

Food Hero Works for Oregon



The Challenge

Increase Oregon's Fruit and Vegetable Access and Intake

- Oregon has become a national leader for fruit and vegetable (F&V) intake, access to healthy food retailers, acceptance of nutrition assistance program benefits at farmers markets and offering F&V at school celebrations.
- However, Oregonians need to eat more F&V to meet the USDA recommendation. F&V provide key nutrients, reduce chronic disease risk, and can help manage weight.

	Oregon Adults' Median Intake	US State Intake Ranking
Vegetables	1.9 times per day	Highest
Fruits	1.1 times per day	Among the highest

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

A SNAP-Ed Solution

The Food Hero Social Marketing Campaign

Food Hero is a research-tested social marketing campaign providing interactive demonstrations, along with 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.



Making Cauliflower Tots

A sample issue of the award-winning Food Hero Monthly publication



Our social marketing campaign:

- provides** easy recipes that are low-cost, adaptable, healthy and delicious, plus practical tips for stretching food dollars and lowering food waste.
- builds** cooking and meal-planning skills, plus state and local partnerships to promote PSE change activities.
- increases** acquisition and preparation of F&V in households and at community sites.
- celebrates** F&V champions and use of campaign materials and tools by schools, food pantries and families.



Building Cooking Skills

2018 Report



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



Email: food.hero@oregonstate.edu

FFY 2017 Food Hero—By the Numbers



37,694

people who had a Food Hero reusable grocery bag or a coupon for 10 pounds of vegetables sent to their home address. The coupon resulted in 43,000 pounds of vegetables being redeemed.



42

U.S. states documented using Food Hero campaign materials



303,304

individuals estimated to have been reached by Food Hero community events



829

classrooms (K-12) reached in person



143

schools using Food Hero campaign materials



99

food pantries using the campaign materials



6,026

social media followers, a 14% increase from the previous year



1,803,132

visits to Foodhero.org, 19% more than the previous year; 80% of visits on mobile devices



Tasty Hamburger Skillet

Most popular dinner recipe.

Parents love how flexible Food Hero recipes are:

“Excellent meal; made mine a little spicier and topped with sour cream.”

“I would suggest using this as a burrito filling.”



Connect with Food Hero!



Impacts on Families in 2017

A take-home *Parent Recipe Survey* was completed by 610 adult caregivers whose children had tasted Food Hero recipes in class:

- 80% reported their children talked to them about what they'd learned in class about healthy eating, and over 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.

The *Kids Tasting Assessment*

tests and promotes Food Hero recipes. As a result, 69 campaign recipes are tagged *Kid Approved*, meaning that at least 70% of participants “liked the taste” (n=41,607). This data has been instrumental in getting Food Hero Quantity recipes served in school cafeterias.

Find the assessment here:

<http://foodhero.org/kids-tasting>.



Making Potato Pals

Community Impact Example

Food Hero and the Oregon Department of Education Child Nutrition Programs have quantified 72 *Food Hero Recipes* at 4 yields each, plus provide the meal crediting so they are eligible for reimbursement in USDA food programs nationwide.

Find them here:

www.foodhero.org/quantity-recipes.