# Social Marketing Meets Extension Outreach and Education: The Food Hero Experience

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#### **Description:**

Food Hero is a multichannel social marketing campaign, based on Social Cognitive Theory and formative research conducted with the target audience, SNAP-eligible moms.

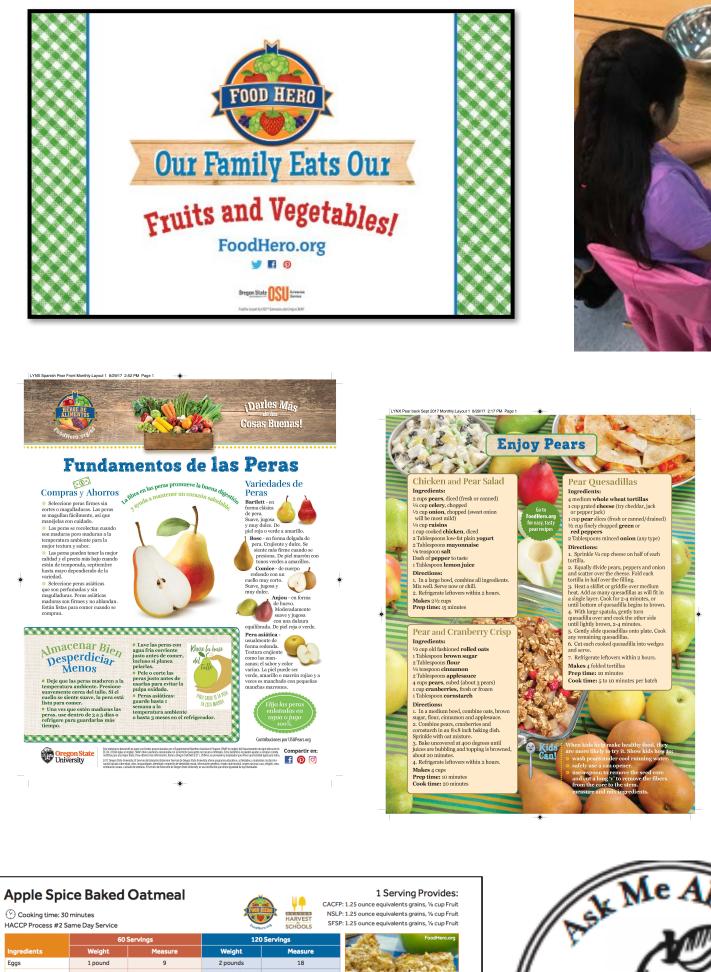
The goal of Food Hero is to increase fruit and vegetable intake, and achieve this in part by promoting recipes that include healthy foods from all food groups.

The campaign is continually evaluated and refined, and extensively interwoven into SNAP-Ed program statewide. Food Hero has allowed SNAP Educators to have a community-based approach that influences preschoolers through senior citizens.

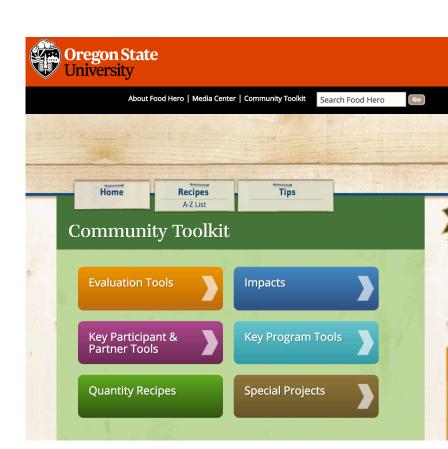
Over 100 county-level SNAP Educators, covering all Oregon counties, have incorporated Food Hero components into their outreach, education, and new programming.

#### **Components:**

The campaign has multiple communication channels including the website; social media; media buys (digital and grocery focused); and educators delivering specified monthly messages comprehensively in targeted communities.



