**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.

<table>
<thead>
<tr>
<th>Oregon Adults</th>
<th>Meet Daily Recommendation</th>
<th>US State Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegetables</td>
<td>83.5%</td>
<td>2nd highest</td>
</tr>
<tr>
<td>Fruits</td>
<td>63.5%</td>
<td>12th highest</td>
</tr>
</tbody>
</table>

*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.

**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.
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.

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.”

*User metric estimate from Google Analytics*