SNAP-ED Works for Oregon

The Challenge

Increase Oregon’s Fruit and Vegetable Intake

- Oregon has become a national leader with fruit and vegetable (F&V) intake, access to healthy food retailers, and farmer’s market acceptance of nutrition assistance program benefits.
- However, Oregonians need to eat more F&V to meet USDA recommended levels.

<table>
<thead>
<tr>
<th>Oregon Adults Median Daily Intake</th>
<th>US State Intake Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegetables 1.9 servings per day</td>
<td>Highest</td>
</tr>
<tr>
<td>Fruits 1.1 servings per day</td>
<td>Among the highest</td>
</tr>
</tbody>
</table>


Food Hero SNAP-ED Solution

The Food Hero Social Marketing Campaign Solution

*Food Hero* is a research-based social marketing campaign providing community education along with policy, systems and environmental (PSE) change activities aimed at increasing all forms of F&V consumption among limited-income Oregonians.

Provide easy recipes for low-cost, adaptable, nutritious, and delicious meals and snacks and practical tips for food shopping and preparation.

Build state and local partnerships to promote PSE change activities aimed at increasing consumption of F&V in all forms.

Increase self-efficacy for buying and preparing F&Vs in households and at community sites.

Celebrate F&V champions.
Impacts on Families
A take-home Parent Recipe Survey was completed by 539 adult caregivers whose children had tasted Food Hero recipes in class:

- 75% reported their children talked to them about what they’d learned in class about healthy eating. More than 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.

In April of 2015, the Kids Tasting Assessment, designed to test and promote Food Hero recipes with kids, began. Over 5,000 children were surveyed in 10 counties. As a result, 18 Food Hero recipes were tagged Kid-approved, meaning that at least 70% of survey participants “liked the taste.”

Food Hero and the Oregon Department of Education Child Nutrition Program are converting 100+ Food Hero recipes into quantity recipes, plus providing the meal crediting so they are usable in USDA food programs throughout Oregon and the US.