

2012 Impacts: Oregon Supplemental Nutrition Assistance Program—Education (SNAP-Ed)

Since 1993, SNAP-Ed has improved the diets, food-related behaviors (such as shopping and food safety practices), and physical activity levels of thousands of Oregonians. SNAP-Ed reaches **every Oregon county**. In 2012, educators made **574,286 contacts** teaching 2,247 adults and 69,769 youth classes. Additionally, over **297,412** Oregonians were reached indirectly such as at health fairs and materials sent home with kids to parents. Programs were delivered in partnership with **520 agencies** at **728 sites**.



Working to solve Oregon's Health Concerns

Health Concerns	Oregonians
Obesity	26.8% of adults 15.1% of low income pre-school aged
Diabetes	7.2% of adults
Insufficient physical activity	55.5% of adults
Food Insecurity	20% of Oregonians enrolled in SNAP High rate of childhood hunger

Most recent data from CDC, USDA ERS, and Oregon DHS

Defining the Problem

Obesity, hunger, chronic disease such as diabetes, and limited physical activity are significant health concerns in Oregon and nationally. Poor health disproportionately affects minority and low-income populations. Educational opportunities and resources are limited. Of additional concern is the estimate that in Oregon \$781 million dollars annually are spent on health care costs attributable to obesity.

USDA Invests in Solutions

SNAP-Ed brings together federal, state, and local resources to deliver programming to individuals and families enrolled in SNAP and those eligible. SNAP-Ed is the nutrition education arm of SNAP and delivers learner-centered and activity-rich nutrition classes, events and social marketing to eligible participants. Funding is through a US Department of Agriculture, Food and Nutrition Service grant program.

Why SNAP-Ed Works

Oregon's **100+ SNAP-Ed nutrition educators** are:

- **committed** to delivering research-based instruction and evaluating results;
- **trained** to influence changes in behavior and impact the lives of those they teach; and
- **dedicated** to reaching diverse, low-income populations.



Give Spinach a Try

This summer at SNAP-Ed/4-H youth camp we made the Popeye Power Smoothie recipe. Several campers had never tried spinach and some kids even tried to convince me they were allergic to it. We made a game out of it and all 69 kids did give it a try. They all loved the smoothie. Two weeks later, I was at our local market and I ran across one of the camper's moms who told me that her son brought the recipe home and they made it for the family and it was a hit.

SNAP-Ed Educator, Coos County

Food Hero Recipes Save the Day!

An elementary school mom stopped me in the hall to say that her family really made use of Food Hero Recipes. Her fourth grade daughter took the Pumpkin Smoothie in a Cup recipe home. "We make it frequently for snacks and dessert," she said. The Peanut Butter Breakfast Bars that were sampled at the school's open house "saved the day." "I mixed up a batch this morning, right before we left for school," she continued.

SNAP-Ed Educator, Central Oregon

Oregon SNAP-Ed Highlights



Impacts

- ★ Of 3,855 first to second grade students who completed the Start Smart Eating and Reading curriculum:
 - 48% improved their knowledge in identifying fruits and vegetables, or healthy beverages for breakfast.
 - 60% improved their knowledge in identifying grain foods.
- ★ A take-home survey was completed by 1,466 parents whose elementary-aged children tasted recipes in class:
 - 54% reported positive changes in foods eaten by the family as a result.
 - 80% reported their children shared what they learned in class about healthy eating.

Food Hero Social Marketing Campaign

Food Hero was launched in 2009 to help low-income **Spanish- and English-speaking** Oregonians improve their health by increasing intake of fruits and vegetables. The primary educational component is an interactive, action-based web site which contains low-cost healthy recipes and healthy eating tips.

Millions of Oregonians were reached in FY 2012 through multiple Food Hero channels, such as media buys at grocery stores, and through FoodHero.org which had **245,210 page views**. In January 2013 the site had 22,550 visitors and as of February 1st Food Hero has **824 social media followers**.



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