SNAP-Ed Works for Oregon 2022



The Challenge: Families in Need



33%

of 8th graders are overweight or obese



89%

of 8th graders do not get enough fruits and vegetables



in 5

children in Oregon are food insecure

Oregon Health Authority



65%

of adults are overweight or obese



Mini

38%

of adults consume fruit less than once daily



 $\mathbb{I}\$\%$

of adults consume vegetables less than once daily

Centers for Disease Control and Prevention

Making the Healthy Choice the Easy Choice:

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:

27,000 unique participants

 $\mathbb{I}_{9}400$ education series conducted 22%

of sessions remote or hybrid

16
Regional and

National Awards

Reinforcements and Fact Sheets:

237,000 reached

Policy, Systems and Environmental (PSE) changes adopted:

146



Email: food.hero@oregonstate.edu





SNAP-Ed Leveraged Resources

282
partnerships and

7I



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



\$900,000

in grants amplified Oregon SNAP-Ed's work



35

champions advanced SNAP-Ed's mission

SNAP-Ed Supports Behavior Change

YOUTH BEHAVIORS





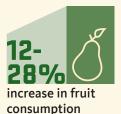
decrease in consumption of sugary drinks



increase in physical activity that "makes me breathe hard"



increase in vegetable consumption



ADULT BEHAVIORS





increase in variety of vegetables consumed



increase in comparing prices before purchasing



plan to use moneysaving tips most days



increased confidence in ability to cook healthy foods on a budget

Multilevel, Collaborative Interventions

Oregon's First Foods. This collaborative farm to school project engages youth at Lewis & Clark Elementary School in exploring native food resources of the Lower Columbia region. This project builds upon the existing 10-year partnership connecting youth in grades pre-K to 5 to the local food system by cultivating foods indigenous to this area, learning about pollinator health, and incorporating garden-based nutrition education through the SNAP-Ed Food Hero campaign. The garden includes native edible plants such as huckleberry, serviceberry, currants, coastal strawberry, camas, and kinnikinnick, as well as traditional cedar raised beds for fruits and vegetables.

HEALth Mapps Participatory Assessment. An adapted HEALth MAPPS participatory action photo-research project with Latinx SNAP-Ed participants captured barriers to physical activity, including roads with inadequate infrastructure, school sports fields closed during the pandemic, overdue improvements in the city's main park, and the need for more community garden and physical activity spaces. After presentation of findings to stakeholders, a school district reopened sports fields for the community; grant funds were awarded to establish community gardens; and a county commissioner set aside funds to hold inclusive discussions around development of safer spaces for low-income communities.



