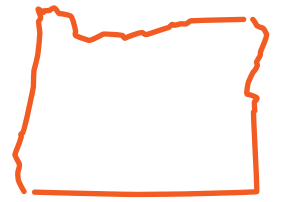
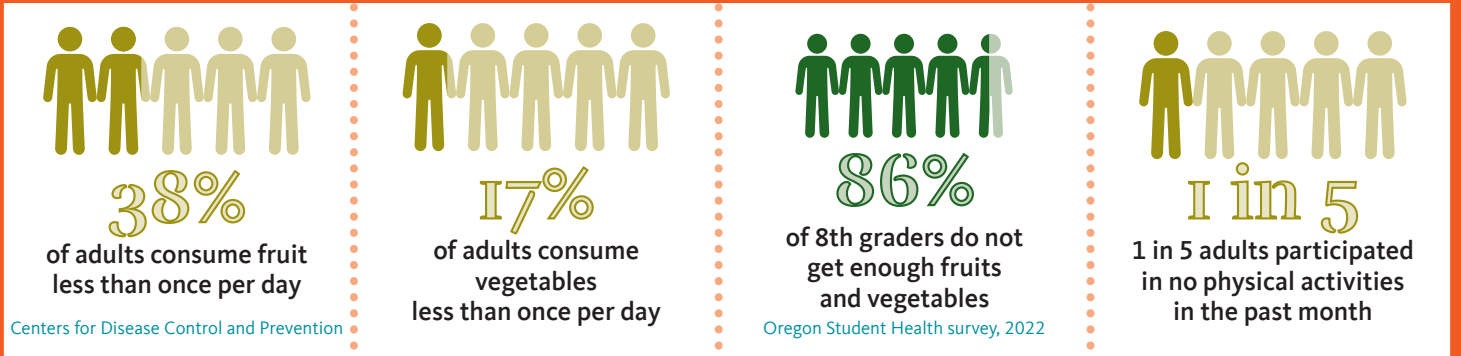


SNAP-Ed Works for Oregon 2023



Challenges and Opportunities



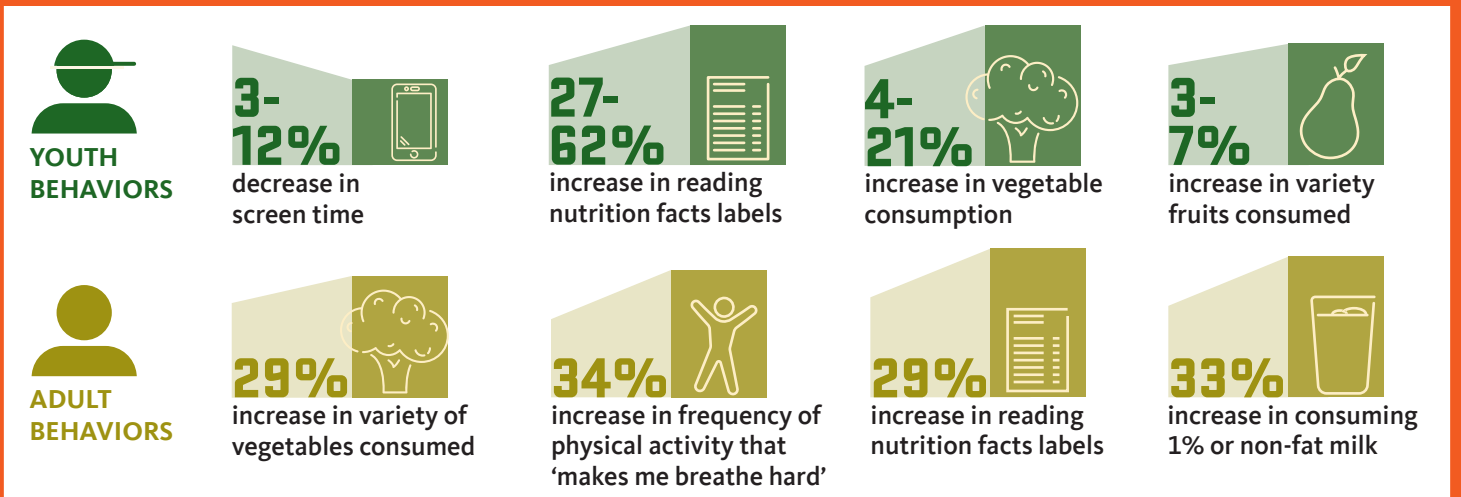
Making the Healthy Choice the Easy Choice:

Oregon SNAP-Ed Comprehensive Interventions



SNAP-Ed Supports Behavior Change

Outcomes for FFY 2023



Based on participant self-reporting on pre- vs. post-surveys following direct education series.

Email: food.hero@oregonstate.edu



Oregon State University

Food Hero Social Marketing Campaign

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



A sample issue of the award-winning *Food Hero Monthly*



A cooking event at a local farmers market

Our social marketing campaign:

celebrates diversity, making Food Hero available and adaptable.

Existing and emerging components of Food Hero are informed by racially and ethnically diverse workgroups; by kids, adults and older adults; and through 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, as well as partnerships to promote PSE change activities.

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



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





Festive Tortillas
Thanks to the OSU Extension Latin Heritage Workgroup for this recipe.

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

Email:
food.hero@oregonstate.edu

Food Hero FFY 2023—By the Numbers


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

 **99** total recipes tagged Kid Approved, meaning at least 70% of kids “liked the taste” (based on 80,487 taste-and-votes from kids so far, and counting).

