



FY18 Year-End Report of SNAP-Ed/FoodWise Nutrition Education Programming

October 1, 2017 to September 30, 2018

[1] OVERVIEW OF SNAP-ED/FoodWise NUTRITION EDUCATION EFFORTS IN WASHINGTON COUNTY DURING FY18

	Washington County
Total Direct Education Program Activities	34
Total Direct Education Participants (unduplicated)	217
Duplicate Contacts	440
Indirect Education Contacts (Coalition's Harvest of the Month handouts - WIC; newsletters - Aging & Disability Resource Center, and three public housing complexes)	2,085

Learner Characteristics:	Washington County
White	131 (60%)
American Indian	2 (1%)
Black	10 (5%)
Hawaiian/Pacific Islander	1 (less than 1%)
Asian	3 (1%)
Unknown/no response	70 (32%)
Hispanic/Latino	
Non-Hispanic	126 (58%)
Hispanic	68 (31%)
Unknown/no response	23 (11%)
Gender	
Female	123 (57%)
Male	90 (41%)
Unknown/no response	4 (2%)
Age	
Less than 5 Years Old	0 (0%)
5-17 Years Old	76 (35%)
18-59 Years Old	118 (54%)
60 + Years Old	23 (11%)
Unknown/no response	0 (%)

- Direct and Indirect Education were accomplished through 17 Partnerships, encompassing nonprofit service organizations, educational institutions, public housing complexes, city and county government programs, and workforce training sites.

- The number of Direct and Indirect Educational Contacts for FY18 were much reduced from FY17. A 1.0 FTE Nutrition Educator position had been included in the FY18 Proposal; the experienced Nutrition Educator on board was capable of completing most or all of the 298 teaching events designated in the FY18 Staffing Plan. However, she terminated employment 1.5 months into the fiscal year; further, a new 3-year planning process was implemented for FoodWise, UW Human Resources underwent a reorganization and hiring process, and the Project Coordinator needed to hire and train a Summer, 0.5 FTE Educator. The actual number of hours worked in the 1.0 Nutrition Educator position in FY18 was 477, only 23% of the 2080 specified in the Staffing Plan. It should be noted that the Coordinator also had extra duties of an Extension Area project (Developmental Situational Analysis) and, being the employee with the longest service record among the office team, had to contribute a fair number of hours to the Centennial Planning Committee (meetings and editing/reformatting an official historical document). A notable trend: there has been a significant amount of turnover in this Project's Nutrition Educator position as qualified applicants work at an entry level, then transition on to another position with a higher annual salary; because Washington County is a suburban county, a good number of employment opportunities are available.
- Five PSE Site Activities were conducted: two at public housing sites; two associated with food assistance/food pantries; and one at a fast food restaurant.
- FoodWise (FW) contributed to efforts to make the healthy choice the easy choice by participating in two coalitions. The Well Washington County (WWC) coalition uses community health assessments to design and implement community health improvement plans; 32 agencies make up its Eat & Move Well Committee. The Community Support Coalition addresses various community issues (like insufficient access to healthy food, mental illness, homelessness, substance abuse issues, and social engagement); 37 agencies discuss available resources and barriers, and set action steps; as a result, local organizations are better informed to work together and support area families and individuals.

[2] EXPANDING OUTREACH AND ACCESS TO PROGRAMMING

The 2011-2015 American Community Survey data for Washington County revealed the two census tracts with the greatest percentages and numbers of people living in poverty are located in West Bend. The people groups within these tracts represent a relatively significant concentration of Latinos, Two or More Races, and Black/African Americans. The census tracts are aptly categorized as Low-Income and Low-Supermarket-Access Census Tracts (a.k.a., food deserts, per USDA Food Access Research Atlas); two public housing complexes, Arbor Trace Apts. (ATA) and City View Apts. (CVA), are located within these census tracts.

Arbor Trace Apts.

- A Supervisor of the West Bend (WB) Rec Dept. advised FW Coordinator Renee Vertin that youth had been arriving hungry at their afternoon Summer Parks Program with little to no food packed. FoodWise had been teaching youth at their Parks Program and families at (ATA).
- Together, the Rec Dept. Supervisor, WB Food Service Director, and Renee attended a training on the Summer Food Service Program (SFSP) in FY12.
- Renee introduced the Rec Dept. Supervisor to the ATA manager, and combined efforts led to ATA becoming a site for distribution of SFSP box lunches in FY13. FW extended its educational outreach to the ATA youth receiving meals.
- In FY13, FW began dropping educational newsletters which included a promotional section on educational programs for families. The meager attendance of ATA families improved in FY15 when the FW Educator allied with a Neighborhood Liaison (WB School District, who was acquainted with many ATA families

through their youth attending her homework-help programs in the Community Room). The Liaison provided activities for youth and incentives to their parents when attending FW family programs.

