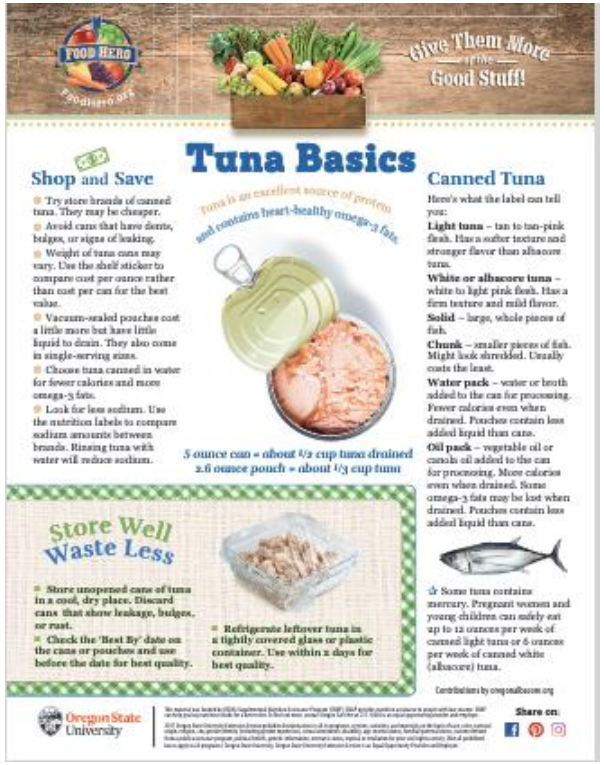
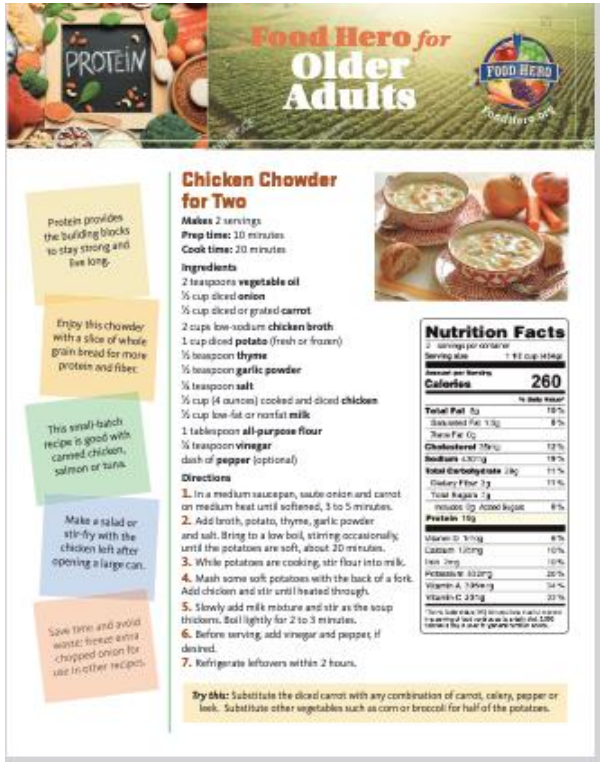
Older Adults Work Group
Six Years of Successful Collaboration

2019 - 2024





Older Adult Work Group Members & Support Teams (Past & Present)

Food Hero/SNAP-ED team:
Carol Walsh, Cheryl Kirk, Chris Mouzong, Cindy Brown, Dusti Linnell, Kristina Parry, Rebecca Marson, Rose Jepson-Sullivan, Sally Bowman

FH Spanish Translations team:
Joyce Senior Angulo, Lupita Zamora, Stephanie Russell

