

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



1 in 5

children in Oregon are food insecure

[Oregon Health Authority](#)



65%

of adults are overweight or obese



38%

of adults consume fruit less than once daily



18%

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
1,400 education series conducted
32% of sessions remote or hybrid



16
Regional and National Awards



Education Reinforcements and Fact Sheets:
237,000 reached

Policy, Systems and Environmental (PSE) changes adopted:

146



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Oregon State University

SNAP-Ed Leveraged Resources

282

partnerships and

71

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



6-15%

decrease in consumption of sugary drinks



12-24%

increase in physical activity that "makes me breathe hard"



14-24%

increase in vegetable consumption



12-28%

increase in fruit consumption



ADULT BEHAVIORS



37%

increase in variety of vegetables consumed



26%

increase in comparing prices before purchasing



81%

plan to use money-saving tips most days



46%

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.