- Renee approached the manager about the potential for an onsite community garden, however the management company was concerned about liability.
- The number of Neighborhood Liaison positions in the WB School District grew from one in 2015 to five in 2018; expanded capacity enabled the Liaisons to work with at-risk youth in multiple schools and their families—some which reside in City View Apts.

City View Apts.

- Renee had intermittently sought to provide programming at CVA since its construction, 2001. Other community organizations noted their efforts were also unsuccessful.
- A new management company came on board. The WB School District Neighborhood Liaison formed a relationship with the new manager, and again was pivotal in helping to expand FW outreach.
- In FY17, the first program to CVA families was provided by Ag Educator Steph Plaster who taught how to plant and tend container gardens; afterward, the FW Educator Sarah Faust instructed on storing harvest, provided produce tastings, and cited ways to boost produce intake with community resources. 100% of the evaluations said learners would increase produce intake by container gardening and access of the Farmers Market Nutrition Program. They expressed interest in Sarah’s future programs at CVA and for the WB Rec Department’s Parks Program (Regner). (The same program was equally successful at ATA.)
- Several months later, the CVA management company and property manager responded to Renee’s inquiry: they’d support a community garden onsite. Renee organized a meeting between the manager, a local Master Gardener Volunteer (MGV), the Neighborhood Liaison, and both FW staff. Discussions focused on the potential interest of residents, garden design/location, water supply, educational programs, volunteers, fundraising, and sustainability.
- FW received a few garden tools donated by the MGVs and had planned to seek funding through a local alternative gift fair. Unfortunately, staff changes took place in FW (Educator) & at CVA (manager and co.).

FY18: FW delivered MGV-donated seeds to CVA & ATA learners to again apply their container gardening skills.
 FY19: Survey Interest of manager/company/residents for a community container garden; potentially engage MGV and WWC.

[3] EDUCATIONAL PROGRAMMING BY SETTING TYPE

Setting Type for FY18	% Participants Reached via Direct Education	% Participants Reached via Indirect Education
Other places people go to "learn"	22%	
Residential treatment centers	11%	
Food assistance sites, food banks, and food pantries	8%	
Schools (K-12, elementary, middle, and high)	8%	
Early care and education	2%	48%
Congregate meal sites & other senior nutrition centers	6%	45%
Individual homes or public housing sites	20%	7%
Parks and open spaces	18%	
Health care clinics and hospitals	5%	

Direct and indirect education efforts were enhanced by and aligned with policy, systems and environmental change approaches:

- 1) Harvest of the Month, a WWC Initiative, was promoted through distribution of its publication/fact sheet which features a fruit, vegetable or herb, and reached participants of a free health clinic, WIC, and a community pantry; it is also posted in the Extension office, & on its website & Facebook page.
- 2) FoodWise newsletter distributions remind learners at congregate meal sites and senior nutrition centers to apply the knowledge learned from FW, and may inform all readers of new information.
- 3) FoodWise newsletter distributions at public housing sites help to increase awareness of the FW programs in the community as many families are affiliated with Head Start, Public Health Dept., Human Services, Parks Programs or Workforce Development Center (FW partners).

[4] OUTCOMES OF SNAP-ED DIRECT EDUCATION

The 2017-2020 Washington County Community Health Improvement Plan reports the prevalence of risk factors and disease conditions among the County population; in 2014, 67% of adults were classified as overweight or obese, 27% reported having high blood pressure, and 6% reported having heart disease or a related condition. Community efforts are underway to support healthy eating and being physically active; these steps will help residents to reach or maintain healthy body weight and reduce the rates of high blood pressure, heart disease, diabetes and cancer. The following outcomes illustrate how FoodWise programs contribute to community efforts. The PSE Project, Harvest of the Month, was promoted at all three programs.

