



WISEWOMAN Partner Profile

Partner: Michigan Office of Services to the Aging

Highlights: It's a partnership that has created an enormous win-win for the WISEWOMAN of Michigan. In March of 2009, we started discussions with Sherri King at the Michigan Office of Services to the Aging with the idea of creating a coupon program for WISEWOMAN participants that mirrored Project FRESH and Senior Project FRESH.

Sherri, who is one of the world's greatest can-do kind of people, heard us out and in no time at all had coupons for fresh, Michigan-grown fruits and vegetables in the hands of hundreds of our WISEWOMAN clients! We call the program WISEWOMAN Market Fresh.

The redemption of those coupons was great for our first year with lots of success stories around the state – a new farmers market in Lake County (brought to life by Lifestyle Counselor Heather Miller), counties with 93, 94 and 95% coupon redemption rates, clients being introduced to their local farmers market for the first time, and tears of joy at being able to bring home fresh fruits and veggies!

Sherri has also done a wonderful job of smoothing out the tiny bumps in the road that are a part of any start-up program. She has also gone above and beyond to make the program work for the unique needs of WISEWOMAN, our agencies, and the women we serve.

WISEWOMAN is proud to partner with **the** Michigan Office of Services to the Aging, your state resource for information on aging in Michigan.