

NUTRI-NET NEWS

APRIL, 2002

This newsletter is a service of the Nutrition Education Network of Wisconsin. The Network is designed to enhance coordination and communication among agencies and organizations that educate Wisconsin's low income individuals and families about nutrition and food.

Nutri-Net News shares brief information about programs and materials that support healthful and enjoyable eating.

*Visit our Web site at:
<http://www.nutrisci.wisc.edu/nutrinet>*

Healthiest Wisconsin 2010: A Partnership Plan to Improve the Health of the Public

Wisconsin's health plan for the next decade has been developed by a group of over 40 individuals representing major public health partners. This two-year effort, known as "Turning Point," has produced an executive summary and will be producing an implementation plan which should be available later this year.

The three goals of the plan are to 1) protect and promote health for all, 2) eliminate health disparities among population groups, and 3) transform Wisconsin's public health system.

The Wisconsin Health Plan for 2010 defines public health and specifies 12 essential public health services. The document also describes 5 infrastructure priorities and 11 health priorities that will drive the development of public health policy and programs over the next ten years.

The two most relevant public health priorities for the Network and its activities are Adequate and Appropriate Nutrition, and Overweight, Obesity and Lack of Physical Activity.

Adequate and appropriate nutrition refers to both food security and foods that promote overall good health. Nutrition priorities include nutrition during preg-

nancy, childhood hunger, and diet and chronic disease. Nutrition disparities among population groups are noted: female-headed households with children, households with children under age 6, African American and Hispanic/Latino households, and low-income households have higher rates of food insecurity. Breastfeeding is less common in black women and women with less education. Death rates from cardiovascular disease are higher among African Americans and men.

Overweight and obesity are common health conditions and their prevalence is increasing nationally and in Wisconsin. Excess weight contributes to many chronic diseases and associated health care costs. Disparities are found in prevalence of overweight: African Americans, Latinos and American Indians have higher than average rates.

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Subscription Information

Nutri-Net News is published quarterly. It can be sent to you by mail or e-mail.

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Among Wisconsin children enrolled in WIC, rates of overweight among American Indian, Hispanic/Latino and Asian children are higher than among white children.

Getting people to be more active is a key issue in Wisconsin's Health Plan for 2010. The *Walk, Dance, Play... Be Active Every Day* campaign will support this goal by using partnerships among agencies to encourage physical activity and healthy eating in Wisconsin's low income population.



Food Security Statistics

Betsy Kelley, Outreach Specialist and Kadi Row, Food Security Specialist, UW-Extension

The most recent household food security survey, conducted by the USDA through the US Census Bureau in September 2000, sheds light on the prevalence of food insecurity, household spending on food, and use of food assistance programs. This survey has been conducted annually as a supplement to the Current Population survey since 1995. Note that this report shares survey data from September 2000, a time when the economy was generally considered to be strong.

Prevalence

Nationally, between 1998-2000, the prevalence of food insecurity fell by 11.3% and the prevalence of hunger fell by 15.6%. This number is a general improvement for all areas of the country and all household types.

- 89.5% of all households were food secure throughout the year. This means they had access, at all times, to enough food for an active, healthy life for all household members.
- 10.5% of households (11 million households) were food insecure. At some time, they were uncertain of having, or unable to acquire,

enough food for all their members due to insufficient money or other resources.

- Of those households, about one-third were food insecure to the extent that one or more members was hungry, at some time during the year.
- The other two-thirds were able to acquire enough food to avoid being hungry by using a variety of coping strategies such as eating less varied diets, participating in Federal food assistance programs, or getting emergency food from community food pantries.

Household Spending on Food

The typical household spent \$37.50 per person for food each week.

- The typical food secure household spent 41% more than the cost of USDA's Thrifty Food Plan (a low-cost "market basket" that meets dietary standards. The cost of the Thrifty Food Plan for two adults and two children during the month this survey was conducted was \$87.80 per week).
- The typical food insecure household spent 4% more than the cost of the Thrifty Food Plan.
- The typical household considered food insecure with hunger spent 2% less than the Thrifty Food Plan.
- Households with children generally spent less for food than those without children.
- Households that received food assistance spent substantially less for food than nonrecipient households.

Use of Food Assistance Programs

2.5 million households (2.4% of all US households) obtained food from food pantries one or more times in 2000. Households with children were twice as likely as those without children to use food pantries.

Among food insecure households:

- 50.4% had help from at least one of these Federal programs: food stamps, free or reduced-price school lunch, or WIC.
- 16.7% got emergency food from a food pantry, church, or food bank.
- 2.5% had members who ate at an emergency kitchen.

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Context and Implications

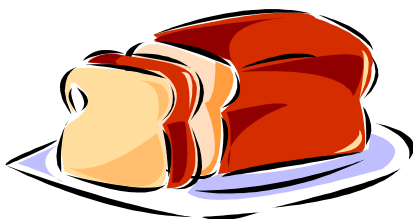
This food security survey gives us a picture of the prevalence of food security nationally during a point in time, and combined with earlier years is useful to show trends. The sample size is too small to give specifics for Wisconsin for any given year. You may wish to refer to the Food Research and Action Council's State of the States report for information on Wisconsin rates: <http://www.frac.org/html/publications/stateofstates02.pdf>

It is good news that fewer people throughout the country reported food insecurity or hunger in 2000. We know, however, that low-income families (food stamp program participants) are more likely to be food-insecure than the general population. Refer to Judi Bartfeld's summary of the survey of food pantry clients for research targeted at a needy population: <http://www.uwex.edu/ces/wnep/p7/pdfs/fdpntsvy.pdf> Likewise, the Wisconsin WIC program conducted a food security survey of their clients in January 2002. Results are pending, but a summary of results from their pilot survey in January 2001 is found at: <http://www.uwex.edu/ces/wnep/p4/pdfs/02rssecr.pdf>

We also know that the period for which change is measured in this study (1998-2000) was a period of strong economic growth. See a summary of recent studies showing how more people are seeking help to meet food needs: <http://www.uwex.edu/ces/wnep/p3/pdfs/fsecupdt.pdf>

Now is certainly a time when Network partners can help low income families, whether food secure or insecure, to use the resources they have to acquire nutritious food.

