and social Services at 17.5%, retail at 10.4% entertainment accommodation and food service at 7.5%, Finance, insurance, administrative, waste management and rental services at 4.6% and Other types not specified at 3.4%.

The local food bank has seen an increase of almost 35% from 2005 to currently-2006. From 2004-2005 there was an increase of 20% in residents utilizing pantry packs. Sheboygan County has one food stamp application site that is not open on evenings or weekends. There are 10 food pantries which are open

briefly during the week not at night or weekends and 10 congregate meal sites that served 52,484 meals in 2004 and 39,396 meals delivered to homes.

The Nutrition Educator Coordinator is currently working with the Food Security Specialist on campus and the Family Living Educator planning ways in which Sheboygan County can develop a Hunger Action Coalition in which local agencies will work together. "Hunger Close to Home" and a "Customized Food Security Profile" along with other agency numbers will be shared/discussed with local agencies and government stakeholders. The WNEP Coordinator will provide information to help residents develop skills to better manage their resources for food. Educational programs will reach individuals and families to teach them how to budget for food, plan menus, develop lists, prepare food safely and economically. In turn these individuals and families will apply their knowledge to make a difference in their family's nutritional intake and environment as a whole. The WNEP program in Sheboygan works in partnership with a variety of agencies. The mission of the collaborations and WNEP are to develop effective programming to best fit the needs for the clients through communication.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Sheboygan County.

The USDA Center for Nutrition Policy and Promotion, 2002 Report Card on the Quality of Americans Diets report 74% of Americans' diets need improvement. In 2004 only 23% of people age 18 and over consumed 5 or more servings of fruits and vegetables per day. Contributing to the problem, many people want convenience foods because they don't know how to prepare food at home or don't want to cook.

A national study of low-income households found that 76% of the households had a plan for spending, but only 34% reported that their plan was a written one. In Wisconsin, persons entering WNEP were asked if they used a spending plan. Of those asked, 32% stated that they never used a spending plan; 34% seldom or sometimes used a spending plan and 27% uses a spending plan most of the time or almost always.

Another area of concern is the large percentage of illnesses resulting from improper food handling in the home. A 1999 survey of 1,000 U.S. households found 44% consistently forgot to wash their hands before preparing meals. Research also shows 82% of sink faucet handles are contaminated during food preparation, 60% of people do not wash the cutting board after cutting raw meat or poultry and before cutting fresh vegetables for salads.

Educational Projects planned for FY07

Preschoolers: The Nutrition Education Coordinator will work at the Sheboygan, Sheboygan Falls, Plymouth and Random Lake sites with children teaching nutrition activities in the classrooms. Child nutrition activities will be taught at all 4-county sites and 12 classrooms at least one time per quarter of the school year. One classroom will be reached an additional quarter on a weekly basis in the summer months at Lakeshore for the summer program. Children will participate in a learning activity consisting of a nutritional topic book read then a cooking activity and evaluation after. The summer classroom will participate in a weekly nutritional book reading and cooking activity along with incorporating a seasonal gardening project.

Parents: The WNEP Coordinator will work with the Head Start program director planning Nutrition activities at their biannual family programs one during the Fall and one in the Spring. In addition, the WNEP Coordinator will work with the Even Start director planning cooking, nutrition and fitness sessions for the 2 GED parent programs and the English as a second Language program. Programs will be setup for the school year and meet 4 times per year-12 times.

WIC: The Nutrition Education Coordinator will work at WIC in two program areas. One time per month Hmong and Latino Non-English speaking participants will participate in Nutrition education using Learn-While-You-Wait (12 times per year). One time per month (8 hours) the Nutrition Education Coordinator will meet with other WIC participants teaching various Nutrition topics in the Learn-While-You-Wait method.

Disabled: The Nutrition Education Coordinator will work with mentally disabled adults at the Open Door site teaching nutrition Education one time per month (12 times per year) and cooking classes one time per month (12 times per year). Programs will be one-time sessions and multi-sessions.

Gardens: The Nutrition Education Coordinator will work with youth 7-11 yr. olds and youth 12-17 yrs. old. Two series of cooking sessions and nutrition education sessions will be held for each age group during the Wisconsin growing season. In a collaboration, the 4H Youth Coordinator will lead youth in planning and maintaining a garden, and the WNEP Coordinator will incorporate nutrition cooking sessions with seasonal vegetables.

Adult Groups: The WNEP Coordinator will work with clients at the shelter providing programming to include: dietary quality, food safety, food security-stretching food dollars, menu planning and cooking sessions one time per month (12 times per year).

Food Pantries: Educational programming for individuals at emergency food pantries and possibly free meal sites. Outreach will consist of learn while you wait, single session groups. Topics will include nutritious meals using what you have on hand.

Food Security Programming Efforts Planned-

Efforts planned to **raise awareness and increase community involvement to address hunger/food insecurity:**

The WNEP Coordinator will work with the Family Living Agent and the Food Security Specialist on campus to develop a Food Hunger Task Force. Various meetings and programs will be developed with possible partner agencies and stockholders to increase the availability of food resources for food stamp eligible county residents. The WNEP Coordinator will work with the Family Living Agent providing workshops on understanding Poverty based on "A Framework for Understanding Poverty." The audiences will consist of county agencies, government staff, possibly volunteers and any interested county residents.

