

Food Hero Works for Oregon



June 2020



The Challenge

Increase Oregon's Fruit and Vegetable Access and Intake

- Oregon is a leading state for fruit and vegetable (F&V) intake, which can increase Oregonians' health and lower health care costs.

Oregon Adults	Meet USDA 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 and 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 >40,000



Our social marketing campaign:

celebrates diversity, making Food Hero available and adaptable by all audiences. All components of Food Hero are informed by racially and ethnically diverse work groups, by kids, adults and older adults, and by continual connections with Oregonians from urban, rural, frontier and tribal communities.

provides easy recipes that are low-cost, adaptable, healthy and delicious, plus practical tips for stretching food dollars, lowering food waste and growing food at home, in schools and at community sites.

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

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



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



Email: food.hero@oregonstate.edu

FFY 2020 Food Hero—By the Numbers

(1st–3rd quarter data)



86

total recipes tagged Kid Approved, meaning at least 70% of kids “liked the taste” (study sample size = 66,434)



44

US states documented using Food Hero campaign materials



385

total recipes in English and Spanish that meet the Food Hero recipe criteria, plus 90% of them have one or more online user comments (n=1182) and 76 are qualified/certified to be eligible for USDA food-program reimbursement

49



Oregon Harvest for Schools professional videos have been created in English and Spanish in partnership with the Oregon Department of Education to feature different foods grown in Oregon



6,643

daily social media followers on Facebook, Twitter and Instagram, including our new Spanish language Facebook page, and an additional 792,000 monthly Pinterest viewers



1,475,525

visits to FoodHero.org, from all US states and territories, and 195 countries. This is an 18% increase in traffic from the previous highest traffic year in the first 3 quarters, and an 11% increase in traffic on the Spanish side of the website

**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!



Impacts on Families in 2016–19

An English and Spanish language *Cooking Tool Survey* (n=1,723) and *Family Dinner Survey* (n=981) were completed by adult caregivers with children at home. Findings:

- 80% reported cooking an average of 5 to 6 nights/week, and the top reason was, “My family will like the meal.”
- 37-42% recalled seeing Food Hero ads or messages. With high significance, as compared to those with no recalled exposure to Food Hero, respondents exposed to campaign ads/messages ≥5–10 times/year were:
 - 15% and 21% more likely to report eating >1 type of vegetable and >1 type of fruit, respectively, each day.
 - 6% more likely to report including vegetables as part of their dinner ≥5 days during the previous week.

Community Impact Example



Bi-Mart, Americorps, Blue Zones and the **Healthy Kids Outreach Program** teamed up with Food Hero to replicate the SNAP-Ed Grow This! West Virginia Challenge. In nine days 3,500 English and Spanish speaking households joined by filling out a short survey to receive four types of seeds, a fun monthly email with garden tips, and the chance to grow food together. The image above shows early indications of the recipes participants want for using their harvest.