SNAP-Ed
Works for Oregon 2018

The Challenge

1 in 5 children are food insecure

13% of Oregon households are food insecure

23% of 11th graders meet physical activity recommendation

19% of 11th graders get enough fruits & vegetables

59% of adults are overweight or obese

29% of 11th graders are overweight or obese

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
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 in 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)