1) A three-session series was provided by Renee to older adults at a Kewaskum senior housing complex (via the FW partnership with the Aging and Disabilities Resource Center). (A fourth session had been scheduled, however, did not occur due to an oversight by a contact at the site; as a result, the content of Nutrition Basics was reviewed and incorporated into another lesson.) Nine residents participated in *Nutrition for the Young at Heart* series and the property management staff welcomed seven more—members of the town’s Women’s Club—to join the group for one topic of special interest (Cooking for 1 or 2). Evaluation results revealed that 43% committed to food-shop with a list, 14% would consider, and 43% would continue to do so; 43% intended to plan meals before shopping, 14% would consider, and 21% would continue to do so. In an attempt to increase participation in nutrition education programs and in order to best meet the needs of the residents, FW conducted a survey in FY17 and FY18. Respondents preferred to remain with the series of the four weekly, hour-long sessions (in lieu of the mini-lesson format, or a mixture of series and mini-lessons); food tastings remain a popular hands-on activity. FW intends to provide direct education to two sites, and indirect education to seven sites in FY19. FW participation at a West Bend senior housing complex has been low; Renee made outreach to another complex, however their management company reversed its position shortly before the deadline of the FY19-21 Plan. Another site in WB and/or Germantown may be approached in FY20 or 21. The National Council on Aging reports that seniors who maintain healthy weight and obtain nutritious foods (a challenge with limited income) stay independent and active longer, and spend less time and less money managing chronic conditions.

2) Since FY11, FW has provided nutrition education to adults enrolled in the English Language Learners (ELL) program of Casa Guadalupe Education Center, Inc.; education is provided during the school year in English, and during the summer in Spanish using a Center-furnished translator. In FY18, 12 lessons were provided, resulting in 48 educational contacts. Content was taught from *MyPlate for My Family* and *Money for Food* to ELL students at West Bend and Hartford. Renee has observed over the years that ELL students struggle with

reading Nutrition Facts on food labels; a simplified approach was used this year which allowed learners to work together in small groups to make comparisons of nutritional content and ingredients of food packages. The students demonstrated understanding and confidence in the activity; further, the volunteer overseeing the Hartford group (who is a seasoned, retired teacher) shared that the lesson had been very beneficial and that she'd reinforce key concepts. Renee had connected with the Center's staff and volunteers early in FY18 to request their assistance in collecting ELL student evaluations; it was explained that obtaining feedback from students prior to the educational series, at the end, and retrospectively (3 to 6 months afterward) yields data for FW to analyze specific behavior changes—within individuals—resulting from FW educational programs. Renee made multiple contacts to the Center staff and volunteers, using various methods of communication, to retrieve filled retrospective evaluations; unfortunately, a newly hired staff person went on maternity leave and the evaluations did not get completed. However, summer evaluations revealed of 8 participants, 7 (88%) would try to fill half their plates with fruit and vegetables or would try to do so more often; 7 (88%) also committed to take a new action in the upcoming week in order to increase their vegetable intake.

3) A four-session series on healthy, affordable eating at Elevate's Calm Harbor concluded in November. A total of six residents participated in sessions with Educator Sarah Faust. Post-session survey results revealed that the participants committed to nine new strategies they would try in the coming weeks to eat more whole grains, fruits, and vegetables; 100% planned to "make half their plates fruits and vegetables" more often. One participant shared, "After being incarcerated for a number of years, this [FoodWise program] is helping me to learn how to cook for myself again and eat healthier." Adults recovering from a crisis benefit from nutrition education as positive behaviors, such as safe food handling and food resource management, are reinforced; programs help to increase self-sufficiency, and to improve participants' health and well-being.

[5] PSE AND COLLABORATIVE EFFORTS OUTCOMES

FW has made multiple efforts since 2001 to provide direct education at the Full Shelf Food Pantry in West Bend, the largest pantry which serves county residents. Due to space limitations and concern about interruptions to the flow of clientele, FW programming didn't materialize. Renee continued to build relationships by suggesting wall pockets which could hold handouts, accomplishing indirect education by FoodWise. For several years, Renee stopped by the Pantry while on the way to other teaching events; she rotated the handouts' topics on a monthly basis, posted attention-grabbing displays signs, and tracked the number of handouts taken. Conclusion: self-serve educational handouts were not effective in reaching clientele at this pantry; the approach was discontinued.

