

UW-EXTENSION EDUCATION COMMITTEE

Wednesday, December 13, 2017

5:15 PM, Room 104

Location: Agriculture & Resource Center
227 1st Street W
Altoona WI 54720

AGENDA

1. Call to Order
2. Educator Report – Nancy Coffey FoodWise Coordinator
3. Review / Approval of Committee Minutes / Discussion - Action
 - a. [October 16, 2017](#)
4. Review Bills
 - a. [November 2017](#)
5. Public Input
6. Farm Technology Days
7. Update on nEXT Generation Model / Discussion - Action
8. Budget Updates / Discussion - Action
9. Scheduling of Future Meetings / Agenda Items
10. Adjourn

Post:

- Media
- Committee Members
- Extension Staff

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or auxiliary aids. For additional information or to request the service, contact the County ADA Coordinator at 839-4710, (FAX) 839-1669, (TDD) 839-4735 or by writing to the ADA Coordinator, Personnel Department, Eau Claire County Courthouse, 721 Oxford Avenue, Eau Claire, WI 54703

UW-EXTENSION EDUCATION COMMITTEE

Monday, October 16, 2017

5:00 PM, Room 104

Location: Agriculture & Resource Center
227 1st Street W
Altoona WI 54720

MINUTES

Members Present: Robin Leary, Heather DeLuka, Colleen Bates, Tami Schraufnagel

Members Absent: Doug Kranig

Others: Mark Hagedorn, Erin LaFaive, Catherine Emmanuelle

Call to Order

Chair Robin Leary called the meeting to order at 5:15pm

Farm Technology Days / Discussion – Action

Mark Hagedorn provided an update on Farm Technology Day 2020. Farm has been selected and will be announced soon.

Review / Approval of Committee Minutes / Discussion - Action

A motion was made by Supervisor Bates to approve minutes. Motion carried 4-0.

Review Bills

The bills were reviewed

Public Input

Erin Amalia, Colleen's daughter from France

Staffing Updates / Discussion-Action

Catherine Emmanuelle provided clarification about the difference between 4H Coordinators and Family and Youth Development Educator. Emmanuelle described the changes need in office staff to take into account budget changes. An Office Coordinator position is being created to address the need for more oversight duties when the Department Head position at the UW level is phased out. The Office Coordinator position will replace the current Fiscal Associate position description. Current Administrative Assistant II .73 FTE will increase to .80 FTE. Vacant Administrative Assistant II will not be re-posted in 2018.

Motion was made by Colleen Bates to affirm support to staffing changes of two administrative specialist II to one Administrative Specialist II (.80 FTE); creating new position of Office Coordinator (.80 FTE); and elimination of Fiscal Associate position. Motion carried 4-0.

Update on nEXT Generation Model / Discussion - Action

Emmanuelle reviewed President Ray Cross's message about the upcoming restructure of UW system.

Budget Updates/ Discussion - Action

Budget updates' were discussed at UWEX and county level. The UWEX's new county/tribal fee structure was reviewed. Emmanuelle discussed possible paid internships in partnership with UWEC Career Services.

Educator Report – Erin LaFaive Horticulture Agent

Erin LaFaive provided a report about youth gardening programs, horticulture inquiries, master gardener volunteer hours, urban forestry pruning workshop, and department head duties. Committee thanked her for her efforts.

Scheduling of Future Meetings / Agenda Items

November 13 at 5:00pm

Adjourn

Chair Leary adjourned the meeting at 6:30pm

Post:

- Media
- Committee Members
- Extension Staff

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For 01/01/17 - 11/30/17

Expenditure Summary Report

FJEXS01A

Periods 00 - 11

Expenditure Summary

Expenditure Summary

<u>Account No/Description</u>	<u>Adjusted Budget</u>	<u>Y-T-D Encumb</u>	<u>Period Expended</u>	<u>Y-T-D Expended</u>	<u>Available Balance</u>	<u>Percent Used</u>
17 YEAR 2017						
100 GENERAL FUND						
21 EXTENSION						
56140 FAIRS AND EXHIBITS						
000						
17-100-21-56140-141-000 FAIRS/ BOARD PER DIEM	200.00	.00	60.00	60.00	140.00	30.00
17-100-21-56140-142-000 FAIRS/ CNTY BRD & COMM MILEAGE	75.00	.00	9.99	9.99	65.01	13.32
17-100-21-56140-151-000 FAIRS/ SOCIAL SECURITY	25.00	.00	4.57	4.57	20.43	18.28
17-100-21-56140-195-000 FAIRS/ EXTRA HELP NON P/R	3,000.00	.00	4,361.33	4,361.33	-1,361.33	145.38
17-100-21-56140-214-000 FAIRS/ DATA PROCESSING	289.00	.00	259.00	259.00	30.00	89.62
17-100-21-56140-313-000 FAIRS/ PRINTING & DUPLICATING	500.00	.00	398.99	398.99	101.01	79.80
17-100-21-56140-324-000 FAIRS/ MEMBERSHIP DUES	412.00	.00	412.20	412.20	-.20	100.05
17-100-21-56140-360-000 FAIRS/ OPERATING SUPPLIES	450.00	.00	78.96	78.96	371.04	17.55
17-100-21-56140-733-000 FAIRS/ PRIZES & AWARDS	5,000.00	.00	7,604.25	7,604.25	-2,604.25	152.09
000	9,951.00	.00	13,189.29	13,189.29	-3,238.29	132.54
56140 FAIRS AND EXHIBITS	9,951.00	.00	13,189.29	13,189.29	-3,238.29	132.54
56141 4-H PROGRAMS						
000						
17-100-21-56141-214-000 4H PROGRAM DATA PROCESSING	400.00	.00	.00	.00	400.00	.00
17-100-21-56141-300-000 4-H PROG/ SUPPLIES & EXPENSE	1,100.00	.00	1,442.20	1,442.20	-342.20	131.11
000	1,500.00	.00	1,442.20	1,442.20	57.80	96.15
56141 4-H PROGRAMS	1,500.00	.00	1,442.20	1,442.20	57.80	96.15
56520 GARDENS						
000						
17-100-21-56520-246-000 GARDENS/ GROUNDS MAINTENANCE	500.00	.00	606.61	606.61	-106.61	121.32
17-100-21-56520-370-000 GARDENS/ REPAIR & MAINT SUPP	300.00	.00	441.27	441.27	-141.27	147.09
17-100-21-56520-533-000 GARDENS/ EQUIP RENT	500.00	.00	556.75	556.75	-56.75	111.35
000	1,300.00	.00	1,604.63	1,604.63	-304.63	123.43
56520 GARDENS	1,300.00	.00	1,604.63	1,604.63	-304.63	123.43
56700 EXTENSION						
000						
17-100-21-56700-111-000 UW EXT/ SAL PERM-REGULAR	99,771.00	.00	62,003.88	62,003.88	37,767.12	62.15
17-100-21-56700-121-000 UW EXT/ SAL TEMP-REGULAR	5,900.00	.00	5,447.96	5,447.96	452.04	92.34
17-100-21-56700-151-000 UW EXT/ SOCIAL SECURITY	7,633.00	.00	4,919.33	4,919.33	2,713.67	64.45
17-100-21-56700-152-000 UW EXT/ RETIREMENT EMPLR SHARE	6,784.00	.00	4,216.28	4,216.28	2,567.72	62.15
17-100-21-56700-154-000 UW EXT/ HOSPITAL & HEALTH INS	22,223.00	.00	13,481.36	13,481.36	8,741.64	60.66
17-100-21-56700-155-000 UW EXT/ LIFE INSURANCE	.00	.00	19.70	19.70	-19.70	.00
17-100-21-56700-200-000 UW EXT/ CONTRACT SVCS	135,955.00	.00	66,327.00	66,327.00	69,628.00	48.79

