

# Food Hero Works for Oregon



February 2022



## The Challenge

### Increase Oregon's Fruit and Vegetable Access and Intake

- Oregon is a leading state for fruit and vegetable (F&V) intake, which can increase Oregonians' health and lower health care costs.

Oregon Adults	Consume at least 1 time/day	US State Ranking (includes DC)
Vegetables	83.6%	5th highest
Fruits	64.3%	9th highest

Centers for Disease Control and Prevention. BRFSS Prevalence & Trends Data, 2019. Retrieved June 1, 2021, from [cdc.gov/brfss/brfssprevalence/index.html](https://www.cdc.gov/brfss/brfssprevalence/index.html)

## A SNAP-Ed Solution

### The Food Hero Social Marketing Campaign

Food Hero is a research-tested social marketing campaign providing interactive demonstrations and 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.



A sample issue of the award-winning Food Hero Monthly

Coconut Chicken Salad photo from a Pasifika work group member



### Our social marketing campaign:

**celebrates** diversity, making Food Hero available and adaptable by all audiences. All components of Food Hero are informed by racially and ethnically diverse work groups, by kids, adults and older adults, and by continual connections with Oregonians from urban, rural and tribal communities.

**provides** easy recipes that are low-cost, adaptable, healthy and delicious, plus practical tips for stretching food dollars, lowering food waste and growing food at home, in schools and at community sites.

**builds** cooking, meal-planning and gardening skills, plus partnerships promote PSE change activities.

**increases** acquisition and preparation of F&V in households and at community sites.



Cranberry Oatmeal Balls



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



Email: [food.hero@oregonstate.edu](mailto:food.hero@oregonstate.edu)

## FFY 2021 Food Hero—By the Numbers



94

total recipes tagged Kid Approved, meaning at least 70% of kids “liked the taste” (study sample size = 77,655)



46



US states plus DC documented using Food Hero campaign materials



430

total recipes in English and Spanish that meet the Food Hero recipe criteria, plus all but 21 have one or more online user comments (n=1,252) and 76 are qualified/certified to be eligible for USDA food-program reimbursement



40,600

digital followers combined on 8 social media sites (5 English, 3 Spanish), 4 list serves and the website plus an additional 600,000 monthly engaged Pinterest viewers

### Can the methods that shaped Food Hero be used to develop other public health campaigns?

Partnering with the Child Nutrition Program of the Oregon Department of Education, Food Hero social marketing methods were used in a multi-pronged market research project to increase participation in the Oregon Summer Food Service Program (SFSP). Using surveys and focus groups with parents/caregivers, and surveys and interviews with current, former, and potential SFSP sponsors, SFSP messages and branding ideas from around the country were tested with over 800 Oregonians. Their ideas on what would increase participation in their communities and neighborhoods were compiled into a report with marketing recommendations for a SFSP campaign in the summer of 2022.



SFSP site in Linn County



### Wild Rice with Salmon Stew

*Thanks to the Food Hero Indigenous Peoples work group for this recipe.*

One of the many new materials from our cultural work groups now available on the website:  
<https://foodhero.org/cultural-toolkits>

### Community Impact Example



In partnership with the Corvallis School District, Food and Nutrition Services, Corvallis Environmental Center and Oregon Dairy and Nutrition Council, Food Hero piloted a series of three new build-your-own recipe kit breakfast menu options based on popular Food Hero recipes in Corvallis, Philomath and Blodgett schools. Kits came with simple instruction cards to assemble a recipe, or an optional video, using ingredients that could also be eaten on their own. The USDA meal pattern reimbursable kits were delivered once a month during the spring of 2021. The project was funded through an Oregon State

University Moore Family Center grant.

From August to September 2021, parents were invited to take a follow-up electronic survey to share feedback on the various components of the kits their students may have received, and to rate how well they liked them. Of parents who completed the survey, 93% were enthusiastic about the concept of build-your-own style breakfast as a regular menu option, especially the recipe card component, fresh fruits and vegetables included as ingredients, and the skill-building opportunity for kids to learn how to follow a simple recipe.

Connect with Food Hero!