Methods planned to **compile data and assess status** of food security:

WNEP will investigate methods to help the County Food Bank and the individual pantries in the county possibly work together to help more food stamp eligible residents receive the help that they need. Work with WIC, Health and Human Services, county government officials, the Extension council, the Salvation Army, United Way, the local food bank and pantries will target improved access to food.

Plans to **increase involvement of community groups** in efforts to address food insecurity

The WNEP Coordinator, Food Security Specialist and the Family Living Educator will work together establishing a Hunger Task Force within Sheboygan County. Task Force will consist of Extension staff, local and community board members, county government officials, local food bank representatives, the mayor, grocery store managers, food pantry volunteers, a variety of Health and Service leaders, Health and Human Service department managers, local police department, county residents, teachers and after school representatives, and the housing authorities. The local newspaper will be called to setup meeting information. From this, there will be subcommittees developed for further collaboration efforts to increase hunger awareness and decrease hunger needs within the community.

FY07 Narrative Plan for Food Stamp Nutrition Education in Walworth County

Overview of Walworth County Nutrition Education Program

The Walworth County Wisconsin Nutrition Education Program (WNEP) began in 1995. WNEP replaced the Expanded Food and Nutrition Education Program (EFNEP), which had been in existence in the County since 1970. The purpose of WNEP is to develop and implement community-based nutrition education programs for low-income individuals and families. The research-based educational programs address safe food handling, managing food resources and making healthy food choices.

Characteristics of the low income residents in County

Demographics of the county

According to the 2000 Census, the overall population of Walworth County was 93,759, representing a growth rate of 25% since the 1990 Census and expected to increase by 28% by the year 2030. The youth population will increase by 19%; but the growth rate of elderly residents will more than double in the same time period (120%). Latino population growth has been dramatic in Walworth County as there was a 204% increase in population from 1990 to 2000, which is approximately 6136 individuals. 66% of the Hispanic population and nearly 58% of its non-white population live in Delavan, Lake Geneva, Whitewater or Elkhorn. There was a 69% increase in the African American population from 1990 to 2000. Approximately 790 African Americans live in Walworth County. In 1999, 8.4% or 7478 of Walworth County residents lived in poverty. This includes 1078 families and 505 families with female householders with no husband present. The communities with the highest poverty rates include Sharon, Elkhorn, Darien, Walworth, LaGrange and Bloomfield. There were 695 individuals over the age of 65 who lived in poverty in 1999. They reside primarily in Sharon, Walworth, Lyons and Troy.

Food Insecurity in the county

In 2003, 5.21% of the population of Walworth County was receiving food stamps—a 130.67% increase in participation between 1999 and 2003. An average of 1,435 participants utilize the Women, Infants and Children (WIC) Supplemental Nutrition Program on a monthly basis—about 82.8% of the eligible population. 43% of WIC recipients were considered food insecure as of 2002. There are 3 local Farmers' Markets who collaborate with both WIC and senior adult nutrition programs. Currently, the county has ten food pantries and five pick-up sites for food buying cooperatives (SHARE program). As of 2005, there was no known active Hunger Prevention Council in Walworth County.

According to Census 2000 data, the self-sufficiency hourly wage for Walworth County residents is \$14.08 while the average annual salary per job is \$25,892. The median rent in Walworth County is \$588 per month, which is higher than the statewide average of \$540. Twenty-six (26%) percent of renters pay at least 35% of their income in rent. Five percent of households have no vehicle, which is a barrier for families as there is no public transportation in Walworth County.

In 2003 there were 2,581 food stamp recipients who were children—11% of the total food stamp population. Over the past eight years, there was a 72.4% increase in the participation rate of school age children who use the free or reduced lunch program and 65.4% low-income children currently have access to breakfast at their schools. There are only 3 summer meal sites in Walworth County.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of County

Obesity has reached epidemic proportions. Obese adults and children have higher rates of diabetes, high cholesterol and high blood pressure. Women with low incomes (130 percent or less of the federal poverty threshold) are 50% more likely to be obese than women with higher incomes. More low-income Hispanic

2-4 year olds are overweight than are low-income African American or white 2-4 year olds. According to 2003 data from the Centers for Disease Control, 12.5% of low-income 2-4 year olds enrolled in the Walworth County WIC program are overweight. One strategy for addressing local issues will be to work closely with schools as they develop school wellness policies throughout the year.

According to a comprehensive, two-year research project evaluating how responsive local services and programs are to Hispanic needs, language and literacy rank high on the list of barriers. An increasing amount of partner agencies are requesting nutrition education and materials that address these barriers—many of their audiences are at least 50-60% Hispanic (i.e. WIC, Food Pantries, Head Start). Additionally, survey results reflect a desire for Latino youth programming and recreational activities in Walworth County that are affordable and well advertised.

Educational Projects planned for FY07

In School: Educational programming for school age youth (5 to 11 years) in English as a Second Language Programs and youth (12 to 17 years) in high school classrooms. Series of six sessions per primary school classroom focusing on introducing the new Food Guide Pyramid and increasing fruit and vegetable intake. Middle school program will consist of Power of Choice curriculum. High School programming will target both school age parents and alternative youth programs.

Job Centers: Educational programming for adults at Walworth County Job Center/Food Stamp Office. Monthly sessions will focus on community food resources and resource management.

