Food Hero Works for Oregon

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 CD	C State Indicator Report (2013).	

Food Hero SNAP-ED Solution

The Food Hero Social Marketing Campaign Solution

Food Hero is a research-tested 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, intritious, and delicious meals and snacks and practical tips for food shopping and preparation.

Build state and local partnerships to promote PSE change activities.

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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FFY 2016 Food Hero in Oregon—By the Numbers



4,200,000

classrooms (k-12) reached with Food Hero campaign

5.300 1,511,515

social media followers, a 32% increase from the previous year

Food Hero community events a 22% increase from FFY 2015

schools using



the number of people who

saw the Food Hero partner

funded media buy

Food Hero campaign materials

Visits to Foodhero.org, an increase

of 53% from the previous year







A take-home **Parent Recipe Survey*** was completed by 614 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. To date, >20,000 children have been surveyed from around the

state. As a result, 39 Food Hero recipes are tagged *Kid-approved*, meaning that at least 70% of survey participants "liked the taste." *2015 Data



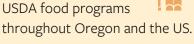


In 2016 Food Hero and the Oregon Department of Education Child Nutrition Programs **converted 32** Food Hero recipes into quantity

recipes, plus provided the meal crediting

so they are usable in USDA food programs





Find them here: www.foodhero.org/quantity-recipes.





Superhero Shepherd's Pie

"All my kids liked this dish which is a small miracle."

