

Oregon State University Extension Supplemental Nutrition Assistance Program- Education (SNAP-Ed)

February 2015

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2014 Update and Impacts

Since 1993, SNAP-Ed has improved the diets, food-related behaviors (including shopping and food safety practices), and physical activity levels of thousands of low-income Oregonians. In 2014, SNAP-Ed educators reached 2,463 adults and 47,956 youth in nutrition education classes. Millions of additional impressions occurred as a result of social marketing: with educators at community events, through media buys, on our website and social media sites, and via materials distributed in classes for children to take home to their families. Programs were delivered in partnership with 218 agencies at 587 sites such as schools, food pantries, Boys and Girls Clubs and churches in all 36 Oregon counties.



Working to Solve Oregon's Obesity & Food Insecurity Concerns

| Concerns | Oregonians | US State Ranking ¹ |
|------------------------|--|---|
| Food Insecurity | 16.7% overall 27.3% of children | 10th most food insecure of 51 states |
| Obesity | 26.5% of adults 9.9% of youth age 10-17 14.9% of low income children age 2-4 | 36th most obese out of 51 states Lowest obesity rate of all states 10th most obese of 41 states |
| Diabetes | 9.2% of adults | 32nd highest incidence of 51 states |

¹ Rankings include the District of Columbia, and reflect only those states reporting.
Most recent data from Trust for America's Health, Robert Wood Johnson Foundation and Feeding America.

Defining the Problem

Hunger and obesity cost the state of Oregon hundreds of millions of dollars annually in lost productivity and healthcare. In addition, hunger and obesity negatively affect a child's ability to learn in school. Poor health disproportionately affects low-income populations.

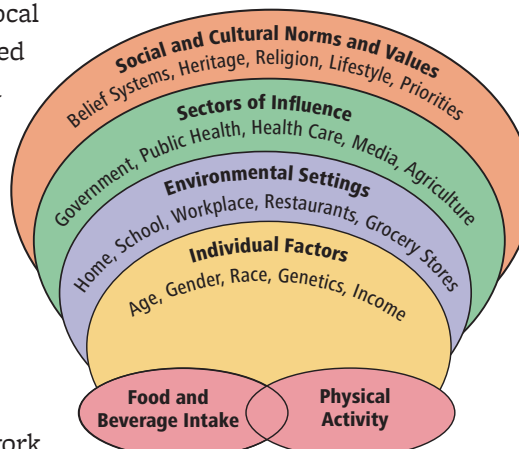
SNAP-Ed Builds Healthy Communities at Multiple Levels

SNAP-Ed brings together federal, state, and local resources to deliver programs to those enrolled in and eligible for SNAP. Funding is through a US Department of Agriculture, Food and Nutrition Service grant program.

Effective approaches include:

- Focus on obesity prevention.
- Evidence-based and outcome driven programming.
- Support and collaboration with related state and national initiatives.
- Application of the social ecological framework (see figure to the right).

Factors Influencing Diet and Exercise Decisions



Adapted from Dietary Guidelines for Americans, 2010



*Oregon has 90+
SNAP-Ed County
Educators*

Email:
food.hero@oregonstate.edu

Oregon SNAP-Ed Highlights

Food Hero Social Marketing Campaign

Food Hero was launched in 2009 by OSU Extension SNAP-Ed to help low-income Spanish- and English-speaking Oregonians increase their intake of vegetables and fruits. Over 15 million impressions were made in FFY 2014 through multiple channels such as grocery store media, the Food Hero website, a Food Hero Monthly publication, and an annual healthy living calendar.

Foodhero.org, which provides low-cost healthy recipes and healthy eating tips, increased its average visits per month by 169% in 2014, with a high in November of ~94,000 visits. At the end of 2014, Food Hero had over 2,500 social media followers, 64% more than in 2013.

Impacts on Families

A take-home survey was completed by 320 adult caregivers whose children (kindergarten through high school) tasted Food Hero recipes in class:

- 73% reported their children talked to them about what they learned in class about healthy eating. More than half of these respondents changed the food they ate at home as a result.
- 69% prepared one or more of the Food Hero recipes sent home.

184 adults completed an adult pre/post class survey. Below is a sampling of the health-related practices for which they showed improvement after participating in the SNAP-Ed program.

| % Increase in Average Scores Among Adults (on a 4-point scale) | Behavior Improved |
|---|---|
| 93% | Used the nutrition label to make food choices |
| 65% | Shopped with a grocery list |
| 41% | Compared prices before buying food |
| 53% | Was physically active for 30 minutes or more in a day |

A Program Makes a Difference. . .

In Ontario, a rural community in eastern Oregon, where all seven schools in the district are SNAP-Ed eligible, students and staff at one elementary school (85.8% of students qualify for free and reduced school meals) are embracing healthy changes. The Principal had this to say about SNAP-Ed at her school:

“XYZ Elementary School is proud to be partnered with OSU Extension and SNAP-Ed over the past year. Through our partnership we have improved our Self-Manager [students who are learning to manage behavioral challenges] parties to include healthy snacks and exercise, rather than the non-active events with sugary rewards. SNAP-Ed has provided education for our parents through Food Hero recipes for healthy snacks and main dishes which are sent home in both English and Spanish. At evening school events, the SNAP-Ed educator and 4-H members provide educational activities for both students and parents. Not sure what we would do without the program to help us provide education to all of our families!”

Submitted by Malheur County

USDA and OSU are equal opportunity providers and employers.



2014 Most Popular Recipe:
Favorite Pancakes
314,225 page views
on FoodHero.org

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