WIC: Educational programming for pregnant women or mothers of young children at WIC clinics in the form of learn-while-you-wait lessons and Farmers' Markets.

Parents: Educational programming for parents of preschool children through summer library programming and parent nights.

Food Pantries: Monthly educational programming for persons at local pantries focused on food resource management and food items that are in stock.

Adult Groups: Educational programming for adults who reside at homeless shelters in the form of learn-while-you-wait lessons.

Food Security Programming Efforts Planned

Plans to increase awareness of hunger/food insecurity

Continue to raise awareness of WNEP and food security by distributing the "Hunger Close to Home" report that includes Walworth County specific data to local partners and stakeholders. Distribute information about local school breakfast and summer lunch programming.

Plans to assess status of food security in the county

UW-Extension has developed reports that can be customized for Walworth County. The Food Assessment Security Toolkit also offers valuable information for assessing local needs including focus group questions and resource mapping guidelines.

Plans to improve community capacity to address food insecurity

Ongoing communication with partnering agencies and organization will continue. Currently, there is no network in Walworth County that focuses on addressing food insecurity. However, issues regarding food insecurity will be communicated through already established committees/task forces that WNEP

participates in such as the Head Start Advisory Committee, Family Resource Coalition and Family Living Program Advisory Committee.

FY07 Narrative Plan for Food Stamp Nutrition Education in Washburn County

Overview of the Washburn County Nutrition Education Program

The Washburn County Wisconsin Nutrition Education Program began in 1997. Several local agencies including, WIC, Headstart, school districts, food pantry and the aging units had requested practical food and nutrition education for their low-income clients. These agencies along with others continue to partner with the Nutrition Education Program to help bring nutrition education to a diverse age group of low-income households.

Characteristics of the low income residents in Washburn County.

Demographics of the county.

Washburn County population is 16,036; about 9.9% of the population has incomes at the poverty level. While 2000 census data show about 35.3 % of the households have incomes less than \$24,999. The average household size is 2.39 people; 185% of 2006 Federal Poverty Guideline for this household family size is between \$24,420 and \$30,710. About 35% of the households have incomes that fall below the estimated hourly self-sufficiency wage of \$12.55 (\$26,104) for full time employment (2080 hours annual). In Washburn County 18.5% of the population are above age 65, some with income only from social security, mean social security earnings are \$11,175. The Washburn County unemployment rate in February 2006 of 8.0% is above the state average of 5.7% for that month.

The median household income is \$33,716, which lags behind the state median income of \$43,791. Per Capita Income of \$22,851 in 2002 lagged behind both the state \$30,050 and all but one of it's bordering counties. In Washburn County the median earnings of full year female workers is \$20,566, a single mother heads 6.5 % of Washburn County households. There are 448 of youth under age 18 and 260 persons over age 65 who live in poverty. About one fifth (21%) of households pay greater than 35% of their income for rent and 15% of homeowners spend more than 35% of their household income on homeowner costs. Washburn County low income residents are spread throughout the county, not necessarily clustered in any one area and while 9.9% of the residents are considered to be in poverty, about another 25% of county residents are struggling to make ends meet just above the poverty guidelines as incomes lag behind self sufficiency wage and unemployment is higher than the state as a whole.

Food Insecurity in the county

Data from the Washburn County Public Health WIC program indicates that 52% of 93 people certified during March 2006 have had difficulties in the past year having enough resources to obtain food. WIC participation currently stands at about 413 persons monthly which is above the contracted caseload of 388 people and the 2004 participation rate of 371 monthly. The number of county residents who participate in the food stamp program is 1868; this represents an increase of about 124% from the previous year.

5.6% of the households have no vehicle, there is no public transportation, and in addition the increasing cost of energy including gas, electricity and heating fuel contributes to food insecurity as people compress food budgets to be able to purchase these necessities.

The temporary Emergency Food Distribution Site serves on an average about 200 families and adults monthly. The Washburn County Food Shelf, which previously averaged about 250 households monthly, has noted an increase in households served each month.

School food security surveys of the Spooner and Northwood School Districts were completed Spring 2005. Four hundred one households completed the surveys, a participation rate of 77%. Our findings for families in Washburn County include: over twenty-one percent of families that responded to the survey

are classified as food insecure, based on their responses to a series of questions. This includes 12% of families that experienced hunger in the past year. Food insecurity appears to be a bit more common among Washburn County Elementary School families than among all families with elementary school children statewide. Based on the income reported by respondents to the school food security survey, some families appear to be missing out on programs for which they may qualify. Thirteen percent of all families report that they received food stamps in the past year, while an additional 18% appear to be eligible but did not participate. Forty-three percent of families say that their children received free or reduced price school lunch in the past year; an additional 12% appear to be eligible. Participation in free or reduced price breakfast was lower – 36% of families reported participating; the eligibility rules are the same as for the lunch program. Finally, 13.5% of families received food from a food pantry, church, or similar place in the past year. Percentage of enrollment eligible for free and reduced school meals at Washburn County Elementary Schools for the current year stand at 58% for Birchwood Elementary, 50% for Northwood Elementary School, 47% at Shell Lake Elementary and 45% at Spooner Elementary School.

Washburn County has 19.1 percent of non-elderly adults who are disabled; this population is at a greater risk of experiencing hunger and food insecurity than do people without disabilities.