For 01/01/17 - 11/30/17

Expenditure Summary Report

FJEXS01A

Periods 00 - 11

Expenditure Summary

Expenditure Summary

<u>Account No/Description</u>	<u>Adjusted Budget</u>	<u>Y-T-D Encumb</u>	<u>Period Expended</u>	<u>Y-T-D Expended</u>	<u>Available Balance</u>	<u>Percent Used</u>
17 YEAR 2017						
100 GENERAL FUND						
21 EXTENSION						
56700 EXTENSION						
000						
17-100-21-56700-214-000 UW EXT/ DATA PROCESSING	320.00	.00	320.00	320.00	.00	100.00
17-100-21-56700-225-000 UW EXT/ TELEPHONE & TELEGRAPH	3,500.00	.00	2,574.92	2,574.92	925.08	73.57
17-100-21-56700-310-000 UW EXT/ OFFICE SUPPLIES	3,000.00	.00	1,851.94	1,851.94	1,148.06	61.73
17-100-21-56700-311-000 UW EXT/ POSTAGE & BOX RENT	1,000.00	.00	59.10	59.10	940.90	5.91
17-100-21-56700-313-000 UW EXT/ PRINTING & DUPLICATING	1,750.00	.00	2,031.65	2,031.65	-281.65	116.09
17-100-21-56700-320-000 UW EXT/ REFERENCE MATERIALS	500.00	.00	36.00	36.00	464.00	7.20
17-100-21-56700-324-000 UW EXT/ MEMBERSHIP DUES	50.00	.00	50.00	50.00	.00	100.00
17-100-21-56700-330-000 UW EXT/ TRAVEL-REGULAR	6,000.00	.00	4,081.51	4,081.51	1,918.49	68.03
17-100-21-56700-340-000 UW EXT/ TRAVEL-TRAIN & CONF	6,000.00	.00	1,921.29	1,921.29	4,078.71	32.02
000	300,386.00	.00	169,341.92	169,341.92	131,044.08	56.37
56700 EXTENSION	300,386.00	.00	169,341.92	169,341.92	131,044.08	56.37
56701 UWE EDUC PROG						
000						
17-100-21-56701-300-000 EDUC PROG/ UWE - SUPPLIES	16,000.00	.00	13,408.11	13,408.11	2,591.89	83.80
000	16,000.00	.00	13,408.11	13,408.11	2,591.89	83.80
56701 UWE EDUC PROG	16,000.00	.00	13,408.11	13,408.11	2,591.89	83.80
56706						
000						
17-100-21-56706-390-000 Safety Grant-other supplies	500.00	.00	790.30	790.30	-290.30	158.06
000	500.00	.00	790.30	790.30	-290.30	158.06
56706	500.00	.00	790.30	790.30	-290.30	158.06
56710 PARENTING EDUCATION						
000						
17-100-21-56710-300-000 PARENTING EDUCATION/ SUPPLIES	4,000.00	.00	598.00	598.00	3,402.00	14.95
000	4,000.00	.00	598.00	598.00	3,402.00	14.95
56710 PARENTING EDUCATION	4,000.00	.00	598.00	598.00	3,402.00	14.95
56713						
000						
17-100-21-56713-390-000 SCHOOL OUTREACH PROG/SUPPLIES	400.00	.00	756.40	756.40	-356.40	189.10
000	400.00	.00	756.40	756.40	-356.40	189.10
56713	400.00	.00	756.40	756.40	-356.40	189.10
56715						
000						
17-100-21-56715-311-000 UW EXT STATE POSTAGE/ POSTAGE	1,988.00	.00	1,612.00	1,612.00	376.00	81.09
000	1,988.00	.00	1,612.00	1,612.00	376.00	81.09
56715	1,988.00	.00	1,612.00	1,612.00	376.00	81.09

County of Eau Claire

For 01/01/17 - 11/30/17

Expenditure Summary Report

FJEXS01A

Periods 00 - 11

Expenditure Summary

Expenditure Summary

<u>Account No/Description</u>	<u>Adjusted Budget</u>	<u>Y-T-D Encumb</u>	<u>Period Expended</u>	<u>Y-T-D Expended</u>	<u>Available Balance</u>	<u>Percent Used</u>
17 YEAR 2017						
100 GENERAL FUND						
21 EXTENSION						
56727						
000						
17-100-21-56727-390-000 SUSTAINABILITY FESTIVAL EXP	2,000.00	.00	.00	.00	2,000.00	.00
000	2,000.00	.00	.00	.00	2,000.00	.00
56727	2,000.00	.00	.00	.00	2,000.00	.00
21 EXTENSION	338,025.00	.00	202,742.85	202,742.85	135,282.15	59.98
100 GENERAL FUND	338,025.00	.00	202,742.85	202,742.85	135,282.15	59.98
17 YEAR 2017	338,025.00	.00	202,742.85	202,742.85	135,282.15	59.98

