

SNAP-ED Works for Oregon

January 2016



The Challenge

Increase Oregon's Fruit and Vegetable Intake

- Oregon has become a national leader with fruit and vegetable (F&V) intake, access to healthy food retailers, and farmer's market acceptance of nutrition assistance program benefits.
- However, Oregonians need to eat more F&V to meet USDA recommended levels.

	Oregon Adults Median Daily Intake	US State Intake Ranking
Vegetables	1.9 servings per day	Highest
Fruits	1.1 servings per day	Among the highest

Most recent data from CDC State Indicator Report (2013).

Food Hero SNAP-ED Solution

The Food Hero Social Marketing Campaign Solution

Food Hero is a research-based social marketing campaign providing community education along with policy, systems and environmental (PSE) change activities aimed at increasing all forms of F&V consumption among limited-income Oregonians.



A sample edition of the Food Hero Monthly publication



Provide easy recipes for low-cost, adaptable, nutritious, and delicious meals and snacks and practical tips for food shopping and preparation.

Build state and local partnerships to promote PSE change activities aimed at increasing consumption of F&V in all forms.

Increase self-efficacy for buying and preparing F&Vs in households and at community sites.

Celebrate F&V champions.



Oregon has Food Hero promoters on the ground covering all 36 counties.

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Food Hero in Oregon—By the Numbers



1,415,069

the number of people who saw the Food Hero partner funded media buy

1,098



classrooms (k-12) reached with Food Hero campaign

135



schools using Food Hero campaign materials



3,579

social media followers, a 56% increase from the previous year

985,433



Visits to Foodhero.org, an increase of 36% from the previous year

2,268



Food Hero community events



103

Food pantries that used Food Hero materials

Impacts on Families

A take-home **Parent Recipe Survey** was completed by 539 adult caregivers whose children had tasted Food Hero recipes in class:

- 75% reported their children talked to them about what they'd learned in class about healthy eating. More than half of these respondents changed the food they ate at home as a result.
- 51% prepared one or more of the Food Hero recipes sent home.

In April of 2015, the **Kids Tasting Assessment**, designed to test and promote Food Hero recipes with kids, began. Over 5,000 children were surveyed in 10 counties. As a result, 18 Food Hero recipes were tagged *Kid-approved*, meaning that at least 70% of survey participants “liked the taste.”



Food Hero and the Oregon Department of Education Child Nutrition Program are **converting 100+ Food Hero recipes into quantity recipes, plus providing the meal crediting** so they are usable in USDA food programs throughout Oregon and the US.



2015 Most Popular Recipe:
Favorite Pancakes
704,813 page views on foodhero.org

Connect with Food Hero!

