Food Hero
Works for Oregon

The Challenge

Increase Oregon’s Fruit and Vegetable Access and Intake

- Oregon is a national leader for fruit and vegetable (F&V) intake, access to healthy food retailers, acceptance of SNAP 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.

<table>
<thead>
<tr>
<th>Oregon adults</th>
<th>Consume at least 1 time/day</th>
<th>US State Ranking</th>
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</thead>
<tbody>
<tr>
<td>Vegetables</td>
<td>83.5%</td>
<td>Highest</td>
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<tr>
<td>Fruits</td>
<td>63.5%</td>
<td>Among the highest</td>
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*Most recent data from CDC State Indicator Report (2018) and BRFSS (2015)*

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.

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 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.

Food Hero educators on the ground covering all 36 counties.

Email: food.hero@oregonstate.edu

January 2019

Oregon has

Food Hero Monthly, circulation >40,000

A sample issue of the award-winning Food Hero Monthly, circulation >40,000

Leafy Greens Basics

Making Cauliflower Tots

Building Cooking Skills

Greens
- Collard
- Turnip
- Bok Choy
- Kail
- Mustard greens
- Kale
- Greens may be fresher when purchased out of season.
- Greens in season are more likely to try it. Show kids how to:
  1. Wash greens just before cooking.
  2. Let rest briefly to allow dirt to settle.
  3. Wash roots and tear or cut leaves away from thick or harder parts.
  4. Drain pasta. Add pasta and parmesan cheese.
  5. Refrigerate leftovers within 2 hours.
  6. Refrigerate leftovers within 2 hours.

**Cooking greens for easy recipes that are low-cost, adaptable, healthy and delicious**

**Spinach**
- Salt, minced or ¼ teaspoon garlic powder
- ½ teaspoon cayenne pepper
- 1½ teaspoons low sodium vegetable broth
- 2 cloves minced garlic
- 1 Tablespoon vegetable oil
- ¼ teaspoon salt
- 6 cups spinach
- 1 can (15 ounces) white beans

**Making Cauliflower Tots**
- 1 Tablespoon cayenne pepper
- 1½ cups grated Parmesan cheese
- 8 ounces fresh or frozen spinach
- 1½ cups cauliflower
- 3 cloves minced garlic
- 8 cups collard, mustard or other greens
- 1¼ teaspoons low sodium vegetable broth
- 1 Tablespoon olive oil
- Salt
- ⅛ cup grated Parmesan cheese

Ingredients:
- Pasta
- 8 cups frozen spinach
- 10 ounces white beans
- 30 minutes
- 3 cloves minced garlic
- 1½ cups grated Parmesan cheese
- 8 ounces fresh or frozen spinach
- 1½ cups cauliflower
- 1 Tablespoon cayenne pepper
- 1½ cups grated Parmesan cheese
- 8 ounces fresh or frozen spinach
- 1½ cups cauliflower
- 1 Tablespoon cayenne pepper
- 1 Tablespoon vegetable oil
- ¼ teaspoon salt
- 6 cups spinach
- 1 can (15 ounces) white beans

**Note:** Cook down more)

**Prep time:** pound fresh greens =

**Cook time:** 15 minutes

**Wrapping up:**
- Toss gently and serve.
Impacts on Families in 2018
An English and Spanish language Cooking Tool Survey (n=572) and Family Dinner Survey (n=278) were completed by adult caregivers with children at home. Findings:

- 80% reported cooking an average of 5 to 6 nights/week, and the top reason was, “My family will like the meal.”
- 37-42% recalled seeing Food Hero ads or messages. On average, as compared to those with little or no exposure to Food Hero, respondents exposed to campaign ads/messages ≥5-10 times/year were:
  - 13% and 15% more likely to report eating >1 type of vegetable and >1 type of fruit, respectively, each day.
  - 6% more likely to report including vegetables as part of their dinner ≥5 days during the previous week.

Community Impact Example
Sherm’s Thunderbird Discount Market and KOB-TV NBC5 teamed up with Food Hero to fund four TV advertisements with tips for low-cost, healthy grocery shopping. The ads aired 210 times from January to May 2018 in seven counties in Southern Oregon and Northern California with a market of 305,000 viewers. During the 2018 Winter Olympics, an estimated 30% of households in the market viewed the ads 1.4 times. Concurrently, the stores offered Food Hero Monthlies in the produce sections.

Veggie Patties
Most popular dinner recipe
Parents love how flexible Food Hero recipes are:
“These are surprisingly really yummy, and SO easy! I used garlic herb bread crumbs, which added great flavor...”