



Portland Power-Up SNAP-Ed (Supplemental Nutrition Assistance Program-Education)

Working on Oregon's Healthy Lifestyles

Since 1993, SNAP-Ed, a federally funded program, has improved the diets, food-related behaviors (including shopping and food safety practices) and physical activity levels of thousands of Oregonians in every county.

FFY 2016-19 Portland Power-Up by the Numbers



18+

schools reached children and adults with programming in English and Spanish.



3,100

elementary school students explored gardening and expanded their cooking skills through the *Growing Healthy Kids* and *Kids in the Kitchen* curriculums.



20%

of adults who completed all four lessons of the *Plan Shop Save Cook* curriculum increased the amount of fruit they eat each day.



2,670

minutes of families walking together were documented by children who participated in the *Food Hero Spring Break Bingo*.



821

food tastings occurred among kids using the Food Hero tasting assessment, which exposed kids to recipes using local produce served in Portland schools and sent the recipes home to parents.

Building Healthy Communities at Multiple Levels

Portland Power-Up partner sites have supported healthier food environments by encouraging and distributing healthy snacks during celebrations, promoting healthy food pantries, and encouraging families to choose water as a healthy beverage during all seasons of the year.



Partnerships

We offer programs in partnership with many organizations, including:

- Portland School District
 - 3 to PhD Program
 - Head Start
 - K - 5 Schools: Sitton, Woodmere, Martin Luther King Jr, Jason Lee, Vestal, Boise-Eliot, Woodlawn
 - Middle Schools: George
 - K - 8 Schools: Marysville, Harrison Park, Lent
 - High Schools: Roosevelt, Madison, Jefferson, Benson
- Oregon Food Bank
- Centennial School District
- Multnomah Education Service District
- Reynolds School District
- Oregon Department of Human Services, Multnomah County Self-Sufficiency Offices
- Multnomah County Health Department
- Providence Health and Services
- My Father's House
- Rose Haven Shelter
- Grocery Outlet
- Human Solutions
- Northwest Housing Alternatives
- Home Forward
- Portland Farmer's Market
- Snowcap Community Charities
- Multnomah County Women Infant and Children's Program (WIC)
- Immigrant and Refugee Community Organization (IRCO)
- Schools Uniting Neighborhoods (SUN)
- Self-Enhancement, Inc.
- Metropolitan Family Services
- Native American Youth Association (NAYA)
- Native American Rehabilitation Association (NARA)
- Impact Northwest



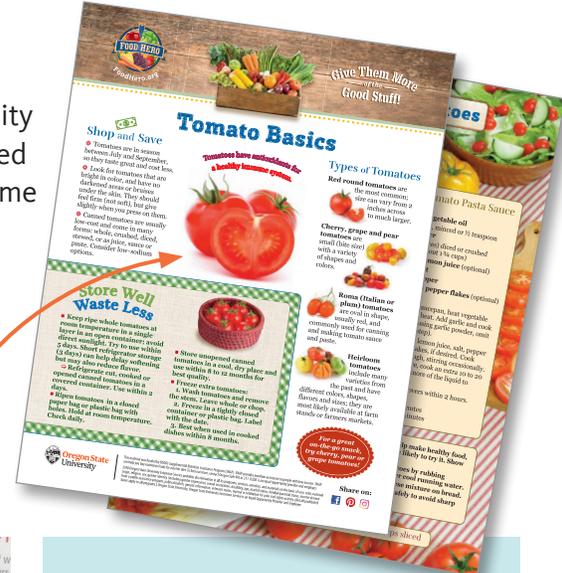
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Food Hero Social Marketing Campaign

Food Hero is a research-backed social marketing campaign providing community education along with policy, systems and environmental change activities aimed at increasing all forms of fruit and vegetable consumption among limited-income Oregonians.

Portland Power-Up reaches households in multiple ways, including:

- the campaign website Foodhero.org, which offers over 350 low-cost, healthy, tasty recipes and healthy eating and shopping tips.
- the *Food Hero Monthly* publication, which explores a different ingredient each month and always includes a recipe.
- recipe tastes and printouts in English and Spanish at events.



Food Hero at the Farmers Market

Each week during the summer of 2019, about 45 kids visited the Kenton Kids Cooking Club, where they prepared Food Hero recipes like Farmers Market Salsa using produce from the market! At the Lents International Market, Food Hero offered recipe tastings for adults.



SnowCap Food Pantry and Food Hero team up to promote health by conducting a healthy pantry assessment and reassessment; adding shelf signage placing Food Hero recipes next to their key ingredients; displaying *Food Hero Monthly* and recipes near the client entrance and exit; adding a section to the pantry with foods useful for clients without kitchens; and offering weekly recipe tastings using ingredients available in the pantry.

Connect with Us:

Our participants and partners help us assess program needs and build plans to address food security, nutrition, physical activity, and community food systems. Your input is critical to our collective success! Please contact us anytime with questions, comments or new ideas.

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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.

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