

# SNAP-ED Works for Oregon

## The Challenge

### Increase Oregon's Fruit and Vegetable Intake

- Oregon has become a national leader with fruit and vegetable (F&V) intake, access to healthy food retailers, and farmer's market acceptance of nutrition assistance program benefits.
- However, Oregonians need to eat more F&V to meet USDA recommended levels.

|                   | Oregon Adults<br>Median Daily Intake | US State<br>Intake Ranking |
|-------------------|--------------------------------------|----------------------------|
| <b>Vegetables</b> | 1.9 servings per day                 | Highest                    |
| <b>Fruits</b>     | 1.1 servings per day                 | Among the highest          |

Most recent data from CDC State Indicator Report (2013).

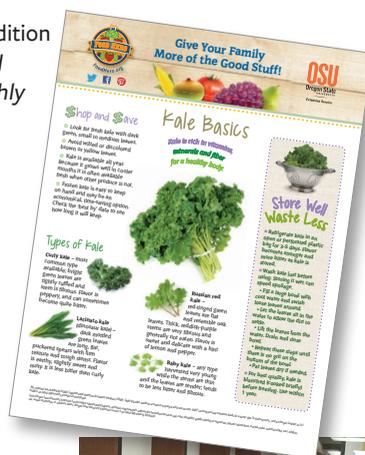
## Food Hero SNAP-ED Solution

### The Food Hero Social Marketing Campaign Solution

Food Hero is a research-based social marketing campaign providing community education along with policy, systems and environmental (PSE) change activities aimed at increasing all forms of F&V consumption among limited-income Oregonians.



A sample edition of the Food Hero Monthly publication



**Provide** easy recipes for low-cost, adaptable, nutritious, and delicious meals and snacks and practical tips for food shopping and preparation.

**Build** state and local partnerships to promote PSE change activities aimed at increasing consumption of F&V in all forms.

**Increase** self-efficacy for buying and preparing F&Vs in households and at community sites.

**Celebrate** F&V champions.



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

**OSU**  
Oregon State  
UNIVERSITY

College of Public Health  
and Human Sciences

Email:

food.hero@oregonstate.edu

## Food Hero in Oregon—By the Numbers



**4,200,000**

the number of people who saw the Food Hero partner funded media buy

**1,098**



classrooms (k-12) reached with Food Hero campaign

**135**



schools using Food Hero campaign materials



**5,300**

social media followers, a 32% increase from the previous year

**1,511,515**



Visits to Foodhero.org, an increase of 53% from the previous year

**427**



Food Hero community events



**103**

Food pantries that used Food Hero materials

### Impacts on Families

A take-home **Parent Recipe Survey** was completed by 614 adult caregivers whose children had tasted Food Hero recipes in class:

- 75% reported their children talked to them about what they'd learned in class about healthy eating. More than half of these respondents changed the food they ate at home as a result.
- 51% prepared one or more of the Food Hero recipes sent home.

In April of 2015, the **Kids Tasting Assessment**, designed to test and promote Food Hero recipes with kids, began. Over 20,000 children were surveyed in 12 counties. As a result, 39 Food Hero recipes were tagged *Kid-approved*, meaning that at least 70% of survey participants “liked the taste.”



In 2016 **Food Hero** and the Oregon Department of Education Child Nutrition Program **converted 32 Food Hero recipes into quantity recipes, plus providing the meal crediting** so they are usable in USDA food programs throughout Oregon and the US. Find them here: [www.foodhero.org/quantity-recipes](http://www.foodhero.org/quantity-recipes).



2016 Most Popular Recipe:  
**Favorite Pancakes**  
782,409 page views on foodhero.org

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