



Extension

UNIVERSITY OF WISCONSIN-MADISON
ASHLAND COUNTY



Healthy Choices, Healthy Lives



FoodWise is federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). We advance healthy eating habits, active lifestyles and healthy community environments for Wisconsin residents with limited incomes through nutrition education at the individual, community and systems levels.

The Challenge

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

Ashland County continued to deliver nutrition education **reaching 1,592 participants** through the use of electronic and hard copy materials, such as our monthly newsletters.



Community IMPACTS 2021



- In response to the COVID-19 pandemic, our program assisted with several different food box distributions throughout the community.
- We continued to distribute our monthly Ashland/Bayfield/Iron County FoodWise newsletter.
- In collaboration with Douglas County FoodWise, we started offering a virtual StrongBodies strength training program, filling a need for strength training opportunities in the area.
- Our team completed a Mapping Workshop Series where we learned more about the needs of our community.
- We welcomed a new Educator to our team, Marisa Perlberg! Marisa is from the area and comes to us with a background as a social worker.

ACHIEVING MORE TOGETHER



UW-Madison Division of Extension works alongside the people of Wisconsin to deliver practical educational programs where people live and work – on the farm, in schools and throughout urban and rural communities. In **Ashland County, FoodWise partners with schools, after-school programs, Head Start programs, senior meal programs, and food pantries** to help make the healthy choice the easy choice in our communities.

Virtual StrongBodies Strength Training Program a Success!

What is StrongBodies? The Extension StrongBodies Program is based on the StrongWomen Program that was created by Professors, Miriam E. Nelson and Rebecca Seguin. StrongBodies catalyzes positive changes in people of all ages to live stronger, healthier lives by providing knowledge, inspiration, access to programs, and ongoing support.



The Ashland/Bayfield/Iron County FoodWise team initiated its first StrongBodies series in January 2021 and since then, has had two more series and is beginning a third. This programming is in collaboration with the Douglas County FoodWise team. It has been great to have their many years of experience and expertise with this program as we start implementing it in our counties.

With limited opportunities to participate in strength training programs in our rural counties, StrongBodies helps to fill part of that need. This program is for anyone 18 years or older and includes a nutrition education portion as well. Let's continue to get STRONG for years to come!

Newsletter....News!

Our team continued providing an Ashland/Bayfield/Iron County FoodWise monthly newsletter as a way to reach all of our partners throughout the pandemic. Our newsletters typically include contact information for our FoodWise team, a food resource story, recipes, wellness topics, programming that our team has been involved with, and a Harvest of the Month section. Thank you to Rebecca Holm (Extension Iron County Office Manager) for the work she does in putting together these newsletters each month!



Trauma-Informed Training Opportunity

Our team completed a training this past summer offered by Leah's Pantry called "Around the Table." Through this training our team:

- Learned how to implement the Around the Table curricula.
- Explored the relationship between positive and adverse experiences and nourishment.
- Developed compassionate facilitation strategies.
- Engaged in personal and group reflection.



Our team plans to apply what we learned in this training into the programming that we do in our communities.



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