Oregon State University Extension
Supplemental Nutrition Assistance Program-Education (SNAP-Ed)

February 2014

Oregon State UNIVERSITY

2013 Update and Impacts

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. In 2013, SNAP-Ed educators reached out to 2,673 adults and 60,685 youth in classes in 35 of the 36 Oregon counties. Millions of impressions occured through social marketing, with educators at community events, through media buys, our website and social media sites, and via materials distributed in classes for children to take home to their family. Programs were delivered in partnership with 293 agencies at 644 sites such as schools, food pantries, Boys and Girls Clubs and churches.

Working to Solve Oregon's Obesity & Food Insecurity Concerns

Concerns	Oregonians	US State Ranking[1]
Food Insecurity	17.9% of adults 29.1% of children	12th most food insecure of 50 states 4th most food insecure of 51 states
Obesity	27.3% of adults 9.9% of youth age 10-17 14.9% of low income children age 2-4	28th most obese out of 51 states Lowest obesity rate of all states 10th most obese of 41states
Diabetes	9.9% of adults	22nd highest incidence of 51 states

[1] Rankings include the District of Columbia, and reflect only those states reporting.
Most recent data from Trust for America's Health, Robert Wood Johnson Foundation and Feeding America.

Defining the Problem

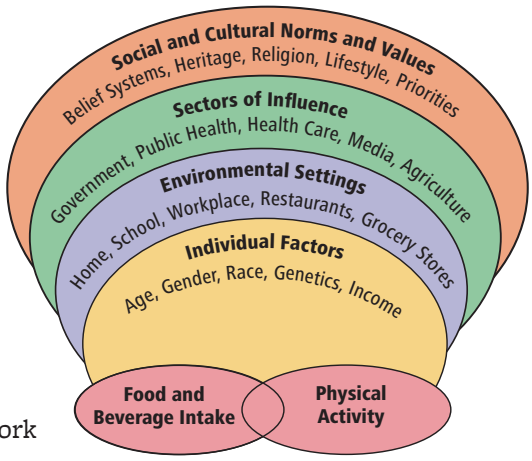
Hunger and obesity cost the State of Oregon hundreds of millions of dollars annually in lost productivity and healthcare. In addition, these two concerns negatively affect a child's ability to learn in school. Poor health disproportionately affects low-income populations.

SNAP-Ed Builds Healthy Communities at Multiple Levels

SNAP-Ed brings together federal, state, and local resources to deliver programs to those enrolled in and eligible for SNAP. Funding is through a US Department of Agriculture, Food and Nutrition Service grant program. Effective approaches include:

- Focus on obesity prevention.
- Requirement of programs to be evidence-based and outcome driven.
- Support and collaboration with related state and national initiatives.
- Application of the social ecological framework (see figure to the right).

Factors Influencing Diet and Exercise Decisions



Adapted from Dietary Guidelines for Americans, 2010

Oregon has 100+ SNAP-Ed County Educators

Email:
food.hero@oregonstate.edu

Oregon SNAP-Ed Highlights

Food Hero Social Marketing Campaign

Food Hero was launched in 2009 by OSU Extension SNAP-Ed to help low-income Spanish– and English-speaking Oregonians increase their intake of vegetables and fruits. Nearly 17 million impressions were made in FFY 2013 through multiple channels such as grocery store media, the Food Hero website, a Food Hero Monthly publication, and an annual healthy living calendar.

Foodhero.org, which provides low-cost healthy recipes and healthy eating tips, increased its average visits per month by 80% in 2013, with a high in November of ~42,000 visits. At the end of 2013, Food Hero had nearly 1,600 social media followers, over 50% more than in 2012.

Impacts on Families

A take-home survey was completed by 1,021 adult caregivers whose children (Kindergarten through high school) tasted Food Hero recipes in class:

- 79% reported their children talked to them about what they learned in class about healthy eating. More than half of these respondents changed the food they ate at home as a result.
- 66% prepared one or more of the Food Hero recipes sent home.
- 229 adults completed our adult pre/post class survey. The table below highlights some of the behaviors where improvement was found.

% of Adults Reporting Improvement	Behavior Improved
21%	Use the Nutrition Facts label to make food choices
19%	Switched to using low- or fat-free milk products daily
20%	Started shopping with a grocery list
6%	Started comparing prices before buying food

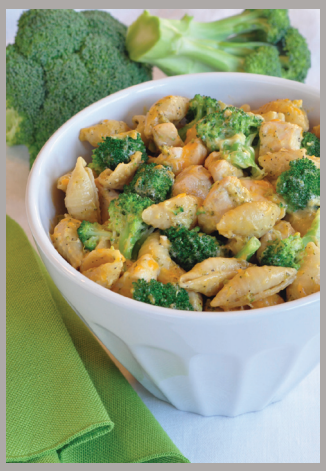
A Program Makes a Difference. . .

"Three years ago our SNAP-Ed program began working with an elementary school to make small steps toward a healthier learning environment. At that time the school Parent Teacher Together (PTT) club held a weekly cookie sale; the school garden was infrequently used and there was no PE teacher. Over time, our collaborative healthy living messages were established and reinforced with the kids, parents and community members. Today, I am a proud SNAP-Ed educator. Among other things, our school PTT now passes out blueberries instead of cookies; an after-school garden club meets weekly and in the summer; food from the garden goes home with kids and is sometimes in the school salad bar; there is a full time PE teacher; and most students know my usual introduction: "Si, se puede" (Yes, we can!)."

Iris, Linn and Benton County Educator
Oregon SNAP-Ed Highlights

USDA and OSU are equal opportunity providers and employers

FOOD HERO
foodhero.org



2013 Most Popular Recipe:
Chicken, Broccoli & Cheese Skillet Meal
"Pinned" over 50,000 times on Pinterest!

Connect with Food Hero!