Food insecurity is not limited to the unemployed. In fact, 91% of all food insecure households from the school food security surveys reported at least one worker in the household, including 56% with at least one fulltime worker. (Combined Washburn County Two School Food Security Report)

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Washburn County.

Low-income families may be eligible for a variety of nutrition assistance programs that can help provide food. The nutrition education program can help people learn about community food resources as well as other programs for which they may be eligible for which will enhance food security.

Data from a survey of community leaders in 2002 reveal concerns about dietary quality, intake of foods of low nutritional value and increased amount of obesity, while others indicated that there were no nutritional concerns. Fifty nine percent of adults in the Wisconsin's Western Public Health Region are overweight or obese. Coronary heart disease is the leading cause of death in Washburn County and exceeds the rates of both the state and the western public health region. Only about 14% of adults engage in regular physical activity, residents need information on inexpensive and safe ideas for physical activity for their families. Local nutritionists report that diets are lacking in fruits, vegetables and other fiber rich foods such as whole grains. Local registered nurse case managers have noted increased incidence of referrals for diabetes education of people newly diagnosed with diabetes.

Washburn County has 19.4 % of non-elderly adults living with a disability. Independent living adults with developmental disabilities frequently need assistance learning how to prepare foods to maintain independence. In addition some of these people have very limited food selections.

Participants want information on how to feed their families with the resources that are available, low cost, fast and easy menus that their families will eat. Participants do not always have recipes or the knowledge needed to prepare foods. People who work at community food resources share that foods they have to offer are left behind because families are not familiar with ways to use or preserve them for later use. Some participants have a limited knowledge of safe food handling and storage times. They want meal ideas that will work for one or two without wasting a lot of food. Some participants want to learn how to grow and/ or preserve their own food supplies. Families are looking for practical ideas on how to stretch limited resources to cover all their needs.

Educational Projects planned for FY07

WIC: Women Infants and Children's Nutrition Program (WIC) Learn While You Wait Education Program will reach families with young children with nutrition education while they wait for WIC appointments or checks. Topics will include Using WIC Foods, My Pyramid Food Group Topics and Money for Food

Preschoolers: Distribute newsletters to Head Start Families. Two nutrition or food safety lesson for children with parent information sheets are planned; will partner with Home and Community (HCE) and the FIRST BOOK with a nutrition-focused book.

Food Pantries: Washburn County Food Shelf Learn while you wait Nutrition Education. Food Pantry Clients will be able to try simple foods they can make with Pantry Choices. Indianhead Community Action Agency Food Newsletter, Food Fact Sheets and Food Preservation Information will be distributed with Commodity Food Packages and Clients seeking free garden seeds.

Parents: Birth to Three Play Group Nutrition Education and Family Resource Center will reach families with young children who attend Birth to Three Play Group or Resource Center Events and introduce parents to healthy snack or meal ideas for their children, families will be given the opportunity to taste and or prepare foods at snack time and parents will receive recipe of the day as well as a related nutrition messages related to eating whole grains, fruits, vegetables and dairy food groups.

Senior Dining: Nutrition Education will reach seniors who attend meals at the Senior Dining Sites and Fact Sheets on the topic presented will be included in meals for Home Bound Seniors. Content for these sites will focus on Food Safety, Eating More Fruits and Vegetables, Getting More Fiber Rich Foods, Eating for Strong Bones and Tips for eating for one or two people. As part of this a monthly news release will be contributed to the Senior Focus Newspaper. Nutrition education will be offered at Income Based Senior Housing as requested.

Disabled: Food Pyramid Cooking classes conducted on site at Ventures Unlimited a workshop for adults with disabilities and individual programming as needed by referral from partners.

Other: Washburn County Diabetes Coalition Screenings at local employers nutrition education with screenings and distribution of Family Resource Guides at each screening.

Food Security Programming Efforts Planned

Methods or activities planned to **raise awareness** of hunger/food insecurity:

The Wisconsin Nutrition Education program will use the Food Security project web site and other local information to make elected officials, agencies and community members aware of food security issues in Washburn County.

Methods planned to **compile data and assess status** of food security:

Nutrition Education program will compile data as it becomes available and offer opportunity if available for remaining school districts to be involved in school food security surveys.

Plans to **increase involvement of community groups** in efforts to address food insecurity:

The nutrition education program will distribute Family Food Resource lists to community groups, public and key stakeholders. The Nutrition Education link to the Washburn County extension website has added a community food resources with links to program eligibility and will promote use of the same with agencies as well as community members. The Nutrition Education Program will support free garden seeds program and/or community based gardening efforts for low-income persons with food preservation

information. Currently a number of civic organizations, the faith community, school and other youth programs are doing regular food drives the Nutrition Education Program will attempt to keep the public informed regarding food security issues in Washburn County.

FY07 Narrative Plan for Food Stamp Nutrition Education in Washington County

Overview of the Washington County Nutrition Education Program

In 1999, the Family Living Educator conducted a poll of local agencies that serve limited income residents, as well as other key informants. That same year, county board supervisors ranked citizen concerns in a planning survey that would guide educational program priorities of the local Extension Office for 2000-2004. The poll and survey pointed to "improving" family financial well-being and "increasing food security for economically vulnerable families" as high priority issues. WNEP was created in Washington County primarily to address these perceived needs. WNEP has made a conscious effort to reach all age categories within the county's limited income population at a variety of locations. Since its inception, WNEP has sustained a solid partnership with WIC; this alliance was key in allowing WNEP to expand beyond the borders of Washington County. As of FY05, WNEP provides nutrition education in Ozaukee County on a regular basis. Since the end of FY03 an agreement with Department of Social Services has been established; this union provides WNEP with another avenue to reach Food Stamp-eligible clients.

