

# Food Hero Works for Oregon



## The Challenge

### Increase Oregon's Fruit and Vegetable Access and Intake

Oregon is a leading state for fruit and vegetable (F&V) intake, which can increase Oregonians' health and lower health care costs.

Oregon Adults	Consume at least 1 time/day	US State Ranking (includes DC)
Vegetables	83.6%	5th highest
Fruits	64.3%	9th highest

Centers for Disease Control and Prevention. BRFSS Prevalence & Trends Data, 2019. Retrieved June 1, 2021, from [cdc.gov/brfss/brfssprevalence/index.html](http://cdc.gov/brfss/brfssprevalence/index.html)

## A SNAP-Ed Solution

### The Food Hero Social Marketing Campaign

Food Hero is a research-tested and practice social marketing campaign providing interactive demonstrations and policy, systems and environmental (PSE) change activities aimed at increasing all forms of F&V consumption among limited-income Oregonians. Campaign materials are in English and Spanish.



A sample issue of the award-winning Food Hero Monthly

Food Bank Tasting



### Our social marketing campaign:

**celebrates** diversity, making Food Hero available and adaptable by all audiences. Existing and emerging components of Food Hero are informed by racially and ethnically diverse workgroups, by kids, adults and older adults, and by continual connections with Oregonians from urban, rural and tribal communities.

**provides** easy recipes that are low-cost, adaptable, healthy and delicious, plus practical tips for stretching food dollars, lowering food waste and growing food at home, in schools and at community sites.

**builds** cooking, meal-planning and gardening skills, plus partnerships promote PSE change activities.

**increases** acquisition and preparation of F&V in households and at community sites.



January 2023



Oregon has **Food Hero educators** on the ground covering all 36 counties.



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

## FFY 2022 Food Hero—By the Numbers



15,576

monthly email subscribers to four list serves for Food Hero Monthly and *Grow This!* in English and Spanish, and the Food Hero for Older Adults Monthly.

456



total recipes, in English and Spanish, that meet the Food Hero recipe criteria.



94

total recipes tagged Kid Approved, meaning at least 70% of kids “liked the taste” (based on 77,655 taste-and-votes from kids so far, and counting).



46

US states documented using Food Hero campaign materials.



18,998

overall number of digital followers across 8 social media sites (5 English, 3 Spanish).



483,878\*

visits to Foodhero.org from all 50 states and 222 countries and territories.

\*User metric estimate from Google Analytics.

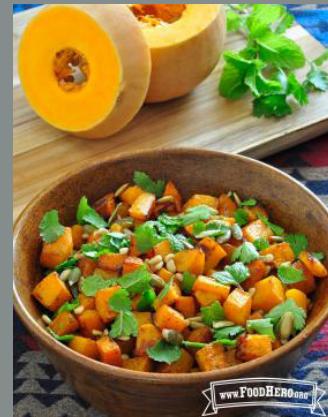
76

recipes quantified and credited with the Oregon Department of Education to be eligible for USDA food program reimbursement nationwide.



47,457

individuals estimated to have been reached by Food Hero community events.



### Harissa Roasted Butternut Squash

Thanks to Chef Nephi Craig, who is Western Apache and Diné (Di Nay), in partnership with the Food Hero Indigenous Peoples work group for this recipe.

One of the many new materials from our cultural workgroups now available on the website:  
<https://foodhero.org/cultural-toolkits>

## Developing Culturally Respectful and Inclusive School Nutrition Lessons

The Portland Public Schools (PPS) Health Education team is collaborating with the Portland SNAP-Ed team to revise their nutrition curriculum to make their lessons more culturally respectful and inclusive. As part of this effort, in FFY 2022 the Portland SNAP-Ed team, which includes members of the Food Hero Cultural Workgroups, examined the many educational and culturally relevant resources in Food Hero’s Cultural Toolkits to determine how they might be implemented in a school setting. Next, the team worked to determine how to use the resources for structured lessons aligned with Oregon education standards, and began planning and developing three nutrition lessons featuring Indigenous Peoples, African Heritage and LatinX food traditions and cultures.

The first lesson, “Respecting Indigenous Foods: Squash,” was developed in collaboration with the Indigenous Peoples Workgroup (IPWG), the Oregon Department of Education’s (ODE) Office of Indian Education and the PPS Health Education and Nutrition Services (NS) teams. The lesson was shared across PPS in November 2022 to support existing classroom learning during Native American Heritage Month and to highlight the Harvest of the Month featured food, butternut squash. Additionally, the Portland SNAP-Ed team facilitated a collaboration between the PPS-NS team and the IPWG to serve students Harissa Roasted Butternut Squash (see image to the right). The recipe was served to nearly 18,000 students at 81 PPS locations. “Respecting Indigenous Foods: Squash” will be updated to reflect teacher feedback and to align with the revised Oregon health-education standards, slated for summer 2023. (Note: The “Respecting Indigenous Foods: Squash” lesson does not supplant the ODE “Tribal History/Shared History” lessons that are required education for Oregon students.)

Connect with  
Food Hero!

