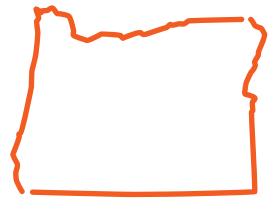


# SNAP-Ed Works for Oregon 2021



## The Challenge: Families in Need



28%

of 8th graders are overweight or obese



78%

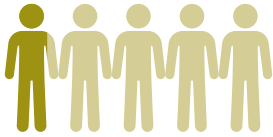
of 8th graders do not get enough fruits and vegetables



74%

of 8th graders do not meet physical activity recommendations

[Oregon Health Authority](#)



16%

of adults consume vegetables less than once daily



36%

of adults consume fruit less than once daily



24%

of adults engage in no physical activity

[Centers for Disease Control and Prevention](#)

## Helping Families and Communities Make Healthier Choices:

### Oregon SNAP-Ed Comprehensive Interventions



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



**Food Hero Social Marketing** reinforces interventions throughout social-ecological model



**Collaborative Relationships** amplify and sustain SNAP-Ed reach



**Direct Education:**  
13,000 unique participants  
700 education series conducted  
55% of sessions remote or hybrid



10  
Regional and National Awards



**Policy, Systems and Environmental (PSE) changes adopted:**  
111



Email: [food.hero@oregonstate.edu](mailto:food.hero@oregonstate.edu)



**Oregon State University**

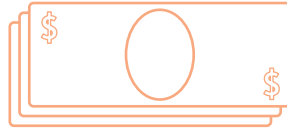
## SNAP-Ed Leveraged Resources

215

partnerships and

96

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



\$800,000

in grants amplified Oregon SNAP-Ed's work



37

champions advanced SNAP-Ed's mission

## SNAP-Ed Supports Behavior Change

### YOUTH BEHAVIORS



16%

decrease in consumption of sugary drinks



6-14%

decrease in screen time outside of school



10-15%

increase in vegetable consumption



6%

increase in fruit consumption



### ADULT BEHAVIORS



71%

increase in physical activity that "makes me breathe hard"



37%

intend to use food preparation skills learned



57%

increase in reading nutrition facts labels



42%

intend to compare unit prices during next shopping trip



## Multilevel, Collaborative Interventions

**Farm to School.** Klamath-Lake SNAP-Ed hosted 'Feed the Farmer' school lunch events in which the farmer who produced the food was present on the day it was served in the cafeteria. Annual 'crunch' events were held to further highlight local growers and generate excitement. SNAP-Ed provides farm to school training for food service staff, and grant-funded 'grow towers' – vertical growing structures – with Food Hero displays in cafeterias. During the pandemic, Food Hero materials were provided with grab-and-go meals and staff trainings were offered remotely. USDA Farm to School funding supported the hiring of a procurement specialist who has established contracts between Klamath beef, potato and small farm producers and school nutrition services.

**Needs Assessment with Mam Community.** When planned Spanish and Mam-language focus groups were cancelled because of the pandemic, Lincoln County SNAP-Ed responded to community needs by helping to form Juntos en Colaboración. This coalition includes partners from OSU Extension, non-profits, public health, and community members. The coalition led to a better understanding of food access, gardening, language, culture, and communication needs (e.g. Mesoamerican Indigenous families in Lincoln County speak Mam, but only as an oral language). This assessment will inform future SNAP-Ed interventions and activities.