Characteristics of the low income residents in Washington County

Demographics of the county

The Census 2000 Profile Highlights report Washington County demographics as follows. Total population: 117,493. Gender: 50% male, 50% female. Racial makeup: 97.7% white and 1.3% Hispanic or Latino, with each of the remaining groups- African American, American Indian or Alaska Native, Asian, other races, and two or more races- less than 1%. Those age 15 and older classified as now married make up 64.2% of the population, compared to the U.S. figure of 54.4%. The labor force in Washington County comprises 74.2% of the total population (age 16 and over). The median age, age distribution, and household size parallels what is seen at the national level. People with disability status ages 21-64 account for 10.8%, lower than the U.S. indicator of 19.2%. About 1.6% of the population speaks Spanish at home and 2.7% speak Other Indo-European. Washington County has a relatively low poverty rate of 3.6% compared with an 8.7% state average. Statistical percentages are similar for FoodShare (Food Stamp) participation in 2005: 4.5% (5,307 people) in Washington County versus 9.8% statewide. Residents who live in poverty are concentrated in West Bend, which is also the location of the county's largest food pantry. 74% of the users of Full Shelf Pantry in 2005 were from West Bend. The Full Shelf Pantry has seen an increase of nearly 58% in the total number of pantry user visits, from 3,781 in 1996 to 5,963 in 2005. This rise may be due, in part, to the county's rapid growth; the population of Washington County increased 23.3% between 1990 & 2000, making it the 4th fastest growing county in Wisconsin on a percentage basis.

The median earnings of male and female full-time, full year workers in this county are greater than the state average. It should be noted, however, that food costs, median rents, transportation, and child care are relatively high as well and make it expensive to live in Washington County. The self-sufficiency wage (defined as the hourly wage needed by a single parent with two children- one preschooler and one school-age- in order to have sufficient after-tax income to meet basic needs without public or private assistance) for Washington County in 2004 was \$18.84- 33% higher than the overall Wisconsin self-sufficiency wage of \$14.14.

Food Insecurity in the county

In spite of the relatively high standard of living in Washington County, hunger and food security are issues. The most recent statistics reveal that 53% of WIC participants admit to having food insecurity issues; the state average for WIC clients is 44%; likewise, the hunger rate of Washington County WIC participants is greater than the state average- 25% and 19%, respectively. Food insecurity can be offset

when there are strong and widely used nutrition assistance programs, like Food Stamps, WIC, and School Meal Programs are used. In spite of relatively high enrollment at WIC and FoodShare, and the availability of the Elderly Nutrition Program, usage of the food pantry has soared. School lunch programs are available, however participation is poor. With only 12.67% of children approved for free or reduced price lunch participating in 2004, Washington County ranks 69th out of 72 counties. Conclusion: the rates of food insecurity and hunger may show improvement when more limited income residents are educated about nutrition assistance programs and participate in them.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Washington County.

The Healthy Washington County Assessment and Strategic Plan revealed 35% of residents were considered overweight at the time of the September 2000 data collection. That figure jumped to 45% for respondents 55 and older. Another key finding: "Slightly less than 2/3 of respondents reported they exercise at least three times in a typical week." The Dietary Guidelines for Americans recommend physical activity at least five times a week, 30 minutes for adults and 60 minutes for children. A state research report notes that inactivity rates in the U.S. are higher for individuals in poverty. To address these local health concerns, WNEP will continue its widespread, ongoing effort in programming to focus on balancing food intake and energy output. WNEP will continue in its efforts to educate, motivate and encourage learners on lifestyle choices for better health. WIC will seek to counteract the high rate of overweight and obesity observed in its participant population; the educational needs identified to accomplish this goal are to encourage participants to increase their intake of fruits, vegetables and whole grains; to choose nutrient-dense food and beverage foods more often; and to increase physical activity. Other partner agencies have identified a need for WNEP to program in the areas of food safety, infant and toddler feeding, planning healthy meals and snacks, and food preparation. There is an educational need observed by WNEP educators for clients at all partner agencies to become more familiar with MyPyramid, the Food Guidance System which was released in Spring 2005. WNEP will continue to provide the knowledge and skills needed to help families and individuals better manage their food resources. The mode of transmitting nutrition information is also evolving in Washington County. In 2000, a survey was conducted of 230 FoodShare (Food Stamp) recipients in Washington County. Newsletters came out on top as the preferred method to receive information on nutrition, food safety and food money management, according to 84 (37%) of those surveyed. Newsletters or article submissions are provided for clients of three partner agencies. Finally, WNEP will continue to use nutrition education materials in Spanish and Other Indo-European languages, as needs arise.

Educational Projects planned for FY07

In School: 12 educational programs will be provided for children ages 12 to 17 in a short-term, secured detention school. Group lessons will be taught on food safety; making economical, healthy food choices; balancing food and physical activity; and reading labels.

After School: 25 educational programs will be offered at two after school programs at four locations in the county. Group lessons will be taught to children ages 5 to 11 on hand washing, balancing food and physical activity, making healthy food choices, kitchen safety, food preparation and food storage.