County of Eau Claire
Revenue Summary Report

For 01/01/17 - 11/30/17

FJRES01A

Periods 00 - 11

Revenue Summary

Revenue Summary

<u>Account No/Description</u>	<u>Budget Amount</u>	<u>Period Amount</u>	<u>Y-T-D Amount</u>	<u>Balance</u>	<u>Percent Received</u>
17 YEAR 2017					
100 GENERAL FUND					
21 EXTENSION					
17-100-21-43333-000-000 UW EXTENSION REVENUE-CLEARING ACCOUNT	.00	1,015.00	1,015.00	-1,015.00	.00
17-100-21-43571-000-000 FAIRS & EXHIBITS	4,000.00	4,062.17	4,062.17	-62.17	101.55
17-100-21-43573-000-000 STATE POSTAGE	1,988.00	1,018.00	1,018.00	970.00	51.21
17-100-21-43578-000-000 SAFETY GRANT	1,300.00	.00	.00	1,300.00	.00
17-100-21-43581-000-000 POSTAGE FEES	200.00	.00	.00	200.00	.00
17-100-21-43582-000-000 4H ACTIVITY FEES & DUES	3,000.00	.00	.00	3,000.00	.00
17-100-21-43583-000-000 COUNTY FAIR FEES	3,000.00	.00	.00	3,000.00	.00
17-100-21-46740-002-000 UW EXT/ FAIRS & EXHIBITS	5,951.00	3,351.50	3,351.50	2,599.50	56.32
17-100-21-46741-000-000 4-H PROGRAMS	1,500.00	590.29	590.29	909.71	39.35
17-100-21-46741-007-000 SCHOOL OUTREACH PRG. GRT	400.00	1,552.00	1,552.00	-1,152.00	388.00
17-100-21-46771-000-000 REFERENCE MATERIALS - UWE	100.00	70.00	70.00	30.00	70.00
17-100-21-46772-000-000 DUPLICATING - UWE	500.00	206.63	206.63	293.37	41.33
17-100-21-46774-000-000 EDUCATIONAL PROGRAMS - UWE	17,500.00	16,777.41	16,777.41	722.59	95.87
17-100-21-46920-000-000 GARDEN RENT	2,300.00	1,954.00	1,954.00	346.00	84.96
17-100-21-48503-000-000 PARENT NEWSLETTER DONATIONS	4,000.00	1,250.00	1,250.00	2,750.00	31.25
17-100-21-48505-000-000 FAIR DONATIONS	.00	500.00	500.00	-500.00	.00
17-100-21-48506-000-000 SUSTAINABILITY DONATIONS	2,000.00	.00	.00	2,000.00	.00
17-100-21-49300-000-000 N/L FUNDS APPLIED	10,610.00	.00	.00	10,610.00	.00
21 EXTENSION	58,349.00	32,347.00	32,347.00	26,002.00	55.44
100 GENERAL FUND	58,349.00	32,347.00	32,347.00	26,002.00	55.44
17 YEAR 2017	58,349.00	32,347.00	32,347.00	26,002.00	55.44

Expenses November 2017

Payment to	Reason	Amount	Account Description	Revenue Source
SUPERAMERICA 4523	Gasoline	\$29.25	Education	Fees
ENTERPRISE RENT-A-CAR	State Horticultur	(\$30.31)	Education	Fees
ENTERPRISE RENT-A-CAR	State Horticultur	\$74.87	Education	Fees
UPS*000000W9Y127387	state postage	\$12.03	State Postage	Grant
UPS*000000W9Y127397	state postage	\$4.01	State Postage	Grant
UPS*000000W9Y127407	state postage	\$11.68	State Postage	Grant
UPS*000000W9Y127417	state postage	\$3.87	State Postage	Grant
SOIL AND FORAGE LABORATOR	soil sample	\$45.00	Education	Fees
EARTHBOUND ENVIRONMENTA	waste collection	\$35.00	Grounds Maintenance	Fees
YANKEE JACKS PUBLIC HOUSE	Pruning Worksho	\$686.68	Education	Fees
Andy Heren	Mileage	\$56.10	Travel - Regular	Fees
Brook Berg	Mileage	\$141.78	Travel - Regular	Fees
Brook Berg	Mileage	\$75.48	Travel Training & Conference	Fees
Kristin Peterson	Mileage	\$27.54	Travel - Regular	Fees
Mark Hagedorn	Mileage	\$180.54	Travel - Regular	Fees
Mark Hagedorn	Mileage	\$15.00	Travel Training & Conference	Fees
Country Cousins	Fair Premiums	\$666.50	Prizes/Awards	FOF
Fritz	Fair Premiums	\$2.60	Prizes/Awards	FOF
Sugarbush	Fair Premiums	\$105.80	Prizes/Awards	FOF
EC Adventurers	Fair Premiums	\$54.50	Prizes/Awards	FOF
		\$2,197.92		
Row Labels	Sum of Amount			
Education	\$ 805.49			
Grounds Maintenance	\$ 35.00			
Prizes/Awards	\$ 829.40			
State Postage	\$ 31.59			
Travel - Regular	\$ 405.96			
Travel Training & Conference	\$ 90.48			
Grand Total	\$ 2,197.92			

FY17 SNAP-Ed/FoodWise Eau Claire County Year-End Narrative Report

[1] OVERVIEW OF SNAP-ED/FOODWISE NUTRITION EDUCATION EFFORTS IN EAU CLAIRE COUNTY DURING FY17

Since 1995, Eau Claire County (ECC) Supplemental Nutrition Education Program Education (SNAP-Ed) has been working to improve the health of SNAP eligible families through direct nutrition education and policy, systems and environmental change approaches. In fiscal year 2017 ECC SNAP-Ed staff made 9,051 direct teaching contacts totaling 1,724 non-duplicated learners. Thirty-six (36) SNAP-Ed delivery sites utilized for direct and indirect teaching included: public schools (7), Head Start centers (5), kids' garden (1), youth corrections (1), youth organization (1), job training sites (2), adult residential treatment centers (1), organizations for minority and/or language assistance (2), homeless shelter (1), subsidized cost housing (4), farmers' market (1) and grocery stores for shopping tours and the FNV Campaign (7) and convenience stores to increase healthy retail (4). Intentional SNAP-Ed program changes determined by the team included decreasing teaching events to those that had the most effective teaching outcomes and choosing multi-session nutrition programs whenever feasible. Multi-session programs increase client contact, improving the likelihood of changing health behaviors. This year 78% (105/135) of SNAP-Ed staff's teaching programs involved multi-session teaching, 52% (61/135) of all programs included five to 20 lessons and 26% (35/135) of programs consisted of two to four lessons. Of the 1,724 learners taught, 72% (1243/1724) were school-aged children, 13% (226/1724) were preschoolers, 12% (200/1724) were parents of infants or children, 1% (23/1724) were young adults without children and 2% (32/1724) were senior adults. SNAP-Ed staff provided education at 628 teaching events.

In addition to direct teaching contacts, ECC SNAP-Ed distributed over 7,000 e-newsletters to parents of children participating in our nutrition program. SNAP-Ed also provides nutrition and food security materials including the USDA MyPlate "10 Tips" educational series; healthy recipes at ECC UW-Extension, Department of Human Services and the Downtown Farmers Market; and ECC Community Resource Directories and Food Resource Maps through community agencies, medical clinics involved in our Food as Medicine Partnership intervention, on the city bus and schools serving low-income clients.

ECC SNAP-Ed staff partnered with community groups on multi-level policy, systems and environmental change approaches to improve health. Initiatives included:

- **Farmers' Market Match Incentive Program:** As a result of the implementation of the Market Match incentive program at the Eau Claire Downtown Farmers' Market, low income families spent FoodShare (FS) dollars and doubled those dollars up to \$10 per week to access healthy, affordable food downtown, where food deserts exist and many low-income residents reside. In 2017, FS patrons spent more than \$10 to get the additional direct match of \$10 per week. In fact, FoodShare patrons spent an average of \$26.24 per visit. Unduplicated total FS patrons totaled 437. Currently about 8.5% of all ECC FS families (437/5,139) are utilizing the Market Match incentive program. Through the life of the Market Match and token program including FS and debit/credit sales (2012-2017), almost \$118,500 of income has been generated at the market (see outcome and narrative report).
- **FNV Campaign and Convenience Store Projects:** Eau Claire FoodWise coordinator Nancy Coffey partnered with EC Healthy Communities, Chippewa Health Improvement Partnership and Dunn County Nutrition Action Team to work with a statewide team to pilot the FNV campaign in Wisconsin. To bring FNV to life, coalition members worked to develop relationships with 12 food retailers in the Chippewa Valley, engage millennials of limited income at two activation events and promote FNV on social and earned media. The campaign has strengthened local coalition partnerships and developed new relationships with grocers and convenience store staff, which may create a path for further collaboration. The Tri-County Coalition also garnered WI Department of Health Services C-Store grant funds to increase healthy food options at four Eau Claire and two Dunn County locations. Coolers or display racks were purchased and pre-post assessments were conducted. Future work will include "nudges" to encourage patrons to purchase the healthy foods.