Ingredients	60 Servings		120 Servings	
	Weight	Measure	Weight	Measure
Eggs	1 pound	9	2 pounds	18
Applesauce	2 pounds	1 quart	4 pounds	2 quarts
Milk, nonfat or 1%		3 quarts		1 gallon + 2 quarts
Vanilla		2 Tablespoons + 2 teaspoons		¼ cup + 1 Tablespoon + 1 teaspoon
Vegetable oil		1 cup		2 cups
Apple, chopped	4 pounds	1 gallon	8 pounds	2 gallons
Old fashioned rolled oats, dry	3 pounds 8 ounces	1 gallon	7 pounds	2 gallons
Baking powder		2 Tablespoons + 2 teaspoons		¼ cup + 1 Tablespoon + 1 teaspoon
Salt		2 teaspoons		1 Tablespoon + 1 teaspoon
Cinnamon		2 Tablespoons + 2 teaspoons		¼ cup + 1 Tablespoon + 1 teaspoon
Brown sugar	6.8 ounces	1 cup	13.6 ounces	2 cups









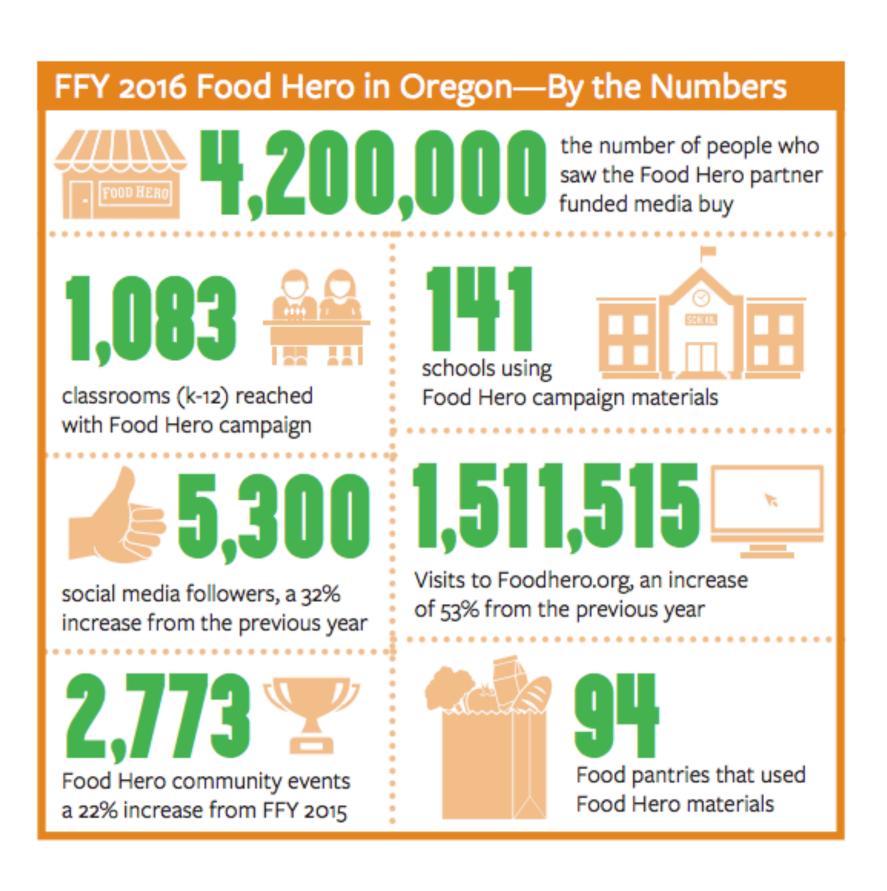


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## **Campaign Reach:**



## **USDA Approved:**

Food Hero has been approved for use among SNAP-Ed programs nationwide for the last three years, per its inclusion in the USDA list of approved education materials.