The efforts did lead to relationships being forged between FW and the pantry volunteers, and Renee was asked to provide input on one project. Thereafter, she was invited in to serve from 2015 to 2018 on the Pantry's Board of Directors. In 2017, a fellow member suggested eggs and quick-cook, unflavored oatmeal be added to the list of regular provisions provided to pantry clientele. The FW Coordinator supported the motion as a way to provide cost-effective, nutrient-dense foods to clientele. A 3 month trial was made, and proved to be successful. The Pantry added as an informal policy these high nutrient foods on a regular basis. It is anticipated that this will be a sustainable systems change. Overall impact: 5,520 people reached, using data from the Full Shelf Food Pantry Service Report (minimum monthly visits 460 x 12 months). Renee agreed to serve three more years on the Board; members are expected to participate in the larger food drives in order to network and to gain understanding of the pantry's operations/issues. A FW goal for FY19-21 is to educate the public on safe and healthy food donations as approximately 15% of food donations are discarded.

For the last 5 years the United Way has coordinated community service events in order to make outreach to limited income families and individuals. A project is determined, volunteers (United Way member agencies) are recruited, packages are constructed, and the assembled products are provided to organizations who serve the target audience.

2014 - Fortified macaroni and cheese

2015 - Fortified beans and rice

2016 - School Readiness Kits (educational materials to help parents teach and prepare their child for school-included info about MyPlate)

2017 - Fortified pasta and red sauce

2018 - Fortified oatmeal with dried apples, cinnamon and sugar

In 2018, Renee contacted United Way to inquire whether the organization providing materials for the meal-packaging event (MealsOfHope.org) had recipes and handouts for the fortified oatmeal package. The company did not, and were gracious to send 4 sample packages. Renee kitchen-tested multiple recipes using sample packages of the product. Office colleagues evaluated tastings to determine their recipe preferences.

Knowing that some meal packages were going to be received by small households and by older adults who may have less interest in preparing a food package that yields 8 servings, Renee tested the resilience of the recipe leftovers to freezer storage.

She then developed a handout which suggests various ways to prepare the item, boost its nutritional content, and safely store any leftovers. The document was formatted to include general nutrition guidelines provided by Aurora Health Care.

Copies of the handout were tucked into each box of assembled meal packages. The number of people reached is unknown, however 10,625 packages (85,000 servings) were produced.

Renee's involvement (recipe testing, handout design, event promotion, team leader of an assembly group, and event cleanup) has helped to promote systems change for United Way and service organizations, and indirect education to package recipients.

[6] Reflection and Learning

Renee coordinated scheduling and promotional mini-posters (English and Spanish), for summer programs to be provided by 4-H, Family Living, and FW to adults and youth of Casa Guadalupe Education Center at Hartford and West Bend sites. Two of the Extension personnel involved were newer hires, and a third was unable to provide leadership due to personal obligations. FW's familiarity with this ongoing educational effort has been pivotal to ensure positive relationships with a key partner agency is maintained and hundreds of educational contacts take place. In FY19, outreach is expanded to after school programs at McLane Elementary School, West Bend.

FoodWise attempted a first-ever venture for this project: a nutrition/food money management series to be provided by Ad Hoc Nutrition Educator Kelly Lee to adult learners; the learners from two agencies (Human

Services Healthy Living Group and The Threshold Inc.) were to join together for the series. Although many promotion efforts were made with multiple methods, there were no participants from the Healthy Living Group. When this project is fully staffed with a seasoned FW Educator, PSE efforts will again be added onto FW's direct education efforts with TTI. Participation by HSD's clients seems to have tapered off over the last few years; FW will consider nonrenewal of that agreement.

With excess capacity, outreach may be extended by forming a partnership with the Youth Treatment Center. In the last few years, YTC's staff have approached Renee at an annual meeting of Washington County's Juvenile Detention Center, inquiring whether FW programs could be provided for the teenaged youth they serve. Income eligibility will need to be assessed.

For three years, FW partnered with the County's Veterans Service Office (VSO) to make outreach to Veterans/Active Military Families. When three key people connected to the target audience were recently asked why FW efforts to provide programming at various locations had been unfruitful, each had a different response:

- many in the military and vets prefer not to get involved due to other priorities
- some people don't want to admit they have a problem, and they resist help
- the target audience may already find that their needs are being met with the access to many resources in the military

FW spoke frankly with the VSO, and it was agreed that the partnership should not be renewed in FY19. The VSO will encourage its clientele in need to attend nutrition programs that FW provides at other partner agencies (updated list is online).

Capacity will then be used to cultivate new partnerships in Germantown for Direct Education and Policy, Systems and Environment (PSE) work. In the recent Mapping exercise led by a FW Specialist Germantown had been identified as a location containing populations underserved by FW. Direct Education will be provided to youth attending the Summer Parks Program of the Germantown Park and Recreation Department. PSE work may be pursued with the area Pick 'n Save and School District, as time permits.