

# Food Hero Works for Oregon



November 2020



## The Challenge

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

- Oregon is a leading state for fruit and vegetable (F&V) intake, which can increase Oregonians' health and lower health care costs.

Oregon Adults	Consume at least 1 time/day	US State Ranking
Vegetables	83.5%	2nd highest
Fruits	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 and 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



### Our social marketing campaign:

**celebrates** diversity, making Food Hero available and adaptable by all audiences. All components of Food Hero are informed by racially and ethnically diverse work groups, by kids, adults and older adults, and by continual 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, plus partnerships 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 all 36 counties.



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

## FFY 2020 Food Hero—By the Numbers

(1st–3rd quarter data)



94

total recipes tagged Kid Approved, meaning at least 70% of kids “liked the taste” (study sample size = 77,655)



44

US states documented using Food Hero campaign materials



385

total recipes in English and Spanish that meet the Food Hero recipe criteria, plus 90% of them have one or more online user comments (n=1182) and 76 are qualified/certified to be eligible for USDA food-program reimbursement

49



Oregon Harvest for Schools professional videos have been created in English and Spanish in partnership with the Oregon Department of Education to feature different foods grown in Oregon



13,000

social media followers on 6 sites including our new Spanish language Facebook page, and an additional 798,000 monthly engaged Pinterest viewers



2,096,858

visits to FoodHero.org, from all US states and territories, and 195 countries. This is an 11% increase in traffic from the previous highest traffic year. About 42% of all page views were to the Spanish side of the website

\*User metric estimate from Google Analytics.

### Impacts on Families in 2016–19

An English and Spanish language *Cooking Tool Survey* (n=1,723) and *Family Dinner Survey* (n=981) 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. With high significance, as compared to those with no recalled exposure to Food Hero, respondents exposed to campaign ads/messages ≥5–10 times/year were:
  - 15% and 21% 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



**Bi-Mart, Americorps, Blue Zones** and the **Healthy Kids Outreach Program** teamed up with Food Hero to replicate the SNAP-Ed Grow This! West Virginia Challenge. In 12 days 3,319 English and Spanish speaking households joined by filling out a short survey to receive four types of seeds, a fun monthly email with garden tips, and the chance to grow food together. In response to overwhelmingly positive feedback/support the 2021 Challenge will expand to reach 8,000 households.



### 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!

