

SNAP-Ed Works for Oregon

Low Income Challenges in Oregon

Food Insecurity



15%

of households are food insecure



21%

of rural households are food insecure

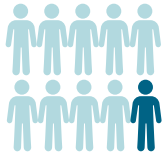


29%

of renters are food insecure

Obesity

8TH GRADERS



11%

of 8th graders are obese

11TH GRADERS



14%

of 11th graders are obese

ADULTS



29%

of adults are obese

Research indicates early childhood poverty triples risk of obesity by age 16.

Healthy Eating and Physical Activity



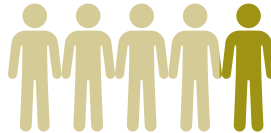
25%

of 8th graders meet the recommendation for fruit and vegetable consumption



19%

of 11th graders meet the recommendation for fruit and vegetable consumption



21%

of adults meet the recommendation for fruit and vegetable consumption



29%

of 8th graders meet the physical activity recommendation



23%

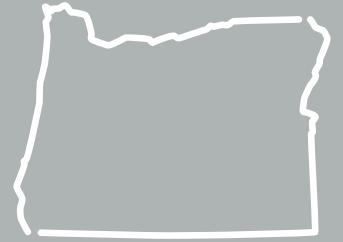
of 11th graders meet the physical activity recommendation



25%

of adults meet the physical activity recommendation

2017 Report



Oregon SNAP-Ed works toward **changing the food environment**



Email:
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The SNAP-Ed Solution in Oregon—2017 Highlights



Multi-Level Approaches integrate Direct Education, Food Hero social marketing, and Policy/Systems/Environmental strategies to maximize behavior change

371,000 participants



Local & Statewide Coalitions leverage complementary resources to amplify impact

1,000

SNAP-Ed site partners donated planning, space, recruitment, and materials

Innovative Hub Model promotes healthy behaviors where families live, work, learn, play & shop



100 SNAP-Ed Hubs throughout 36 counties, organized through assessment of gaps and needs



2,200

volunteers and partners gave 15,000 hours to SNAP-Ed



670,000

reached through additional Food Hero channels: articles, billboards, calendars, newsletters, reinforcements, displays, social media, videos, and websites

Obesity Prevention & Food Resource Management

TEEN BEHAVIORS



increase in vegetable consumption



decrease in consumption of sugary drinks



increase in low-fat/nonfat dairy consumption



increase vigorous physical activity

ADULT BEHAVIORS



increase in vegetable consumption



increase in planning meals ahead of time



increase in ability to afford healthy foods



increase in reading nutrition labels

SNAP-Ed Success Stories

Wellness Committee Established—Jackson County

Results from the School Physical Activity and Nutrition Environment Tool (SPAN-ET) led Jackson Elementary to establish a Wellness Committee, which authorized purchase of equipment for PE, recess and after school, and supplies to establish a school garden **(500 students & their families)**

Faith-Based Health Promoters Extend SNAP-Ed Reach—Multnomah County

Providence Health Promoters trained by SNAP-Ed staff extend SNAP-Ed to Hispanic families at 19 Catholic churches, expanding SNAP-Ed impact with Spanish-speaking populations **(2,200 adults and youth)**

Food Systems Analysis—Hood River County

Oregon Solutions Food Security Coalition, with SNAP-Ed contributing, analyzed the food system, from producers to consumers, to identify gaps and develop a regional food system **(25,000 residents)**

Food Hero Smoothie Recipes for School Breakfast—Clackamas County

Smoothie tastings conducted in 2016 resulted in the Estacada School District's Nutrition Director adopting the recipe for School Breakfast in 4 schools **(5,600 students)**