Preschoolers: Educational programs will be offered at three Head Start locations in the county. A series of eight lessons will be taught to the children in each of nine classrooms on topics related to hand washing, trying new foods, eating a variety of foods, and being physically active. Teachers will reinforce the content of WNEP lessons to children in their classroom programming.

Parents: Families of the Head Start students will be offered four sessions throughout the year about feeding children, meal planning, food preparation or food safety. Teachers will reinforce the content of WNEP lessons to families in the newsletters they send home. In addition, families will receive eight newsletters from WNEP on topics related to classroom lessons.

Job Centers: Learn-while-you-wait, group, and single-session teaching strategies will be used for 12 educational programs conducted at two Job Center sites. Adults will learn about planning low-cost meals, choosing food for good health, preparing food, keeping food safe to eat, community resources, and feeding children.

WIC: Educators will provide instructional programming to pregnant women and families of young children within Washington and Ozaukee Counties. 18 learn-while-you-wait sessions using attended displays will be conducted with individuals at three locations. Topics for these sessions and for WNEP article submissions to WIC's bimonthly newsletters will include choosing healthy snacks; increasing intake of fruits, vegetables, and whole grains; making the best use of resources for food; and balancing food with physical activity.

Adult Groups: Adults at three agencies (one recovery program and two shelters) will receive a total of 30 visits via group and individual educational contacts. Lessons may be adapted to allow children ages 5 to 17 to participate in the lesson with adult family members. Topics will include balancing food and physical activity; meal planning; food and kitchen safety; food preparation and storage; and food money management. WNEP will explore the possibility of providing educational programming to adults affiliated with the county's probation and parole department.

Senior Dining: Five locations will receive a total of 200 copies of a monthly newsletter. The newsletters will include topics specific to the nutrition educational needs of seniors, such as food safety, label reading, balancing food and physical activity, cooking, meal planning and community resources. The newsletter format will also include recipes and inserts (such as word finds, riddles, and crossword puzzles) with nutritional themes in order to fulfill the seniors' requests and enhance interest.

Food Pantries: Five area pantries and one meal site will be offered information (educational resources and updated research) as it pertains to their needs and in accordance with their requests. Fact sheets on various foods being distributed will aid pantry users with home food preparation, food safety and food money management. Research-based information will keep pantry volunteers up-to-date on issues related to pantry operations.

Food Security Programming Efforts Planned

Methods planned to raise awareness of hunger/food insecurity include monthly newsletters to local public officials on educational programming. WNEP will continue to engage community partners in dialogue to assess whether creation of a hunger prevention coalition would aid in addressing hunger within Washington County.

FY07 Narrative Plan for Food Nutrition Education in Waukesha County

Overview of the Waukesha County Nutrition Education Program

A 1994 study conducted by the Waukesha County Nutrition Task Force determined food insecurity was a problem for many county residents. Nutrition education was identified as a priority program need that could be carried out to reduce hunger and food insecurity. UW-Extension was asked to deliver this education. The resulting Wisconsin Nutrition Education Program (WNEP) in Waukesha County provides both the Food Stamp Nutrition Education Program (FSNEP) and the Expanded Food and Nutrition Education Program (EFNEP). The two phases of the WNEP program enable research-based nutrition, food safety and money for food education to be provided to a broader food stamp eligible audience. The original Task Force evolved into the Waukesha County Nutrition Coalition and serves in an advisory capacity to WNEP. In the early years of the program, FSNEP focused on learn-while-you-wait education with adults at food pantries. Over time programming has moved toward classes for all age groups offered through partnerships with agencies working with a similar food stamp eligible audience. Still, the learn-while-you-wait teaching method offers a short introduction to a nutrition topic, which can evolve into a one-on-one or group lesson at another time for greater impact. Currently, 36% of our learners are reached through the learn-while you-wait method.

Characteristics of the low-income residents in Waukesha County

Demographics of the county

Waukesha County, located adjacent to Milwaukee County, can be described as substantially urban. The 2005 estimated population is 378,971, which is a 5% increase over 2000. The 2000 census indicates minorities make up 4.2% of the total population. The largest ethnicity in the county is Hispanic or Latino with 9503 individuals (2.6%). The city of Waukesha's Hispanic/Latino population is 8.6% (5563) of the total. The Hispanic community however, estimates the population to be much higher. Three camps in rural Waukesha County employ Hispanic migrant farmers in the summer.

Residents age 60 and over make up 16% of the county's population and another 29% are age 18 years or under. The elderly population has increased at a rate of 45% since 1990 and is growing much faster than the state rate of 7.9%. Senior Services projects by 2010, at least 20% of the total county population will consist of individuals age 60 and above. Based on the 2000 Census, 4% of older adults 65+ have incomes below the poverty level. Research indicates the incidence of poverty increases as the population grows older, with 12% of elderly county residents age 85 and above having annual incomes below the poverty level. Estimates for 2005, project the age 85+ population to have increased 21.6% over 2000 Census data.

In 2000, Waukesha County had 100,502 family households with an average size of 2.6. Of those households, single mothers headed 5.3%. Disabilities affect 10.8% (39,098) of the population. Approximately 8% (28,861) of the county and 15% (9385) of the city of Waukesha's population is below 185% of the poverty line. The county had 8697 participants in the Food Share program in 2004, a 132% increase over 1999's participation rates. The per capital income was \$29,164 in 2000. The majority of low-income residents live in either the city of Waukesha or the communities of Menomonee Falls, Butler, Sussex and Mukwonago.