Nord, M et al. Household Food Security in the United States, 2000. Food and Rural Economics Division, Economic Research Service, U.S. Department of Agriculture, Food Assistance and Nutrition Research Report No. 21. <http://www.ers.usda.gov/briefing/foodsecurity/>



Congressional Hunger Fellows Update

Jon Janowski, Director of Advocacy, Milwaukee Hunger Task Force

The Mickey Leland/Bill Emerson Hunger Fellows Program (HFP) is a federal program administered by the Congressional Hunger Center in Washington, D.C. The program aims to train emerging leaders in the fight against hunger. Each year the program provides twenty leaders from across the U.S. with a broad understanding of the problem of hunger, the skills necessary to contribute to solutions, and the personal experience that puts faces and names to the issue of hunger.

Once the Leland/Emerson fellows are chosen by the Congressional Hunger Center, they spend the first six months of the program working at grassroots organizations around the U.S. The fellows then spend the next six months working at national non-profit organizations in Washington, D.C. to specifically enhance their advocacy and public policy skills.

In 2001-02, Hunger Task Force of Milwaukee was chosen as one of 14 organizations in the nation to host a pair of hunger fellows. From September 2001 through February 2002, HTFM worked with the fellows on a pair of statewide projects. One of the fellows, Matthew Ching, conducted a massive food pantry survey aimed at assessing the emergency food distribution landscape in Wisconsin. Matthew also traveled to all 72 counties to conduct face-to-face visits with food pantry coordinators and social service staff persons. The other fellow, William Rosales, conducted a statewide survey of various school officials to assess attitudes and perceptions about the School Breakfast Program. William also visited 25 schools throughout the state to discuss school breakfast issues with district administrators, principals, teachers, and food service personnel.

HTFM's experience with the Hunger Fellows Program has been invigorating and extremely productive. Much of fellows' work will significantly advance the advocacy agenda of the agency. For more information about the fellows' work or a copy of their final project reports, please contact Jon Janowski of HTFM at 414-777-0483 or jon@hungertaskforce.org. For more basic information about the Hunger Fellows Program, call the Congressional Hunger Center at 202-547-7022 or go to www.hungercenter.org.

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Wrapping Up Campaign 2001

JUMP 'N JIVE...Come Alive With Fruit! made its last round in October and November 2001 for 34 counties in Wisconsin. The social marketing and nutrition education campaign sponsored by the Nutrition Education Network directly reached 12,519 adults and 13,690 children through group lessons/activities, interactive displays, or food demonstrations. In addition, over 217,791 people received indirect contact via tip sheets, posters, menu backs, newsletters and newspaper articles, TV/radio, stickers, materials sent to parents/caregivers and "unmanned" displays.

Campaign 2001 added to the successful record of the 1999 pilot campaign and Campaign 2000. The quality of the materials and opportunity for collaboration among partners were generally viewed as program strengths.

Key Findings for 2001

- 86% of program participants intended to make favorable behavior changes.
- 64% of local agency representatives said the campaign initiated partnering relationships or strengthened/expanded a prior relationship; 36% stated that their partnering relationship stayed the same.
- 71% of local agencies/programs indicated that the partnering component of the campaign strengthened their nutrition education programs; 29% stated that their programs stayed the same.
- 81% of the local agencies/programs that indicated the campaign either initiated partnering relationships or strengthened a prior relationship also indicated that the campaign strengthened their nutrition education programs.

Network Update

- Collaborating agencies reinforced the campaign message via delivery channels tailored to the needs of their target audiences.
- Local agencies/programs indicated that tip sheets, interactive displays, and food demonstration packets were the most effective campaign materials.

WALK, DANCE, PLAY...Be Active Every Day!

At this time, the Wisconsin Nutrition Education Network is planning a new campaign with a physical activity/nutrition message that will educate food stamp eligible parents/caregivers about the need to serve as good role models by engaging in regular physical activity and healthy eating habits in order to inspire lifelong healthy habits in their children. The *WALK, DANCE, PLAY... Be Active Every Day!* message for the new campaign was selected last December with audience members at Dane County WIC clinics. (See January 2002 issue of *Nutri-Net News*.)

The Network's material's committee, chaired by Tony Zech, WIC Program Nutritionist, is busy identifying and developing campaign materials. Local input is greatly needed and appreciated. If you would like to participate in developing campaign materials or have ideas to share with the materials committee, please contact either Tony Zech or Kate Pederson.

OUR MISSION:

The Nutrition Education Network of Wisconsin facilitates collaborative planning of nutrition education programs at the state and local levels. We promote healthful and enjoyable eating so that Wisconsin's low income individuals and families receive consistent, positive, relevant, accurate, and effective nutrition messages.

Nutri-Net News is one way that the Network shares information and resources to accomplish this mission.