

# Food Hero Works for Oregon



## The Challenge

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

- Oregon is a national leader for fruit and vegetable (F&V) intake, access to healthy food retailers, acceptance of SNAP at farmers markets and offering F&V at school celebrations.
- 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.

Oregon adults	Consume at least 1 time/day	US State Ranking
Vegetables	83.5%	Highest
Fruits	63.5%	Among the highest

Most recent data from CDC State Indicator Report (2018) and BRFSS (2015).

## 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.



Building Cooking Skills

A sample issue of the award-winning Food Hero Monthly, circulation >40,000



### 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, food pantries and families.



Making Cauliflower Tots

January 2019



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



Oregon State University

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

## FFY 2018 Food Hero—By the Numbers



77

recipes tagged  
Kid Approved, meaning at least  
70% of kids “liked the taste”  
(study sample size = 66,434)



43

US states documented  
using Food Hero  
campaign materials



268,503

individuals estimated to have  
been reached by Food Hero  
community events at 795 sites

76



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



179

schools using  
Food Hero  
campaign materials: 1,024  
classrooms (preK-12) reached in  
person, 24% over FFY 2017



144

emergency food sites  
using Food Hero  
campaign materials



6,026

social media followers, a 14.5%  
increase from the previous year.



1,782,956\*

visits to Foodhero.org, from all US states  
& territories, and 195 countries.

\*User metric estimate from Google Analytics.

## Impacts on Families in 2018

An English and Spanish language *Cooking Tool Survey* (n=572) and *Family Dinner Survey* (n=278) were completed by adult caregivers with children at home. Findings:

- 80% reported cooking an average of 5 to 6 nights/week, and the top reason was, “My family will like the meal.”
- 37-42% recalled seeing Food Hero ads or messages. On average, as compared to those with little or no exposure to Food Hero, respondents exposed to campaign ads/messages ≥5-10 times/year were:
  - 13% and 15% more likely to report eating >1 type of vegetable and >1 type of fruit, respectively, each day.
  - 6% more likely to report including vegetables as part of their dinner ≥5 days during the previous week.

## Community Impact Example



**Sherm's Thunderbird Discount Market** and **KOBI-TV NBC5** teamed up with Food Hero to fund four TV advertisements with tips for low-cost, healthy grocery shopping. The ads aired 210 times from January to May 2018 in seven counties in Southern Oregon and Northern California with a market of 305,000 viewers. During the 2018 Winter Olympics, an estimated 30% of households in the market viewed the ads 1.4 times. Concurrently, the stores offered *Food Hero Monthlies* in the produce sections.



## Veggie Patties

Most popular dinner  
recipe

Parents love how flexible  
Food Hero recipes are:

*“These are surprisingly  
really yummy, and SO  
easy! I used garlic herb  
bread crumbs, which  
added great flavor...”*



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