Food Insecurity in the county

Partnering agencies continue to highlight a growing trend of increased numbers of low-income clients. WIC served 4326 clients in 2005 a 5% increase over 2003. In 2001, 43% of WIC participants were identified as food insecure and 21% were identified as hungry. All 13 of the larger community pantries report record high numbers. Even with a large remodeling project affecting the Waukesha Food Pantry's ability to efficiently serve clients, numbers still increased. In the month of November 2005, the pantry reported serving 5529 individuals, representing a 6.6% increase over 2003. In February 2006, Energy

Services for Waukesha County report consistently seeing 38-50 appointments per day. St Vincent DePaul served 2463 individuals in 2005, and plans for an increase to 2876 in 2006. Cooperating Congregations of Greater Waukesha County serves hot meals three days per week. With limited capacity, they served a total of 14,546 meals in 2005, a 3% increase over 2004. Waukesha County 211 Mental Health Help Line documented a total of 39,389 calls in 2005, and listed the five top needs as: food, mental health, financial assistance (rent & utilities), housing and health/medical care.

In 2005, Hebron House of Hospitality, operating three homeless shelters for families and single women in Waukesha, served 404 individuals (42% were children). Ninety-nine percent of their guests are below the poverty level with 94% of them being the “working poor”. In 2005, 324 unduplicated families (182% increase over 2001) and 1,048 unduplicated single adults were **unable** to be served by Hebron House because their shelters were full. All shelters in the county report the length of stay for families or individuals has increased significantly over the past several years due to economic downtrends and the challenge of obtaining affordable housing in the county. Housing costs are high in Waukesha County, making it very difficult for low-income families to manage and have enough money for food. The Self-Sufficiency Standard lists 2004 housing costs for an adult with two small children at \$861. The County’s self-sufficiency wage is the highest in the state at \$21.72 per hour.

This year a third elementary school in the city of Waukesha reached an enrollment greater than 50% free/reduced lunch. A fourth school is very close and the principal predicts in the 2006-07 school year, it will be over 50% with the addition of at least one more ESL classroom. Many other elementary schools in the city of Waukesha have significant increases in participation in their free/reduced lunch programs. The Salvation Army provides free lunches during the summer through their “Feed the Kids” program. In the summer of 2005 they provided 7804 lunches at three sites and plan to continue the program this summer.

Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents in Waukesha County

In 2002, Waukesha County Health Department conducted a Community Health Survey that has been used as a guide within the county for improving the health of residents. Data collected in the Health Survey report more than half (58%) of adults were overweight with less than 50% exercising 3 days per week. Waukesha County reports 199 deaths per 100,000 are due to cardiovascular disease. The incidence of overweight/obesity is an increasing problem and growing trend reported nationally and locally by Head Start, school nurses and other agencies working with low-income children in Waukesha County. Of the 1697 WIC children seen in 2004, 16% of the two year olds, and 26% of 3 year olds and four year olds were overweight or at risk for overweight. This is a significant increase over 2001. Studies show about 60% of overweight children ages 5 - 10 years already have elevated blood pressure, cholesterol, or insulin levels that increase their risk of developing chronic diseases as they grow older. In 2004, Senior Service’s Nutrition Risk Screening data was collected on 617 clients and 61% were found to be at high nutrition risk. Concern over the Community Health Survey results led to the development of the Heart Healthy Waukesha County initiative, which began in 2003. Goals of the initiative were to positively impact three principle behaviors: exercise 20 minutes or more on most days, eat healthy, and eliminate tobacco use. Collaborating agencies and businesses chose one or two behaviors to focus on and developed pilot projects, which were expanded into the community. As part of the initiative, WNEP worked in partnership with other agencies such as the Health Department and the Hispanic Collaborative Network to develop on-going Nutrition Education classes in the Hispanic community.

The following educational concerns were identified by agencies partnering with WNEP as priorities:

- Youth - Obesity prevention education; making healthy food choices and MyPyramid; increasing physical activity; increasing fruits, vegetables and whole grains in the diet; understanding “How much to eat”; hand washing and food safety education.

- Older Adults - safe food preparation and storage; interpreting MyPyramid recommendations and applying them to daily life; increasing servings of fruits, vegetables, whole grains and physical activity; continue education on making healthy food choices; understanding “How much to eat”; and healthy eating for diabetics.
- Adults and Families - safe food preparation and hand washing; interpreting MyPyramid recommendations and applying them to daily life; increasing servings of fruits, vegetables, whole grains and physical activity; choosing and preparing healthy foods; understanding “How much to eat”; understanding community resources; money for food and stretching the food dollar education.

A sedentary lifestyle and a poor diet contribute to obesity, diabetes and heart disease. To make matters worse, the prevalence of obesity is significantly higher among undereducated, low-income adults. Many low-income children in Waukesha County come from families working hard for a very low wage. These families struggle to provide their children with nutritious meals. Despite having limited resources, Food Stamp eligible individuals of all ages can benefit from increased skills in areas of: making healthy food and activity choices, food resource management, and food safety practices. Positive change in these areas can be an important step to improved overall health and lower health care costs.

