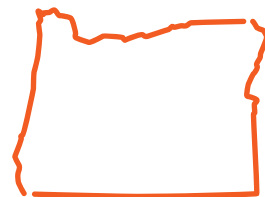


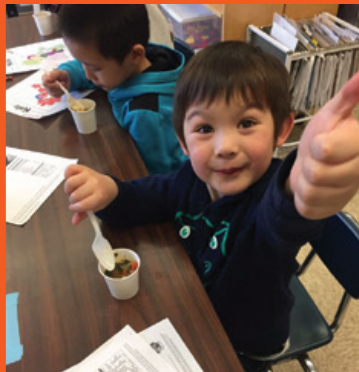
SNAP-Ed Works for Oregon 2018



The Challenge



1 in 5
children are
food insecure



59%
of adults are
overweight or obese



29%
of 11th graders are
overweight or obese



13%
of Oregon households
are food insecure



23%
of 11th graders meet
physical activity
recommendation



19%
of 11th graders get
enough fruits & vegetables



Oregon SNAP-Ed Comprehensive Interventions



Evidence-based Direct Education promotes healthy eating and physically active lifestyles



Food Hero Social Marketing Campaign creates excitement and energy



Collaborative Relationships amplify and sustain SNAP-Ed reach



Direct Education:

33,000 unique participants
204,000 contacts
6 contacts per participant



Displays and Events:

794,000
participants reached



Policy, Systems and Environmental changes adopted:

150



Email: food.hero@oregonstate.edu



Oregon State University

SNAP-Ed Leveraged Resources

1,500
site partners and
250

coalitions contribute resources: space, materials, reporting, evaluation and participant recruitment



\$500,000

in grants amplified Oregon SNAP-Ed's work



14,000

hours donated by site partners and volunteers (6.7 full-time employees)

SNAP-Ed Behavior Change

TEEN BEHAVIORS



13%

decrease in consumption of sugary drinks



52%

increase in low-fat/nonfat dairy consumption



13%

increase vigorous physical activity



9%

decrease in screen time

ADULT BEHAVIORS



26%

increase in vegetable consumption



17%

increase in families with children eating together



27%

increase in ability to afford healthy foods



45%

increase in reading nutrition labels

System Change through Partnerships

Edible School Garden Constructed

SNAP-Ed staff collaborated with school administration, staff, students, families, school community volunteers, Medford School District, and Jackson County Master Gardener volunteers in the design and building of the Roosevelt Elementary school garden. (Jackson County)

Breakfast After the Bell

SNAP-Ed staff worked with the Food Service Director to approve serving Breakfast After the Bell for the 2017-18 school year, allowing all students to have a free breakfast in their classroom at the start of the school day. (Umatilla County)

Veggie Rx in Eight Oregon Counties

SNAP-Ed staff helped develop and administer a fruit and vegetable prescription program, enlisting health and social services providers to "prescribe" vouchers to community members who screen positive for food insecurity. Vouchers are used to purchase fresh produce at farmers markets and grocery stores, strengthening the local economy and food system. (Hood River, Jackson, Josephine, Morrow, Polk, Sherman, Umatilla, Wasco Counties)