- **Food As Medicine Planning Partnership (FAMP) Improving Food Security to Improve Health:** The FAMP initiative works to reduce food insecurity and improve overall health of community residents who are food insecure, leading to increased health equity. The FAMP team created a network of members representing the University of Wisconsin-Eau Claire and UW-Extension (2 members), hospitals (2), private medical clinics (2), insurance companies (2), government (2), non-profits (5), school district (1), food insecure individuals (2) and two Hmong members representing ECC's largest ethnic minority population. The network created an evidence-based strategic plan to identify ECC residents who were food insecure and connect them with food to improve health. Three medical and three community organizations are initiating two evidence-based food insecurity assessment questions into their institutional protocol and connecting clients to food resources to improve health.
- **Hunger Prevention Coalition (HPC):** Coffey serves as HPC chairperson. Having adequate food for children in the summer is problematic when free and reduced lunch meals are unavailable. To reduce the problem, all summer feeding was promoted in one community flyer mailed to all Eau Claire Area School District (ECASD) families and in the Senior Review to notify grandparents caring for children. HPC also coordinated with Feed My People Food Bank staff to increase the locations in which children could access summer bag meals and produce. Sites added this year included: Ameriental Food Store, Eau Claire Downtown Farmers Market-Market Match Incentive Program table, Longfellow School playground and Sundet Park Trailer Court. Longfellow School was very well utilized after a Facebook post sent by the school partnership coordinator went viral. In these new locations the following food was distributed: Ameriental Food Store, 60 meal bags ; Longfellow School (weekly mobile and back to school night providing meal bags, fresh produce, other items, and information on FoodShare and other hunger relief resources, 816 meal bags and 1129 people served (45% kids, 41% adults, 14% seniors) 13,325 pounds of food (not including meal bags); Market Match at the EC Downtown Farmers Market, 157 meal bags; McKinley Charter School (one-time back to school mobile), 344 people served (50% kids, 45% adults, 6% seniors; and Sundet Park Trailer Court, 297 people served (38% kids, 51% adults, 11% seniors). HPC also facilitated writing the ECC Hidden Hunger quarterly e-newsletter (Coffey was lead writer), distributed to over 200 community residents who participated in food insecurity presentations and indicated they wanted to assist to reduce community food insecurity to improve health.

[2] EXPANDING OUTREACH AND ACCESS TO PROGRAMMING

About half (55%) of ECC SNAP-Ed non-duplicated learners were females. Six percent of the non-duplicated learners identified as Hispanic or Latino. Learners by race were: 78% White, 14% Asian, 7% Black, 1% American Indian. FoodShare (FS) participation by race was 74% white, 7% Asian, 4% Black, 1% American Indian, 4% multi-race and 10% unknown race. Four percent of FoodShare participants were Hispanic (2016 ECC CARES report).¹ ECC SNAP-Ed has reached parity through teaching a racially and ethnically diverse clientele mainly through partnerships with ECASD low-income elementary schools; Boys and Girls Club, Hmong Mutual Assistance Association, Literacy Chippewa Valley and Affinity House drug treatment programs. Literacy Chippewa Valley has been SNAP-Ed's best connection to reach Hmong and Latino parents of young children.

SNAP-Ed teaches at seven ECASD low-income schools to connect to children of diverse racial and ethnic backgrounds and their parents. ECASD SNAP-Ed eligible schools have free and reduced lunch participation rates of: Flynn (55%), Lakeshore (57%), Locust Lane (58%), Longfellow (74%) and Prairie Ridge Early Learning Center (64%).³ These SNAP-Ed eligible schools are also higher in racial and ethnic diversity than schools that don't qualify. Specifically, the racial background of children in the low-income schools (ECASD 2017-2018, 9.15.17 report) is: Asian, 6%-23%; American Indian, 1%-3%; Hispanic*, 3%-8%; Native Hawaiian or Other Pacific Islander, 1-2%; 2 or more races, 4%-9%; and White, 66%-75%.⁴ At schools with a lower percentage of free and reduced lunch participation, the White population is higher, varying from 70%-87% with lower racial-ethnic diversity.⁴

Even though ECC SNAP-Ed has reached parity in serving our minority population, we're continually trying to increase participation of minority populations in our county. Hmong residents comprise ECC's largest

minority group. According to 2006-2010 ACS data, the estimated poverty data for ECC Hmong residents was 36%.³ To gain understanding of Hmong culture, the SNAP-Ed coordinator is a Hmong Mutual Assistance Association (HMAA) board member. Through this involvement, SNAP-Ed initiated programming with the Hmong Building Bridges after school program and Hmong Elder Wellness Program. Coffey made community connections to assist Hmong elders to enroll in FoodShare, acquire Senior Farmer Market vouchers and utilize Market Match at the Farmers' Market.

Engagement with the Latino population has been improving slowly, mostly due to fears held by undocumented residents of deportation if they attend programs in public locations. Many Latino residents are undocumented. El Centro is an ECC Latino organization that has no building and a small budget. In 2017, Coffey conducted a one-on-one meeting with the El Centro president, Gerardo Licon, to learn more and look at additional SNAP-Ed programming possibilities. Gerardo connected Coffey with a large El Centro email group. From this group, Coffey identified three champions. These champions recruited 8 families for a Cook & Learn series of four classes, which will begin in November 2017. Coffey also connected Licon with community connections who will work with ECC HPC to translate the Community Resource Directory into Spanish. It will then be distributed through El Centro's email, Facebook page and may be printed. Coffey also connected Licon with the Western Dairyland Energy Assistance staff. Staff will work with El Centro to offer program registration at a location where Latino families will feel safe. Coffey has identified a champion to move that project forward.

Coffey, SNAP-Ed coordinator, taught a food safety class at St. John's low income apartments for the past two years. After the food safety lesson, the coordinator was contacted by an apartment resident who was visually impaired. She requested a food safety presentation for a group she chaired that served visually impaired community residents of limited income. Coffey coordinated with the chairwoman to develop a food safety lesson that was respectful and tailored to the group's needs. In 2017, Coffey initiated a Strong Bones series for all those at St. John's apartments as well as those that are visually impaired. One client, who is legally blind, attended the class. At the client's request, Coffey acquired written exercise directions from the national Strong Bones Program, which the client could read on her Braille reader. This client continues to help the participants understand how to do the exercises correctly.