Physical Activity/Active Living (PAAL) team:
Ellen Radcliffe, Thomas Packebush

Oregon Nutrition Dairy Council:
Anne Goetze, Lewis Martin

Oregon Department of Human Services (ODHS):
Adam Rea, Lucy Huffman

Older Adults Work Group Objectives and Background

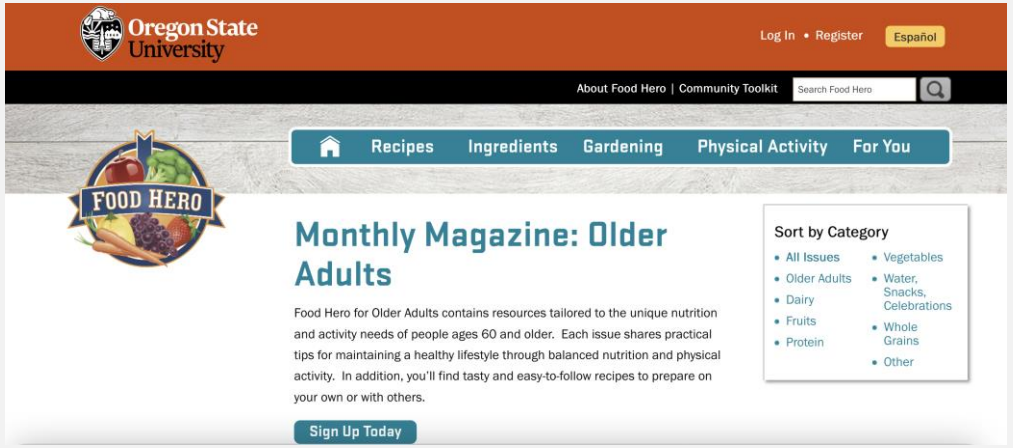
- Made up of members of SNAP-Ed/Food Hero and Physical Activity/Active Living (PAAL) teams, ODHS, and the Oregon Nutrition Dairy Council.
- Has met monthly for six years
- Formed in 2019 to develop the *Food Hero for Older Adults* publications and social marketing sub-campaign
- Starting focus was to deliver quarterly publications for Commodity Supplemental Food Program (CSFP – senior food boxes) to help recipients better use items in food boxes.
- Uses yearly feedback surveys from CSFP users and SNAP-eligible older adults to improve delivery, adapt and create content, and to expand the sub-campaign to other channels: social media, digital publications, Older Adult webpage on Food Hero website, Walk with Ease, Strong Women/Strong People classes

