

FFY 2018 Food Hero (FH) Field Notes

1. Talk to the FH Campus Team!

Send us photos from the field, new ideas, recipe fixes or troubleshooting needs anytime! We love to hear from you! Also,

- don't forget to read our monthly Food Hero emails packed with lots of exciting updates!
- if you have a great "go-to" family recipe, send it for consideration in our 2019 "go-to" FH cookbook!

2. Offer Cooking/Tasting Events Featuring FH Recipes!

Keep up your great work!! Let us know what tools you need to make your events even more successful!

Talk with participants about how to find FH recipes online. Our research tells us to focus on:

- how to easily find [recipes by ingredient](#).
- our hundreds of user recipe comments online.

Add your own recipe comments but send problems to the team directly!!



3. Promote FH Quantity Recipes:

(1) Foodservice teams (e.g. schools, childcare, and congregate meal sites). All 73 recipes have been analyzed by the Oregon Department of Education so they meet USDA meal pattern requirements. Best link is on our [homepage](#)!

(2) Our target parents! Each recipe comes in 4 yields so they can make them for their family, or for a school or community event. Best link is in the recipe "sort-by" category [Cooking for a crowd](#).

4. Send FH Recipes Home

Offer a taste with the recipe!

- Print them from our website.
- Have kids stamp them (new stamps) so their parents know they were offered tastes!
- Think creatively! Put them:
 - in kids' take-home classroom folders.
 - into a cookbook with our [cookbook covers](#).
 - on FH event tables (with tastes) at family nights/conferences!
 - as links in parent newsletters.
 - in school social media posts.
 - as links on school menus.

Online Recipe Printing Tips

- ✓ Choose to print in color or black/white; the latter does not include a photo.
- ✓ Fit a recipe onto 1 page.
- ✓ Opt to "hide the nutrition box" and/or decrease the font size.
- ✓ Remove header/footer text. Use an online search to find instructions specific to your browser (try searching for "print without header and footer").



5. Promote FH Monthly (FHM) Through Active Choice!

Let adults choose:

- which FHM issue/s, if any, they want.
- to receive FHM in their inbox! It's easy to sign up or cancel in the future and the email includes fun, actionable tips!
 - Use the [Email sign-up sheet](#) (details in the [community kit](#)).
 - Or send them to the right sidebar FHM link on our [website](#) to sign up on their own!

6. Evaluate!

Learn all about FH evaluation in the [community kit](#), including the required protocols! Order printed surveys from Campus.

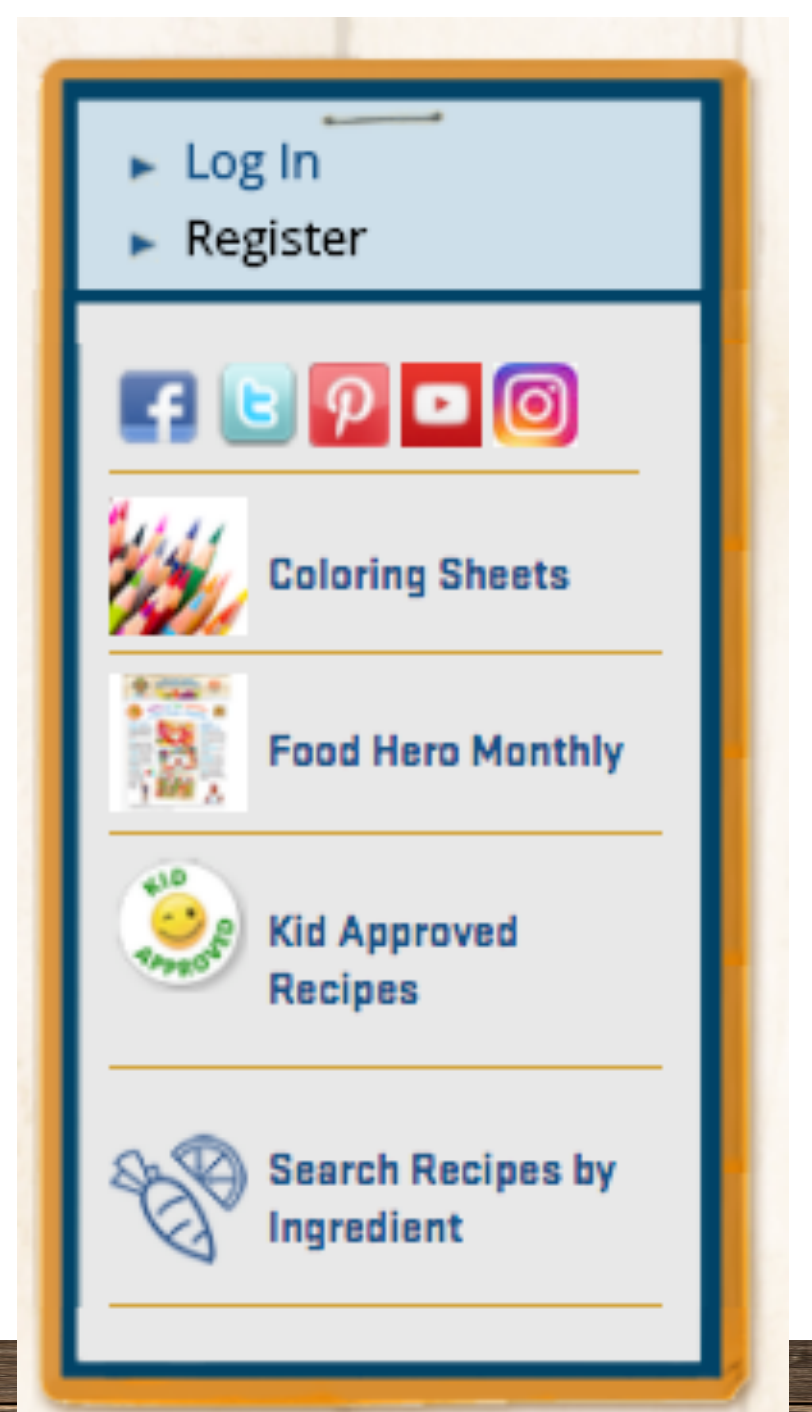
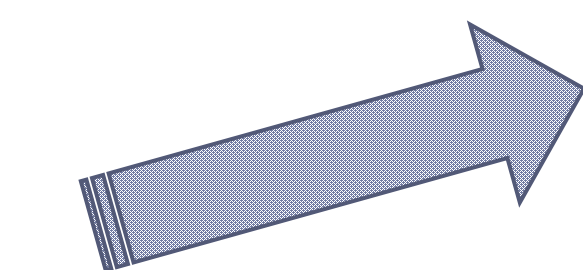
Survey	Dates to Administer	Unit Lower Limit
Kids Tasting Survey (bean count or paper) 	All year	≥ 30/year
Family Dinner Intercept Survey	Oct. through Dec. 2017	≥ 30/year
Cooking Tool Intercept Survey	Jan. through Sept. 2018	≥ 30/year
Parent Recipe Survey	Interested? Email us!	N/A

7. Share or Use the FH Community Kit Often!

- Such as [bulletin board](#) and [celebrations](#) kits, event fliers, Spring Break Bingo.
- Coming soon: Smoothie Cart Kit, event signs.

8. Promote FH Social Media!

If parents and partners are on social media, there is a good chance we are where they are! [Connect \(you, participants, partners\) via the social media buttons on the right sidebar of any page of our website.](#)



Thank you for all you do!