Oregon State University Extension Service Family and Community Health, College of Public Health and Human Sciences

Food Hero Kids Tasting Survey: Engaging Children in Healthy Food Choices and Transforming the School Environment in Oregon

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Background

The Oregon State University Extension Service developed the Food Hero (FH) social marketing campaign in 2009 to increase fruit & vegetable (F&V) consumption of low-income Oregonians through education and policy, systems and environmental change activities aimed ultimately at lowering obesity. The campaign is guided in part by the social cognitive theory.

Methods

In schools where ≥ 50% children qualify for free and reduced meals, the FH recipe project, which formulates and shares recipes to help families and foodservice sites access and prepare healthy recipes, is evaluated using the Kids Tasting Assessment. The tool has 3 objectives: 1) Identify FH recipes most liked by children; 2) Encourage children to taste-test and promote FH among parents, peers, and stakeholders & 3) Have FH educators and community partners share the results to promote recipe use.

Kid's Tasting Survey

My Grade is: _____ I am a: ☐ Boy ☐ Girl

For each question, circle one face.

1 Do you like the way this food *looks?*	Don't like yet! ☹	Sort of... 😐	Like! ☺
2 Do you like the way this food *tastes?*	Don't like yet! ☹	Sort of... 😐	Like! ☺
3 Would you eat this food if it were served in your school cafeteria?	No! ☹	Maybe... 😐	Yes! ☺

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Encuesta de la comida de los niños

Mi grado es: _____ Soy: ☐ Niño ☐ Niña

Para cada pregunta, encierra una cara.

1 ¿Te gusta como *se ve* esta comida?	¡Todavía no me gusta! ☹	Más o menos... 😐	¡Me gusta! ☺
2 ¿Te gusta *el sabor* de esta comida?	¡Todavia no me gusta! ☹	Más o menos... 😐	¡Me gusta! ☺
3 ¿Te comerías este plato de comida si se sirviera en la cafetería de la escuela?	¡No! ☹	Tal vez... 😐	¡Sí! ☺

Financiada por la organización Oregon SNAP. USDA es un proveedor y empleador que ofrece igualdad de oportunidades.
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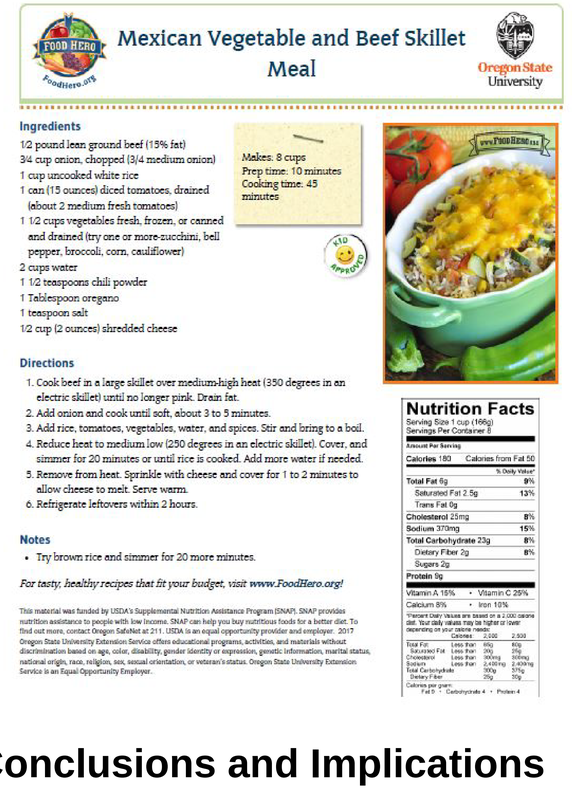

Mexican Vegetable and Beef Skillet Meal

Oregon State University

Ingredients

1/2 pound lean ground beef (15% fat)
3/4 cup onion, chopped (3/4 medium onion)
1 cup uncooked white rice
1 can (15 ounces) diced tomatoes, drained (about 2 medium fresh tomatoes)
1 1/2 cups vegetables fresh, frozen, or canned and drained (try one or more-zucchini, bell pepper, broccoli, corn, cauliflower)
2 cups water
1 1/2 teaspoons chili powder
1 Tablespoon oregano
1 teaspoon salt
1/2 cup (2 ounces) shredded cheese

Makes: 8 cups
Prep time: 10 minutes
Cooking time: 45 minutes

Directions

1. Cook beef in a large skillet over medium-high heat (350 degrees in an electric skillet) until no longer pink. Drain fat.
2. Add onion and cook until soft, about 3 to 5 minutes.
3. Add rice, tomatoes, vegetables, water, and spices. Stir and bring to a boil.
4. Reduce heat to medium low (250 degrees in an electric skillet). Cover, and simmer for 20 minutes or until rice is cooked. Add more water if needed.
5. Remove from heat. Sprinkle with cheese and cover for 1 to 2 minutes to allow cheese to melt. Serve warm.
6. Refrigerate leftovers within 2 hours.

Notes

- Try brown rice and simmer for 20 more minutes.

For tasty, healthy recipes that fit your budget, visit www.FoodHero.org!

This material was funded by USDA's Supplemental Nutrition Assistance Program (SNAP). SNAP provides nutrition assistance to people with low income. SNAP can help you buy nutritious foods for a better diet. To find out more, contact Oregon SafeNet at 211. USDA is an equal opportunity provider and employer. 2017 Oregon State University Extension Service offers educational programs, activities, and materials without discrimination based on age, color, disability, gender identity or expression, genetic information, marital status, national origin, race, religion, sex, sexual orientation, or veteran's status. Oregon State University Extension Service is an Equal Opportunity Employer.

Nutrition Facts

Serving Size 1 cup (166g)
Servings Per Container 8

Amount Per Serving	
Calories 180	Calories from Fat 50
	% Daily Value*
Total Fat 6g	9%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 25mg	8%
Sodium 370mg	15%
Total Carbohydrate 23g	8%
Dietary Fiber 2g	8%
Sugars 2g	
Protein 9g	
Vitamin A 16% • Vitamin C 25%	
Calcium 8% • Iron 10%	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Results

In FFY 2017:

- 971 youth participated in EFNEP nutrition classes
- 6,881 assessments were completed in eight EFNEP counties
- In Jackson County, a fifth grader sent a letter to the Kennedy Elementary School director advocating for better quality food in the cafeteria.
- The Food Hero Mexican Vegetable and Beef Skillet Meal is now part of the lunch menu of all schools in the Medford district.

Conclusions and Implications

Since it's inception, the FH recipe project has reached thousands of children and their parents and caregivers, providing them with hundreds of healthy, kid-approved recipes.

The FH campaign continues to transform communities al across the state, and every time a FH recipe is consumed an Oregonian is a step closer to meeting their daily F&V intake.

For more information about our evaluation tools, resources and beyond, visit https://foodhero.org/community-toolkit

Contact Us:
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