Educational Projects planned for FY07

In School: Educational programming for school age youth (4-5, 6-11 & 12-17 years) in classrooms during the school day. Three one-hour lessons in each classroom at one elementary school, emphasizing healthy eating, MyPyramid, hand washing and physical activity will be provided throughout the year. Newsletters expanding on the classroom topic will be sent home to families. Two-hour lessons are provided for 3 classes, monthly at two sites having “at risk” teens (Ethan Allen, Lad Lake). A series of 4 – 6 one-hour lessons are provided for three other “at risk” teen classes in partnership with the Waukesha School District. Teen lessons focus on making healthy food choices, MyPyramid, preparing foods safely, hand washing, physical activity and stretching the food dollar.

After School: Educational programming for school age youth (6-11 years) at three after school programs and at summer programs in partnership with the Waukesha School District and the City of Waukesha Recreation Department. Group lessons will focus on hand washing, MyPyramid, making healthy food choices and increasing physical activity. Nutrition education activities will also be provided at parent events organized by the After School Program.

Preschoolers: Three lessons per classroom will be provided for Head Start children over the school year and monthly lessons are provided to children at a low-income day care. Lessons focus on hand washing, healthy eating and physical activity. A newsletter expanding on the classroom topic will be sent home to families.

Parents: 1 – 2 hour single session group lessons will be provided for parents of Head Start children, and parents at various shelters. Lessons focus on making healthy food choices, MyPyramid, balancing food and activity, stretching the food dollar, food safety, Freeze Your Screen, and How Much Should I Eat?

Job Center: Weekly, single session classes emphasizing knowing and managing resources, making healthy choices, MyPyramid and physical activity, will be provided for adults at the Waukesha County Workforce Development Center.

WIC: Short 15-minute classes will be provided for pregnant women or parents of young children at WIC clinics. Topics will include choosing healthy meals and snacks for the family, MyPyramid, preparing foods safely, increasing fruits, vegetables and whole grains in the diet, increasing physical activity and stretching the food dollar.

Gardens: Nutrition education lessons in collaboration with a Horticulture Educator will be provided at school, neighborhood or community gardens settings for youth and adult participants. Topics will include increasing fruits and vegetables in the diets, preparing foods safely, making healthy food choices, MyPyramid, and increasing physical activity.

Health Clinics: Learn-while-you-wait lessons will be provided to families at immunization clinics. Topics will include choosing healthy meals and snacks, MyPyramid, money for food techniques, preparing meals safely, increasing fruits, vegetables and whole grains in the diets, and increasing physical activity.

Adult Groups: A series of six classes will be provided each semester and during the summer session for Hispanic adults participating in ESL classes. Lessons will focus on managing resources, food budgeting skills, food safety, making healthy food choices, MyPyramid, increasing fruits, vegetables and whole grains in the diet, and physical activity. Lessons with a similar focus will also be provided for other adult groups in partnership with the Hispanic Health Resource Center and other partnering agencies.

Disabled: Monthly single session lessons will be provided for disabled, chronically mentally ill or adults in treatment centers or group homes. Lessons will focus on preparing foods safely, money for food strategies, making healthy food choices, MyPyramid and increasing physical activity.

Senior Dining: As a result of positive program impact, Meal Site Managers indicated on a 2006 State Evaluation Questionnaire, their request for additional Nutrition Education programming for their clients. Six, single session lessons will be provided at 12 sites over the year. Topics will include making healthy food choices, MyPyramid, increasing fruits, vegetables and whole grains in the diet, healthy eating for diabetics, increasing physical activity, money for food, and preparing and storing meals and snacks safely.

Food Pantries: Learn-while-you-wait sessions will be provided at the (city of) Waukesha and the Menomonee Falls Food Pantry. Monthly nutrition topic fact sheets and bi-monthly Tip Sheet newsletter information will be provided to persons at the other 11 emergency food pantries. Monthly learn-while-you-wait sessions are provided at 2 free meal sites. Topics will include choosing healthy meals and snacks, MyPyramid, money for food techniques, preparing and storing foods safely, increasing fruits, vegetables and whole grains in the diet, and increasing physical activity.

Food Security Programming Efforts Planned

Methods planned to **raise awareness** of hunger/food insecurity in the community:

WNEP continues to work with agencies of the Waukesha County Nutrition Coalition to raise awareness of hunger and food insecurity. Projects include: Poverty Simulations, Bridges Out of Poverty presentations, Farmer's Market Garden Gleaning Program, Food Recovery Program, Adopt-a-Route, and others.

Methods planned to compile data and **assess status** of food security:

Needs assessment data is collected from agencies at Nutrition Coalition meetings. Agencies report on the economic climate affecting their ability to serve, emerging client needs, numbers of clients served, trends and client nutrition education needs. A more formal needs assessment process is being planned for 2006-07. Components of this assessment may include a Coalition impact study, a school survey food security project and a client survey project. Resulting information will be used in determining future planning and direction and raising community awareness.

Plans to **increase involvement** of community groups:

Continue to work with agencies of the Nutrition Coalition on projects that are visible in the community, provide education and food insecurity awareness. Newsletter articles, impact sheets and presentations will

be provided highlighting projects and other food insecurity issues. Continue participation on the Hispanic Collaborative Network to assess needs, plan programs and continue building outreach into the Hispanic community.