

# Food Hero Works for Oregon



October 2019



## The Challenge

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

- Oregon is a leading state for fruit and vegetable (F&V) intake, acceptance of SNAP at farmers markets and offering salad bars in middle and high schools.
- However, Oregonians need to eat more F&V to meet the USDA recommendation. F&V provide key nutrients, reduce chronic disease risk and can help manage weight, which can lead to healthier Oregonians and lower health costs.

**Oregon Adults      Meet Daily Recommendation      US State Ranking**

<b>Vegetables</b>	83.5%	2nd highest
<b>Fruits</b>	63.5%	12th highest

*Most recent data from CDC State Indicator Report and State Action Guidelines (2018).*

## A SNAP-Ed Solution

### The Food Hero Social Marketing Campaign

Food Hero is a research-tested social marketing campaign providing interactive demonstrations, along with 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, circulation > 36,000 with over 60 issues



### Our social marketing campaign:

**provides** easy recipes that are low-cost, adaptable, healthy and delicious, plus practical tips for stretching food dollars and lowering food waste.

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

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

**celebrates** F&V champions and use of campaign materials and tools by schools, organizations and families.



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



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

## Food Hero at 10 Years — By the Numbers (FFY 2019 data)



84

recipes tagged Kid Approved, meaning at least 70% of kids “liked the taste” (study sample size = 74,414)



43

US states documented using Food Hero campaign materials



363

recipes in English and Spanish which meet the Food Hero recipe criteria, plus 81% of them have at least one online user comment (n=980)

76



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

15,800+



social media follows and engaged audience members



7,939,461\*

visits to FoodHero.org, from all US states & territories, and 195 countries, FFY 2011 to 2019. Top accessed recipes: Broccoli and Cheese Skillet Meal, Chicken and Dumpling Casserole, Favorite Pancakes without Eggs and Tasty Hamburger Skillet.

\*User metric estimate from Google Analytics

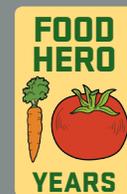


### Popeye Power Smoothie

Most tested by kids with the Kids Tasting Assessment (n=2,464; 84% approval)

One of many website user comments:

*“We always come back to this recipe since everyone loves it. Kids who initially say they don’t like spinach change their minds after tasting this Smoothie.”*



Connect with Food Hero!



### Adult Intercept Surveys

An English and Spanish language *Cooking Tool Survey* (2017 - 2019, n=1,023) and *Family Dinner Survey* (2016 - 2019, n=764) were completed by adult caregivers with children at home. Findings:

- 67% reported cooking dinner at home at least 5 times/week, with the top reason: “My family will like the meal.”
- Broccoli and carrots were the top reported vegetables eaten most often by families. Tacos, enchiladas and spaghetti were the top reported go-to dinners.
- 37% recalled the Food Hero slogan. On average, as compared to those with little or no exposure to Food Hero, respondents exposed to campaign ads/messages  $\geq 5$ -10 times/year were:
  - 15% more likely to report eating >1 type of vegetable and 21% more likely to report eating >1 type of fruit daily.
  - 20% more likely to report including vegetables as part of their dinner  $\geq 5$  days during the previous week.

### Community Impact Example



**Eastern Oregon Healthy Living Alliance** and **EUVALCREE** teamed up with Food Hero in FFY 2019 to fund community-engaged research. Focus groups (3 groups, n=26) and interviews (n=22) in Umatilla, Morrow and Malheur counties with Latina mothers aimed at further adapting Food Hero for Latinx communities. Early results indicate a strong family connection to healthy eating habits, willingness to swap in/out ingredients to make family go-to recipes healthier, especially if kid-approved, and excitement about existing Food Hero campaign resources.