

Food Hero Works for Oregon



October 2019



The Challenge

Increase Oregon's Fruit and Vegetable Access and Intake

- Oregon is a leading state for fruit and vegetable (F&V) intake, acceptance of SNAP at farmers markets and offering salad bars in middle and high schools.
- However, Oregonians need to eat more F&V to meet the USDA recommendation. F&V provide key nutrients, reduce chronic disease risk and can help manage weight, which can lead to healthier Oregonians and lower health costs.

Oregon Adults	Meet Daily Recommendation	US State Ranking
Vegetables	83.5%	2nd highest
Fruits	63.5%	12th highest

Most recent data from CDC State Indicator Report and State Action Guidelines (2018).

A SNAP-Ed Solution

The Food Hero Social Marketing Campaign

Food Hero is a research-tested social marketing campaign providing interactive demonstrations, along with policy, systems and environmental (PSE) change activities aimed at increasing all forms of F&V consumption among limited-income Oregonians. Campaign materials are in English and Spanish.



A sample issue of the award-winning Food Hero Monthly, circulation > 36,000 with over 60 issues



Our social marketing campaign:

provides easy recipes that are low-cost, adaptable, healthy and delicious, plus practical tips for stretching food dollars and lowering food waste.

builds cooking and meal-planning skills, plus state and local partnerships promote PSE change activities.

increases acquisition and preparation of F&V in households and at community sites.

celebrates F&V champions and use of campaign materials and tools by schools, organizations and families.



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



Email: food.hero@oregonstate.edu

Food Hero at 10 Years — By the Numbers (FFY 2019 data)



84

recipes tagged Kid Approved, meaning at least 70% of kids “liked the taste” (study sample size = 74,414)



US states documented using Food Hero campaign materials



363

recipes in English and Spanish which meet the Food Hero recipe criteria, plus 81% of them have at least one online user comment (n=980)

76



recipes quantified and credited with the Oregon Department of Education to be USDA food program reimbursement eligible nationwide

15,800+



social media follows and engaged audience members



7,939,461*

visits to FoodHero.org, from all US states & territories, and 195 countries, FFY 2011 to 2019. Top accessed recipes: Broccoli and Cheese Skillet Meal, Chicken and Dumpling Casserole, Favorite Pancakes without Eggs and Tasty Hamburger Skillet.

*User metric estimate from Google Analytics



Popeye Power Smoothie

Most tested by kids with the Kids Tasting Assessment (n=2,464; 84% approval)

One of many website user comments:

“We always come back to this recipe since everyone loves it. Kids who initially say they don’t like spinach change their minds after tasting this Smoothie.”



Connect with Food Hero!



Adult Intercept Surveys

An English and Spanish language *Cooking Tool Survey* (2017 - 2019, n=1,023) and *Family Dinner Survey* (2016 - 2019, n=764) were completed by adult caregivers with children at home. Findings:

- 67% reported cooking dinner at home at least 5 times/week, with the top reason: “My family will like the meal.”
- Broccoli and carrots were the top reported vegetables eaten most often by families. Tacos, enchiladas and spaghetti were the top reported go-to dinners.
- 37% recalled the Food Hero slogan. On average, as compared to those with little or no exposure to Food Hero, respondents exposed to campaign ads/messages ≥ 5 -10 times/year were:
 - 15% more likely to report eating >1 type of vegetable and 21% more likely to report eating >1 type of fruit daily.
 - 20% more likely to report including vegetables as part of their dinner ≥ 5 days during the previous week.

Community Impact Example



Eastern Oregon Healthy Living Alliance and **EUVALCREE** teamed up with Food Hero in FFY 2019 to fund community-engaged research. Focus groups (3 groups, n=26) and interviews (n=22) in Umatilla, Morrow and Malheur counties with Latina mothers aimed at further adapting Food Hero for Latinx communities. Early results indicate a strong family connection to healthy eating habits, willingness to swap in/out ingredients to make family go-to recipes healthier, especially if kid-approved, and excitement about existing Food Hero campaign resources.