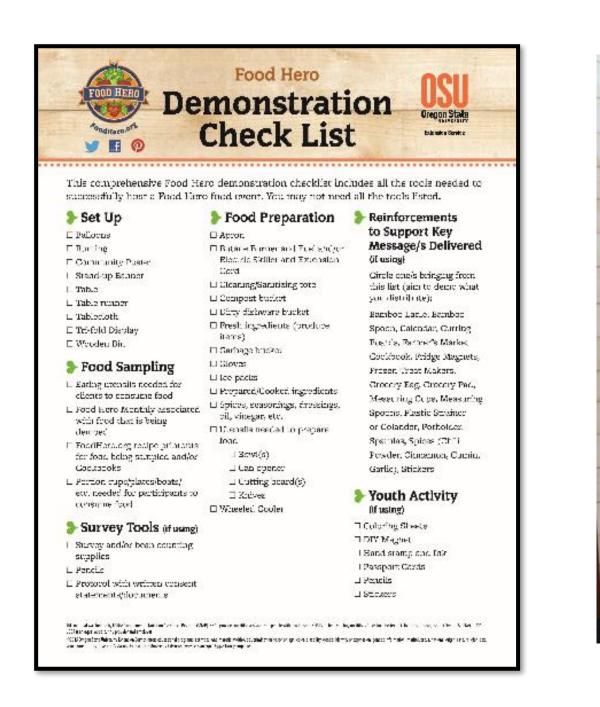


### **Community Kit:**

The kit was designed to adapt to different communities, support educators in implementation, change behaviors, and address policies, systems, and environments that influence healthy eating. Educational reinforcements, evaluation tools, aprons, t-shirts, quantity recipes, and more resources are available within the Kit. Development of all components is research informed.

## Where is the campaign implemented?

The Food Hero campaign is infused across all levels of school programming, including cafeteria, food service, classroom, afterschool, parent, positive behavioral support, and celebrations. Food Hero is also utilized with Head Start, food pantries, and evidence-based adult and family classes.



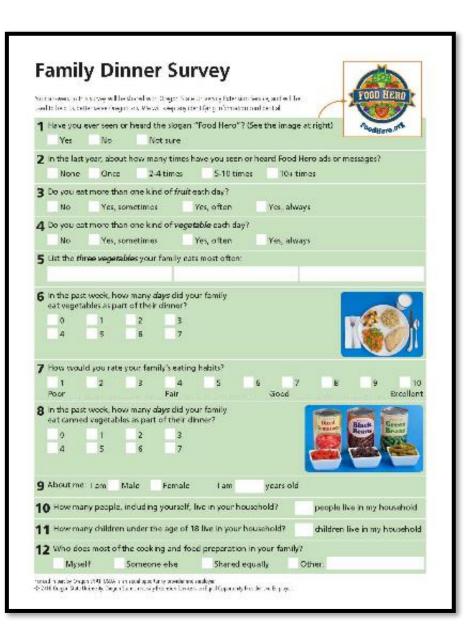
## **Research Backed** and Tested:

- Tobey, L.N., Manore, M.M. (2017). Can Healthy Recipes Change Eating Behaviors? The Food Hero Social Marketing Campaign Recipe Project Experience and Evaluation. Journal of Nutrition Education and Behavior, Volume 49(1), Pages 79–
- Tobey, L.N., et al. (2016). Reaching Low-Income Mothers to Improve Family Fruit and Vegetable Intake: Food Hero Social Marketing Campaign— Research Steps, Development and Testing. Nutrients, 46(2), 562.
- Tobey, L.N., Manore, M.M. (2014). Social Media and Nutrition Education: The Food Hero Experience. Journal of Nutrition Education and Behavior, 46(2), Pages 128-133.



#### Paid for in part by Oregon SNAP





Vy Grade is:	lama 🔤 Boy 🔤 Girl		
or each question,@@one 'a	ce.		
1 Do you like the way this food laaks?	Don't like yet!	Sort of	Like!
2 Do you like the way this food tastes?	Don't like yet!	Sont of	Like!
3 Would you cat this food if it were served in your school cafeteria?	No!	Maybe	Yes

**Contact Us:** Food.Hero@oregonstate.edu