1. 2015 ECC CARES report, requested from ECC Department of Human Services, Linda Struck
2. WI Dept. of Public Instruction, Public Enrollment by School: Ethnicity, 2015-2016, <http://dpi.wi.gov/cst/data-collections/student/ises/published-data/excel>
Free and reduced lunch participation, <http://dpi.wi.gov/school-nutrition/program-statistics>
3. ECASD 2017-2018 Free & Reduced Lunch Participation, requested from Sue Brown, ECASD Food Service Director. (*The ECASD report lists Hispanic as a race rather than an ethnicity.)
4. ECASD 2017-2018, 9.15.17 Ethnicity Report, requested from Sandra LaValley, ECASD Executive Assistant.

U.S. Census Bureau. (2006-2010). Eau Claire County, Wisconsin, C17002 Ratio of Income to Poverty Level in the Past 12 [Data]. 2006-2010 American Community Survey Selected Population Tables for Hmong alone. Retrieved from <http://factfinder2.census.gov>

[3] EDUCATIONAL PROGRAMMING BY SETTING TYPE

Eau Claire County SNAP-Ed Nutrition **Direct** Education Programming consisted of programming at the following types of settings during FY17:

SETTING TYPE	Number of Learners
Afterschool programs: Augusta, Lakeshore, Longfellow, and Locust Lane ECC Elementary Schools; and DeLong Middle School Ms Adventure Girls Program	124
Community centers: Literacy Chippewa Valley Family Nutrition Series	19
Early care and education: 4 year old programs at ECASD, Augusta and Western Dairyland (most are Head Start Programs) for the child participants. Also parent meetings and family events taught.	276
Gardens in low-income neighborhoods: Targeted participants include neighborhood youth and Boys & Girls Club members	33
Job training programs / temporary assistance for needy families (TANF) worksites: Western Dairyland Fresh Start & Workforce Resource F-Set/W2	19
Large food stores (4+ registers): Cooking Matters Grocery Store Tours	22
Other neighborhood settings where people “live” or live nearby: Lutheran Social Services: FitWise Program and Northwest Regional Juvenile Detention Center	20
Public housing: Low income housing at St John’s Apartments, Woodsedge and Park Towers	38
Residential treatment centers: Lutheran Social Services Affinity House Drug Treatment Center	58
Schools (K-12, elementary, middle, and high): Grades 1, 3, 5 th and Life Without Limits Program for young adults coming out of high school with cognitive challenges	1,032
Shelters: Beacon House homeless shelter	42
Youth Organizations (e.g. Boys or Girls Clubs, YMCA): Boys & Girls Club Teens in the Kitchen Program and Hmong Mutual Assistance Association Middle School Building Bridges Program	41

[4] OUTCOMES AND IMPACTS

2017 ECC SMART Objectives

1. 40% of parent respondents of FoodWise elementary school learners will report that their children have increased fruit and/or vegetable consumption.
2. 70% of adult FoodWise program participants will express intent to adopt at least one food resource management behavior.

3. 50% of adult FoodWise program participants will express intent to follow one USDA Dietary Guideline message.
4. 5% of unique ECC SNAP households will utilize the EC Downtown Farmers Market, Market Match incentive program to increase access to fresh food for their family.

PART A: OUTCOMES AND IMPACTS OF SNAP-ED DIRECT EDUCATION

Parents Report their First Graders are Eating More Fruits and Vegetables (Smart Objective 1)

A diet abundant in fruits and vegetables is associated with a variety of positive health outcomes, yet adult and child intake is significantly lower than USDA Dietary Guidelines recommend.

Therefore it is important to reach young children to present them with an exploration of and information on healthy food and snack choices, reinforcing that eating fruits, vegetables, and whole grains are an important part of a healthy diet. To address these nutritional needs, ECC FoodWise educators, Pamela Warren-Armstrong and Joy Weisner, teach nutrition lessons in 1st grade.

Warren-Armstrong and Weisner taught eight, 30 minute, nutrition lessons from *Show Me Nutrition* to 212 first graders at six low-income elementary schools. To evaluate nutrition outcomes several weeks after program completion, the state-approved Parent Survey-Fruits and Vegetables Survey was sent home in 1st graders' backpacks.

Fifty nine (59) written parent surveys were returned, a 28% return rate. Parent respondents' reported that after program completion, behavior changes made by their child included: 58% (34/59) were more willing to taste new foods, 64% (38/59) were eating more fruit, 57% (34/59) were eating more vegetables, and 42% (25/59) of parents reported that their child asked them to buy a fruit or vegetable. Parents' comments included: "He talks about new foods he tried and LIKED THEM! :)", being Autistic that is HUGE!" "Leo mentioned eating healthy and has picked a couple healthier options for lunch;" and "Thank you so much! Asia has learned so much! This is such a great program."

Increasing fruit and vegetable consumption and being willing to try new foods at an early age can improve healthy habits for a lifetime.

1. *Dietary Guidelines for Americans*, 2015-2020. 12/2015. Chapter 2, Shifts Needed to Align with Healthy Eating Patterns, https://health.gov/dietaryguidelines/2015/resources/2015-2020_Dietary_Guidelines.pdf

Third and Fifth Graders Increase Fruit and Vegetable Consumption (SMART Objective 1)

Thirty to forty percent of children and adolescents eat fast food, which is often high calorie.¹ Children living in poverty also have a 27% higher obesity rate.² Schools provide opportunities for students to learn and practice healthy eating behaviors.

To improve healthy youth eating behaviors, Warren-Armstrong and Weisnertaught eight nutrition lessons in 3rd and 5th grades at six area income-eligible schools in 27 Augusta, Eau Claire, and Fairchild classrooms, utilizing approved FoodWise curricula.

Pre-post surveys without matching ID's indicated in the pre-test that 56/262 students (21%) were eating vegetables every day, and 101/ 262 (39%) were eating fruit every day. After the program there was an 11% increase in the number of students eating vegetables every day and a 9% increase in the number of students eating fruit every day. On average there was a 15% increase (38%-53%) in the number of students who often asked their family to have fruits easily accessible, an 11% increase in the number who often/sometimes asked their family to have cut-up vegetables in the refrigerator and an 8% increase (45%-53%) in the number who often asked their family to buy their favorite fruit or vegetables. Students reported, "My mom bought mango!" or "We had sweet potatoes for dinner tonight!" and "I added spinach to my sub!" Teachers observed that after the program students were more willing to take fruits/vegetables at lunch. They also brought more fruits and vegetables from home for snack time.

Students increased fruit and vegetable consumption, which may improve overall health and may help reduce obesity.

1. 2007 National Survey of Children's Health, <http://childhealthdata.org/learn/NSCH>
2. CDC Childhood Obesity Facts, <https://www.cdc.gov/obesity/data/childhood.html>

Adults Gain Grocery Shopping Strategies to Save Money and Eat Healthy (Smart Objective 2)

Families of limited income report that the cost of healthy groceries is their biggest barrier to making healthy meals.¹ Smart shopping can help overcome that barrier. "Cooking Matters at the Store" is a program that empowers families to stretch their food budgets so their children get healthy meals at home.