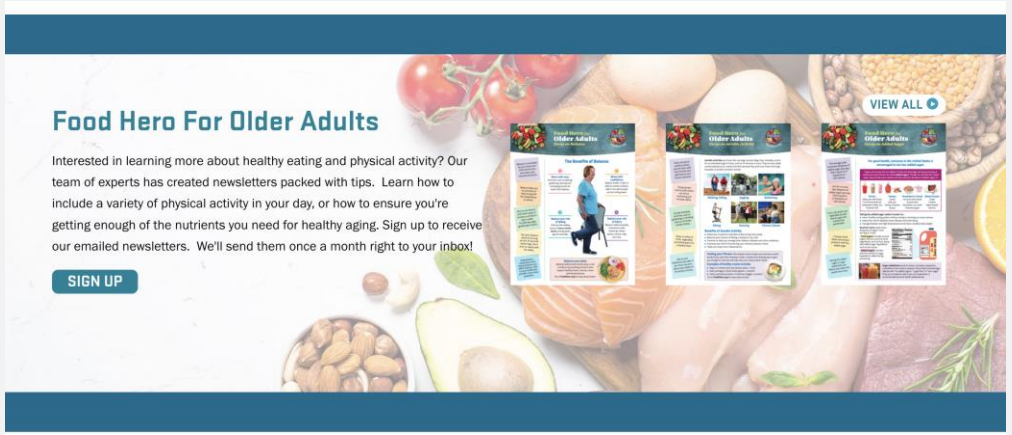
Food Hero *for* Older Adults

FOOD HERO

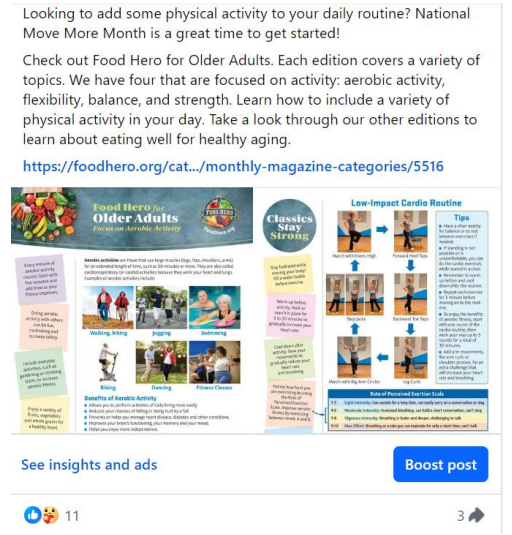
Classics Stay Strong

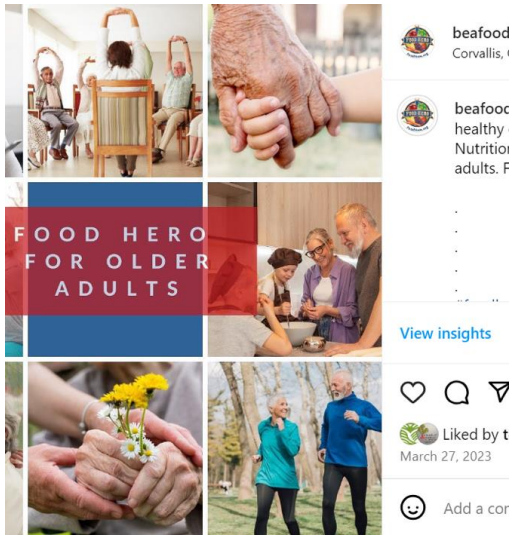
https://foodhero.org/older-adults



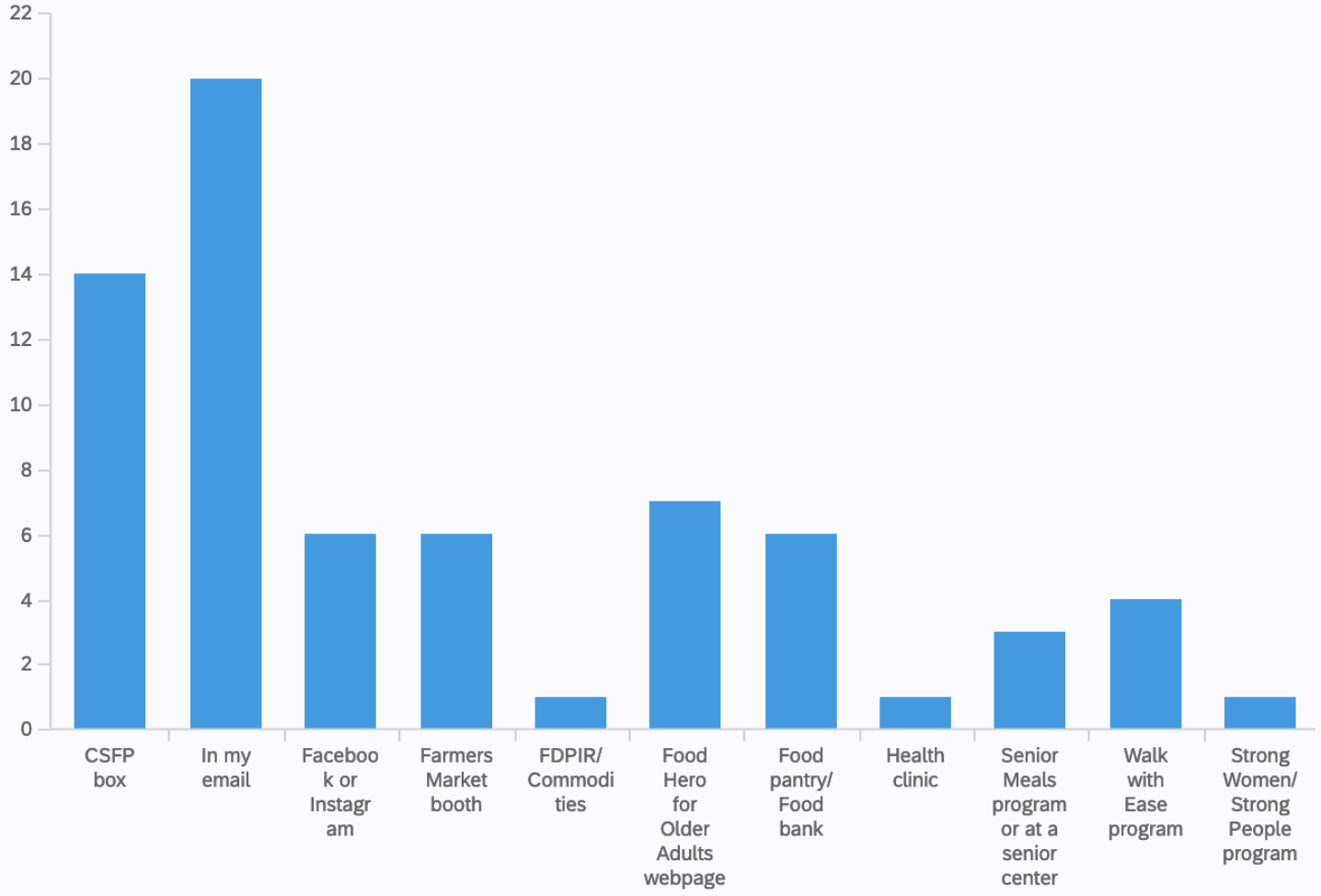


Food Hero for Older Adults on Social Media





Where do you recall seeing or receiving this publication?



Source: Food Hero for Older Adult 2024 Feedback survey; N = 114

"Food class at the Newport library"

"Columbia County Senior Health Fair"

"Midvalley Gleaners"

"At a class called "Healthy cooking for seniors on a budget" put on by a local OSU Extension/Snap-Ed nutritionist"