

# SNAP-ED Works for Oregon

\$1 in nutrition  
education saves  
as much as \$10 in  
long-term health  
care costs

## The Challenge



16 %  
of households  
are food insecure



68 %  
of adults below the  
poverty level are  
overweight/obese



25 %  
of children  
are food insecure



15 %  
of low-income  
preschoolers are  
overweight/obese



21 %  
of adults meet the recommendation for  
**FRUIT AND VEGETABLE CONSUMPTION**



23 %  
of 8th graders meet the recommendation for  
**FRUIT AND VEGETABLE CONSUMPTION**



20 %  
of 11th graders meet the recommendation for  
**FRUIT AND VEGETABLE CONSUMPTION**



25 %  
of adults meet the  
**PHYSICAL ACTIVITY**  
recommendation\*



31 %  
of 8th graders meet the  
**PHYSICAL ACTIVITY**  
recommendation



24 %  
of 11th graders meet the  
**PHYSICAL ACTIVITY**  
recommendation

\*Aerobic & muscle strengthening

## THE SNAP-Ed solution

### EVIDENCE-BASED

strategies promote healthy  
eating and active living

### TARGETED

programs engage adults,  
youth, & families at high risk

### COLLABORATIVE

assessment and planning  
lead to collective impact

# SNAP-Ed in Oregon – 2016 Highlights

## Direct education reach



**45,000** individuals  
[**300,000** contacts]

## Visits to Foodhero.org



**1 million**  
(↑36%)

**2,000+** volunteers & partners



**trained to  
extend reach**



**28** site or community-  
based assessments of  
needs & gaps conducted

**110** organizational &  
multi-sector partnerships



**200+** policy, systems, or  
environmental changes

## ADULT BEHAVIORS\*

↑**31%** vigorous physical activity

↑**29%** vegetable consumption

↑**23%** fruit consumption

## YOUTH BEHAVIORS\*

↑**25%** vigorous physical activity

↑**10%** variety of fruits + vegetables

↓**10%** consumption of sugar  
sweetened beverages

\*Behavior change data based on direct education pre/post surveys

## Success Stories

### Food Hero Healthy Celebrations Toolkit

- Traditional sugary classroom celebration treats replaced with smoothie parties and non-food reinforcements for **2000+ students**



### Improvements in Menus

- Head Start and WIC staff and cooks trained to prepare Food Hero recipes for the cycle menus and distribute Food Hero resources to **2000+ families**



### Balanced Energy Physical Activity Toolkit

- Teacher trainings resulting in amplification of SNAP-Ed reach through daily 'brain breaks' for **7000+ youth**

Balanced Energy Physical Activity Toolkit



### Healthier Pantries

- Assessments resulted in distribution of Food Hero recipe kits and food resource management skill-building workshops for **8000+ families**