 **46** US states documented using Food Hero campaign materials.

 **21,500+** followers across **7** social media sites (4 English, 3 Spanish).

 **560,216*** 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.

 **104,811** individuals estimated to have been reached by Food Hero community events.

Grow This! Oregon Garden Challenge

Spearheaded by **Food Hero**, the *Grow This!* Oregon Garden Challenge makes seed kits available through the mail to individuals, households, schools, and groups as a call to action to families, schools and other groups to garden together and eat what we grow. Households can receive five seed types, while classrooms receive seed-starting kits containing a reusable grocery tote, stickers, foil pans, seed markers, a spray bottle and a peat pot for each child. Begun in 2020, the Challenge has grown every year.

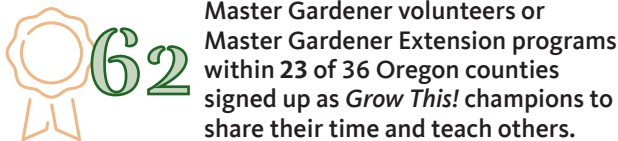
Third Annual Garden Challenge FFY 2023 *Oregon Grows! Together Again*—By the Numbers



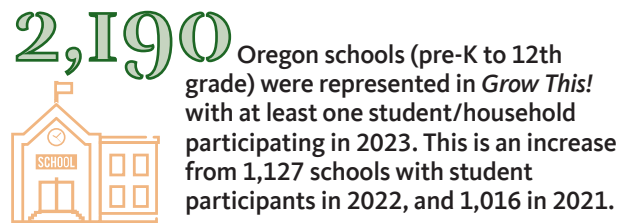
Estimated number of Oregonians from all 36 counties—including individuals/households, classroom teachers and group leaders—who participated in the 2023 *Grow This!* Oregon Garden Challenge. This is a 31% increase from 2022 participation numbers, and at least 23% of those who signed up were returning participants.



Home seed kits distributed to households. Each kit contained six full seed packets for growing an herb, lettuce, another leafy green, tomatoes and zinnias.



Master Gardener volunteers or Master Gardener Extension programs within 23 of 36 Oregon counties signed up as *Grow This!* champions to share their time and teach others.



Oregon schools (pre-K to 12th grade) were represented in *Grow This!* with at least one student/household participating in 2023. This is an increase from 1,127 schools with student participants in 2022, and 1,016 in 2021.



Group leaders signed up on behalf of over 80,000 Oregonians from 34 counties. Groups included schools and classrooms, public libraries, food banks, small farms, gleaners and Girl and Boy Scouts, and more.

Benefits Reported by Participants (n=6,523)

- 52% reported they garden every year with “some” or “lots of success;” 14% described themselves as new gardeners.
- 36% said they were likely or very likely to try growing microgreens.
- 72% said they were planning to grow their seeds outdoors (in raised beds, containers and/or in the ground) and 24% planned to grow indoors.
- 46% recalled seeing Food Hero ads or messages at least once. A key goal of *Grow This!* is to increase overall fruit and vegetable messaging exposure.



Sign up for *Grow This!* here:
<https://foodhero.org/growthis>



Tomatoes

The seed type individual/household participants most wanted to grow for food (17%; n = 6,335). Second choice were green beans (6%) and cucumbers (6%).

Participants on growing tomatoes:

“I have been somewhat successful growing tomatoes and would like to be successful with cucumbers and onions!”

“Really enjoyed tasting my first heirloom tomatoes last year and using romas in my salsas.”

“They taste so much better than those purchased in the store.”



Connect with
Food Hero!



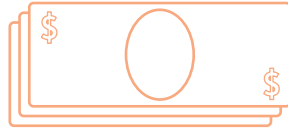
SNAP-Ed Leverages Resources

280

partnerships and

74

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



\$750,000

in grants amplified Oregon SNAP-Ed's work



43

champions advanced SNAP-Ed's mission

Multilevel, Collaborative Interventions

SNAP-Ed Coordinates Distribution of 7,000 lbs. of Fresh Produce



In Crook County, SNAP-Ed utilized local social media pages and community relationships to ensure over 7,000 pounds of fresh produce was distributed to eligible community members after a generous donation from Wilco. Crook County Oregon Department of Human Services (ODHS) had reported that COVID-19 Emergency Allotments for SNAP

would be ending after February 2023. Although the COVID-19 pandemic was over, Crook County residents continued to face many difficult economic and social challenges. The loss of federal emergency SNAP benefits quickly affected residents who were facing financial strain from post-pandemic realities including rising housing costs, transportation/fuel costs, and significant increases in food and childcare costs.

SNAP-Ed collaborated with Crook County's ODHS office and other community partners to provide emergency food bags full of produce to the local ODHS Self Sufficiency office. The produce filled an immediate need for individuals while they learned to navigate and utilize local resources for food distribution in Crook County. In addition to the produce, SNAP-Ed promoted healthy eating with Food Hero recipe samples, resources, and nutrition education reinforcements.

Community Garden Sows Seeds of Hope at Heritage Heights Housing Site

SNAP-Ed in Wasco County worked closely with Master Gardeners, Mid-Columbia Housing Authority, Columbia Gorge Food Bank, and Heritage Heights housing residents to design and develop a garden site map and construct 20 raised beds. Dirt Huger, a local compost and soil company, delivered soil and bark and waived the delivery fee. Tum-a-Lum Lumber donated lumber, screws, and irrigation equipment. Tum-a-Lum staff even helped with bed construction and placement, bringing along tools to support the construction of the beds.

Around 40 volunteers leveled the plot, cut lumber, and constructed beds, including two accessible beds for older and/or disabled residents. The pathways were lined with mulch. At the opening, seeds and Food Hero garden calendars were distributed and a celebratory meal was



eaten. It was an incredible transformation from rough and sloping dead grass to a beautifully constructed garden. SNAP-Ed installed a "garden message board" which features Food Hero gardening tips in both English and Spanish.