All ECC FoodWise staff taught "Cooking Matters" to 38 adults in grocery store or "virtual tours." After the tour, participants completing a written survey reported: 45% (17/38) plan to compare unit pricing to find the best deal the next time they shop, 13% plan to do this strategy in the next six months, 39% are already doing this and 3% were not interested in this strategy. Over half, 59%, plan to compare food labels to make healthy choices the next time they shop, 11% will do this in the next 6 months and 30% already do this strategy. Nearly half (45%) of respondents' reported they plan to read ingredient lists to find whole grains the next time they shop, 18% plan to do this in the next six months, 29% were already reading labels to find whole grains and 8% were not interested in trying this strategy.

Respondents' comments included: "I had never unit priced and I loved learning how"; "Instead of choosing foods at end caps, I will compare the food labels where the foods are typically located"; "Thanks for the class; it was a good introduction for preparing nutritious, cost effective meals"; "Children learn by example. I need to eat healthy so they will follow."

As families adapt smart shopping skills they can save money to make healthy meals at home.

1. It's Dinnertime: A Report on Low-Income Families' Efforts to Plan, Shop for and Cook Healthy Meals, <https://www.nokidhungry.org/images/cm-study/report-full.pdf>

Families Improve Eating Habits and Save Money on Food (SMART Objectives 2 & 3)

The Dietary Guidelines for Americans indicates that healthy eating patterns and regular physical activity can help people maintain good health and reduce chronic disease risks. Healthy eating patterns include a variety of nutrient dense foods that meet families' personal and cultural preferences and fit within their

budget.¹

Seven culturally diverse Family Literacy families attended a six-class Healthy Food and Money Saving Program. All family members tasted fruits, vegetables and new foods. Parents learned about healthy eating and food resource management.

At program completion, most families indicated an increase in fruit and whole grain consumption, as well as increasing the frequency with which shopped with a list and utilized unit pricing. One participant, interviewed three months after program completion, rated her family's eating on a scale from 1 to 10 (1-unhealthy to 10-very healthy). Ia (not her real name) said that before the program her rating was 4 because her husband was drinking a lot of pop every day and the children a tea lot of candy. Now she rated her family's eating a 9. Ia said, "My husband is now drinking the traditional boiled water from cooked vegetables instead of pop." Ia stated that she had to convince her husband that the nutrition messages she was telling him were evidence-based, not just opinion. Ia and her husband are now consistent in their family healthy eating messages. Ia said she is not buying unhealthy foods anymore and has saved \$20-\$25 dollars per week on groceries.

Participants have gained skills to purchase affordable, healthy food; and enjoyed sharing cultural food preferences. Improving family healthy eating patterns will help build lifelong habits and improve health.

1. Dietary Guidelines for Americans, 2015-2020, <https://health.gov/dietaryguidelines/2015/guidelines/executive-summary/>

New FitWise Strength Training Program Improves Bone Health

Complications from hip fractures kill even more women every year than breast cancer.¹ Certified FoodWise staff piloted FitWise, a twice weekly, 10-week strength training program to help limited income adults achieve better health and fitness. Coffey taught 26 seniors at Sessions Street and St John's Apartments.

At program completion 50-60% of the clients (n=16) reported improvements in all evaluation categories. The majority of respondents' strongly agreed that their balance had improved, they had less joint pain and more energy, they slept better, and were in better health than before the program. Pre versus post physical assessments, designed to measure strength, flexibility, and overall fitness showed all of the participants improved in almost all six areas tested. Alta, a FitWise participant, initially wasn't interested in an exercise class because, "Exercise is boring. I don't want to live too long!" Alta became the FitWise champion. She has continued the FitWise program with the majority of the participants since program completion over three months ago. Currently Alta states, "After joining the group I feel stronger and I have made several friendships. We have fun doing the exercises together. I would like to increase our FitWise program to three days a week, but I haven't convinced the other participants to come that often." Norene, who is legally blind, is Alta's sidekick. Norene has not missed a class. At Norene's request, Coffey acquired written exercise directions from the national Strong Bones Program, which Norene could read on her Braille reader. Norene continues to help the participants understand how to do the exercises correctly.

FitWise helps build strength, balance and flexibility; improves bone density and falls prevention. It also builds leadership and friendships.

1. Nelson & Wernick, Strong Women, Strong Bones: Everything You Need to Know to Prevent, Treat and Beat Osteoporosis, 2000

PART B – PSE AND COLLABORATIVE EFFORTS OUTCOMES AND IMPACTS

Farmers' Market- Market Match Incentive Program Increases FoodShare Patrons' Access to Fresh Produce

SMART Objective 4

Nearly one out of six (16%) ECC residents rely on FoodShare (FS) to help feed their families.¹ A diet abundant in fruits and vegetables is associated with a variety of positive health outcomes, yet intake is significantly lower than USDA Dietary Guidelines recommend. Implementing Market Match incentive program at the Eau Claire Downtown Farmers' Market, low income families can spend FoodShare (FS) dollars and double those dollars up to \$10 a week to access healthy, affordable food downtown, where food deserts exist and many low-income residents reside.

In 2017, FS patrons spent more than \$10 to get the additional direct match of \$10 a week. FoodShare patrons spent an average \$26.24 per visit! Unduplicated total FS patrons totaled 437. Currently about 8.5% of all ECC FS families (437/5,139) are utilizing the Market Match incentive program.

A Qualtrics survey, completed by 92 FS Market Match patrons indicated respondents were eating more fruits and vegetables (77%), eating more colors of fruits and vegetables (40%), saving money on market produce (64%), finding it easier to purchase fruits and vegetables (51%), and feeling more included in the community (43%). Almost all (99%) respondents reported it was easy/very easy to use Market Match and that the program was important/very important in their decision to shop at the farmers market.

Market Match has increased access to healthy food for families participating in FS. These families are reporting they are eating more fruits and vegetables and are becoming more food secure during the program. Since its inception, the Token Program has generated almost \$118,500 for the EC Downtown Farmers Market vendors, many who are low income, and has improved the City economy

1. Wisconsin FoodShare Unduplicated Recipients by Calendar Year, 2015.
<https://www.dhs.wisconsin.gov/foodshare/rsdata.htm>

Eau Claire County Partners to Pilot FNV Campaign

A diet abundant in fruits and vegetables is associated with a variety of positive health outcomes¹ About 25% of Eau Claire County (ECC) adults consume fruits and vegetables five or more times daily, the recommended intake for optimal health.² Creating increased interest in fruits and vegetables is an important link to increased consumption.¹

UW-Extension FoodWise partnered with the Partnership for a Healthier America, healthTIDE, county health coalitions, and food retailers to increase demand for fruits and vegetables. The FNV (fruits and vegetables) social marketing campaign was selected, harnessing the power of marketing to increase millennials' demand for fruits and vegetables. ECC FoodWise partnered with EC Healthy Communities, Chippewa Health Improvement Partnership and Dunn County Nutrition Action Team to work with the statewide team to pilot the FNV campaign. To bring FNV to life, coalition members developed relationships with 12 food retailers, engaged millennials of limited income at two activation events and promoted FNV on social and earned media. Serving as a conduit between the FNV grocery and convenience store partners and the statewide FNV team, county coalition members worked to: follow up on store's logistical issues to obtain, utilize and maintain FNV creative materials in each store and conduct biweekly fidelity checks to ensure a quality intervention. The FNV Campaign is still in progress. The campaign has strengthened local coalition partnerships and developed new relationships with grocers and convenience store staff, which creates a path for further collaboration.

