

# Social Marketing Meets Extension Outreach and Education: The Food Hero Experience

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Paid for in part by Oregon SNAP



## Components:

The campaign has multiple communication channels including the website; social media; media buys (digital and grocery focused); and educators delivering specified monthly messages comprehensively in targeted communities.



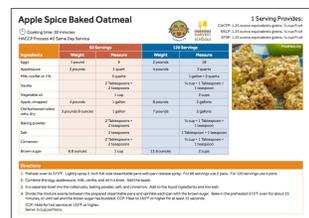
## Description:

Food Hero is a multichannel social marketing campaign, based on Social Cognitive Theory and formative research conducted with the target audience, SNAP-eligible moms.

The goal of Food Hero is to increase fruit and vegetable intake, and achieve this in part by promoting recipes that include healthy foods from all food groups.

The campaign is continually evaluated and refined, and extensively interwoven into SNAP-Ed program statewide. Food Hero has allowed SNAP Educators to have a community-based approach that influences preschoolers through senior citizens.

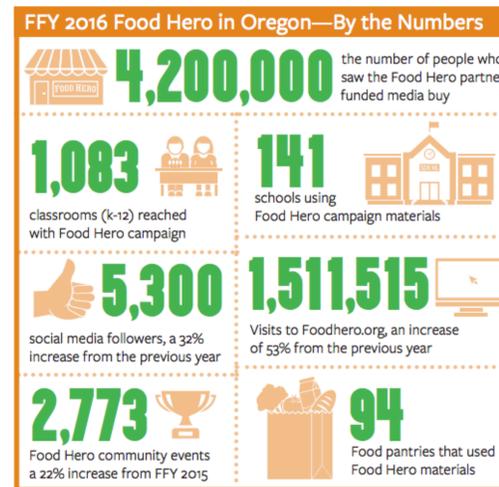
Over 100 county-level SNAP Educators, covering all Oregon counties, have incorporated Food Hero components into their outreach, education, and new programming.



## Community Kit:

The kit was designed to adapt to different communities, support educators in implementation, change behaviors, and address policies, systems, and environments that influence healthy eating. Educational reinforcements, evaluation tools, aprons, t-shirts, quantity recipes, and more resources are available within the Kit. Development of all components is research informed.

## Campaign Reach:



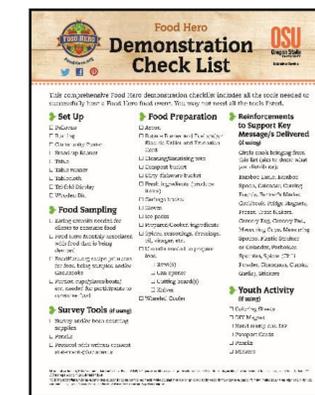
## USDA Approved:

Food Hero has been approved for use among SNAP-Ed programs nationwide for the last three years, per its inclusion in the USDA list of approved education materials.



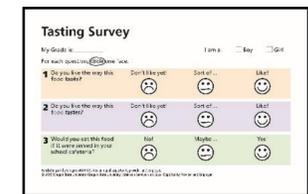
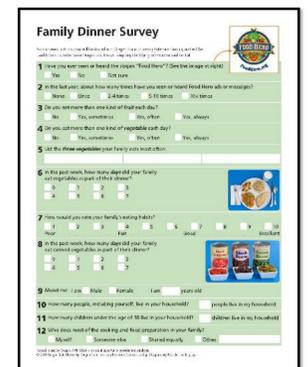
## Where is the campaign implemented?

The Food Hero campaign is infused across all levels of school programming, including cafeteria, food service, classroom, afterschool, parent, positive behavioral support, and celebrations. Food Hero is also utilized with Head Start, food pantries, and evidence-based adult and family classes.



## Research Backed and Tested:

- Tobey, L.N., Manore, M.M.. (2017). Can Healthy Recipes Change Eating Behaviors? The Food Hero Social Marketing Campaign Recipe Project Experience and Evaluation. *Journal of Nutrition Education and Behavior*, Volume 49(1), Pages 79-82.
- Tobey, L.N., et al. (2016). Reaching Low-Income Mothers to Improve Family Fruit and Vegetable Intake: Food Hero Social Marketing Campaign—Research Steps, Development and Testing. *Nutrients*, 46(2), 562.
- Tobey, L.N., Manore, M.M.. (2014). Social Media and Nutrition Education: The Food Hero Experience. *Journal of Nutrition Education and Behavior*, 46(2), Pages 128-133.



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