FNV is geared to change perceptions of fruits and vegetables, which will increase demand, motivating retailers to increase healthier food options. This ripple effect makes the healthy choice the easy choice and promotes the purchase of healthy foods.

1. CDC State Indicator Report on Fruits and Vegetables 2013,
<https://www.cdc.gov/nutrition/downloads/state-indicator-report-fruits-vegetables-2013.pdf>
2. Eau Claire County Healthy Communities Network of Care,
<http://eauclaire.wi.networkofcare.org/ph/indicator.aspx?id=121&c=4>

[5] RESULTS NARRATIVE:

Farmers' Market- Market Match Incentive Program Increases FoodShare Patrons' Access to Fresh Produce Nancy Coffey, SNAP-Ed Coordinator, Market Match Team Lead Year 6 Project

Assessed Need: Nearly one out of six (16%) Eau Claire County (ECC) residents rely on FoodShare (FS) to help feed their families.¹ A diet abundant in fruits and vegetables is associated with a variety of positive health outcomes, yet intake is significantly lower than USDA Dietary Guidelines recommend. Local data indicates that three in four (75%) ECC adults do not consume the recommended five fruits and vegetable servings per day (Behavioral Risk Factor Surveillance System, 2003-2009).² Implementing Market Match incentive program at the Eau Claire Downtown Farmers' Market, low income families can spend FoodShare (FS) dollars and double those dollars up to \$10 a week to access healthy, affordable, locally-grown fresh food downtown, where food deserts exist and many low-income residents reside.

Designing Approaches and Implementation:

In 2012, the Eau Claire (EC) Downtown Farmers' Market manager; Nancy Coffey, ECC SNAP-Ed coordinator; and the UW-Eau Claire AmeriCorps VISTA member partnered to initiate a token program at the market. The objective of the token program was to give FS participants the opportunity to access the market using their SNAP card by exchanging electronic benefits (EBT) for tokens. Tokens became accepted currency at the market. To reduce stigma associated with using SNAP benefits, all market patrons universally were able to exchange their form of currency (FS, credit or debit funds) for wood tokens valued at \$1 each to purchase market goods. In the first year, the Token Program Team assessed the inputs needed to facilitate program operation. Funding needs included: point of sales machine rental, a table and chairs for the Token Program booth, and purchase of the tokens. It was decided early on that volunteers would be needed to sell tokens at the booth each Saturday morning. Utilizing volunteers would reduce program expenses and garner community support for safety net benefit programs, the local food system, and reduction of food insecurity. Initially, EC Community Foundation grant funds covered promotion, token purchase and payment processing costs. In 2013, the Token Program Team partnered with Hmong Mutual Assistance Association to again acquire EC Community Foundation funds. In 2014, UW-Extension Innovative grant funds were garnered. These funds were used for promotional posters, bookmarks and market signs. By 2014, the Token Program was deemed sustainable. Volunteer efforts and transaction fees charged to persons using debit and credit cards, fully supported program operations without additional funding.

In 2015, the Market Match incentive program was added to the existing token program with the help of UW-Extension AmeriCorps VISTA, Kate Beaton. Market Match allowed for doubling of the EBT exchange rate up to \$10 per week per card in additional tokens. Initially, Market Match program funds were awarded through a Joint Council of Extension Professionals 4-H and SNAP-Ed team award (\$1,000), the North Barstow Medical Business Improvement District (\$1,000), as well as local business donations (\$3,900). In 2016 and 2017, Market Match donations totaling \$12,330 and \$11,000, respectively, were garnered from two health insurance companies, a software company, and small community donations. In addition to private donations, city funds were allocated in 2016 and 2017 for Market Match promotional and education materials. Initially, public support was demonstrated through elicited responses via a Google Form created and distributed by Kate. City funding continues; it has budgeted for 2018 and awaits City Council approval. With City funds, promotional materials and recipes (<http://eauclaire.uwex.edu/farmers-market-recipes/>) were developed featuring vegetables sold at the market to give patrons ideas on how to utilize the produce. Coffey also worked with ECC and WI Department of Human Services staff to send a state mailer to all 5,496 (5,139 in 2017) ECC FoodShare households to promote Market Match. The Great Rivers Income Maintenance Consortium paid the \$3,500-\$3,800 mailing cost each year. Program poster and bookmark promotions were also distributed by JONAH and Chippewa Valley Learning In Retirement volunteers and Hmong Mutual Assistance Association board members to over 100 local businesses frequented by a diverse group of community members. Coffey's efforts throughout the project years have assisted with development of promotional and educational materials, evaluation of program outcomes building program sustainability, and

coordination of 4-H and JONAH volunteers to promote and run the token sales.

Outcomes: All market vendors have accepted tokens each year. FS patrons spent more than \$10 to get the additional direct match of \$10 per week. In fact, FoodShare patrons spent an average of about \$27.00 per visit each project year. FoodShare token sales rose from \$2,626 in 2012 to \$20,581 (including the direct match) in 2016, with further increases to \$21,779 in 2017. Unduplicated total FS patrons rose from 90 in 2012 to 437 in 2017. Currently about 8.5% of all ECC FS families (437/5,139) are utilizing the Market Match incentive program, compared to 5% (288/5,550) in 2015. Through the life of the Market Match and Token Programs including both FS and debit/credit sales (2012-2017), almost \$118,500 of income has been generated at the market.

In July through August 2017, 112 token patrons completed a Qualtrics survey at the market to gather information on patrons' values and the impact of the token and market match program at the market. FS users reported that they plan to shop at the market more times than non-FoodShare users. Exclusively FS patron respondent (n=92) data follows. As a result of participating in the Market Match Program, FS respondents reported eating more fruits and vegetables (77%), eating more colors of fruits and vegetables (40%), saving money on market produce (64%), finding it easier to purchase fruits and vegetables (51%), and feeling more included in the community (43%). Almost all (99%) respondents reported it was easy/very easy to use Market Match and that the program was important/very important in their decision to shop at the farmers market. The Market Match program also improved food security for FS patrons. Seventy one percent (71%) of FS respondents reported that within the past 12 months, they often or sometimes worried whether their food would run out before they got money to buy more 58% reported they sometimes or often the food their household bought just didn't last and they didn't have money for more. During the Market Match program, 46% (down 25%) reported they often or sometimes worried whether their food would run out and 41% (down 17%) said they often or sometimes didn't have enough money to purchase the food needed each month. This decrease in food insecurity is noteworthy during the summer months when family food costs are higher because there is no free or reduced cost school breakfast or lunch for their children. Over one third (37%) of ECC FS participants are children.

Market match respondent evaluation quotes included: "It has helped increase (produce) consumption and I am able to put some away for winter"; "This is a great program. It allows me to purchase more fresh produce for my family. And I like being able to support local vendors. I wouldn't be able to come here without it"; "I buy less junk food so I can save my SNAP dollars for veggies at the market; "This is a very helpful program to expose my children to more varieties of better tasting fruits and vegetables that are more healthy, too;" "Money is hard to come by, Market Match makes it easier to get good food;" and "This is an amazing program that gives my family healthy alternative food options. I don't know what I'll be doing in the winter." For FS patron interviews go to: <http://eauclaire.uwex.edu/foodshare-for-better-health/> Debit/credit card survey respondents' wrote: "Love it! I never carry enough cash, and I enjoy supporting the token program for less than the cost of an ATM fee"; and "Please continue to fund this innovative program. It not only benefits the users of the Market Match program, but it helps the community feel connected."

Reflection and Learning: Market Match program success is demonstrated by overwhelming vendor, volunteer, private donor and FS patron buy-in to the program. The increased number and frequency of FS patrons accessing Market Match indicates that SNAP recipients genuinely prioritize purchasing fresh, local food when it is affordable and accessible.

Volunteers have done an incredible job of running the token sales. In 2017 follow-up volunteer evaluation one 4-H mom wrote, "I learned that my daughter is amazing at math, that many folks on food stamps (FoodShare) seemed shy about being on food stamps which made me sad, and how many people are out there doing great things. My daughter learned that this program existed and how the tokens worked. She also gleaned more about the value of helping others."

The \$118,500 in Market Match and Token Program sales is meaningful for our EC economy and the market vendors, many of whom have limited income themselves. Currently, due to project evaluation

results shared, there has been no need to write grants to sustain the program. In fact, this year, Powertex Group, a local company called Coffey to see how they could assist.

Food insecurity has been associated with increased health problems and complications in both adults and children.³ Improved food security improves health outcomes. FS respondent evaluation responses indicate increased food security during the program. The Market Match team has begun conversations with Dunn County to collaborate to write a Food Insecurity Nutrition Incentive (FINI) grant proposal to expand the Market Match program to our Just Local Food Cooperative. Access to fruits and vegetables could then be incentivized for the entire year. This could improve food security year round.

Evaluation Methods: An offline Qualtrics survey was developed and data analyzed with assistance from Josset Gauley and Marissa Lane, UW-Extension FoodWise evaluation specialists. Coffey received UW-Extension IRB approval and the evaluation was conducted on paper or with an iPad from July through August by Coffey and two other trained team members. Most patrons chose to use the iPad, some had the evaluation read to them and five patrons took the evaluation home and brought it back completed. Both SNAP (n=92) and debit-credit (20) patrons were asked if they would complete the evaluation.

A pivot Excel spreadsheet was also utilized to analyze total SNAP and credit/debit token sales using the last four digits of patrons' cards. Analysis included SNAP specific data on amount of direct match distributed, number of unduplicated patrons and average amount spent per visit.

Coffey also emailed an informal survey to 21 volunteer households who ran the token sales. All respondents reported the experience was a good one for themselves and their family. Comments: "I enjoyed being out in my community and being of service in ways I didn't know about before. I would love to bring my family next year to help and get the experience as well"; "I found it most interesting. The instruction was helpful & the support in moments of doubt was very re-enforcing! The whole experience was fun. Glad to have a partner to work with. It was eye-opening to see how many people participate and how varied the participants are"; "Was aware of the subtle complexity of doing everything correctly; great to have a partner. It was a very friendly, enjoyable and heart-warming experience and want to do it next year. In the Spring I will include info about this service to advertise it via our Eastside Hill Neighborhood Association Newsletter and on Facebook."

Creating Access to Underserved Audiences: The Market Match incentive program is only available to households participating in FS. Access was increased due to state mailer distribution to all ECC FS households. Twenty-seven percent (27%) of FS patrons completing the Qualtrics survey (n=92) indicated that they had heard about Market Match from the state mailer, 25% from posters and 19% from friends. This is atypical. Most research, including our 2012 token program evaluation, indicated friends are the main avenue in which patrons learn about SNAP at farmers' markets.

All farmer market vendors accept the tokens. Most vendors are Hmong. Many vendors do not speak or read English. Visuals were created by ECC SNAP-Ed staff so vendors could comply with FS regulations. A Hmong interpreter was also hired initially to teach market vendors program details.

ECC SNAP-Ed staff explained about Market Match to diverse racial-ethnic groups at adult classes. None of the Hmong elders attending the Hmong Elder Wellness Program were aware of the farmers' market-Market Match or the senior voucher program prior to SNAP-Ed teaching. It was difficult for the elders to access the senior voucher sign-up. Coffey worked with Hmong Mutual Assistance Association and the Aging and Disability Resource Center to coordinate getting elders to the application site with interpreters to help them complete the senior voucher application forms.

Although there is not racial-ethnic participation data of all unique Market Match FS patrons, those participating in the Qualtrics survey were: 5% Hispanic ethnicity and racially; Asian-4%, American Indian-3%, Black-1%, White-86%, Other-4%, prefer not to answer-7%. (Total is over 100% since some participants identify as more than one race.) The percentages of patrons is higher than the 2016 ECC SNAP racial-ethnic CARES report with the American Indian and White population and a lower percentage in the Asian (-3%) and Black (-3%) population. Many Asian families don't utilize the farmers' market

because they have family or extended family who garden. To promote Market Match, ECC demographic maps, obtained from Teresa Curtis, FoodWise specialist in diverse and emerging audiences, will be utilized to identify communities where black households of limited income reside. Christ Temple food pantry serves many local black families of limited income. ECC SNAP-Ed is working to strengthen the relationship with the pantry director to promote Market Match and other teaching options.

Market Match has been shared in local media spots as well as with WI Division of Public Health staff, at the 2015 UW-Extension NW Regional All Staff Conference and the 2016 WI Hunger Summit. A website has been created, <https://ecmarketmatch.wordpress.com/> to promote Market Match. Several WI counties have contacted Coffey about initiating a FS incentive program in their communities. FS patrons, who are the intended users, are participating in and expressing their appreciation for Market Match.

Market Match has increased access to healthy food for families participating in FS. These families are reporting they are eating more fruits and vegetables and are becoming more food secure during the program. Volunteers have become involved in community service and gained insights into FoodShare. The Token Program has also increased revenue for the EC Downtown Farmers Market vendors, many who are low income, and has improved the city economy.

1. Wisconsin FoodShare Unduplicated Recipients by Calendar Year, 2015.
<https://www.dhs.wisconsin.gov/foodshare/rsdata.htm>
And US Census Quick Facts, Eau Claire County WI, Population Estimate, 7.1.17
<http://www.census.gov/quickfacts/table/PST045215/55035>
2. Eau Claire County Healthy Communities Network of Care,
<http://eauclaire.wi.networkofcare.org/ph/indicator.aspx?id=121&c=4>
3. Bodenheimer, T., Chen, E. & Bennett, H.D. (2009). Confronting the growing burden of chronic disease: can the U.S. health care workforce do the job? Health Affairs, 28(1), 64-74. doi: 10.1377/hlthaff.28.1.64.