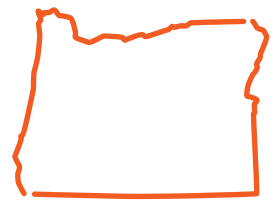


SNAP-Ed Works for Oregon 2019



The Challenge: Families in Need



1 in 5

children are food insecure



19%

of 11th graders get enough fruits & vegetables



29%

of 11th graders are overweight or obese



23%

of 11th graders meet physical activity recommendation



13%

of Oregon households are food insecure



64%

of adults are overweight or obese



22%

of adults meet physical activity recommendation

Helping Families and Communities Make Healthier Choices:

Oregon SNAP-Ed Comprehensive Interventions



Evidence-based Direct Education promotes healthy eating and physically active lifestyles



Food Hero Social Marketing Campaign supports behavior change and amplifies PSE efforts



Collaborative Relationships strengthen and sustain SNAP-Ed reach



Direct Education:

33,000 unique participants
196,000 contacts
6 contacts per participant



Displays and Events:

828,000 participants reached



Policy, Systems and Environmental (PSE) changes adopted:

158



Email: food.hero@oregonstate.edu



Oregon State University

SNAP-Ed Leveraged Resources

1,500

site partners and

290

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



\$500,000

in grants amplified Oregon SNAP-Ed's work



11,000

hours donated by site partners and volunteers (equal to 5 full-time employees)

SNAP-Ed Supports Behavior Change

TEEN BEHAVIORS



8%

decrease in consumption of sugary drinks



22%

increase in low-fat/nonfat dairy consumption



8%

increase in vegetable consumption



6%

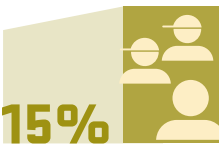
increase in helping prepare meals

ADULT BEHAVIORS



34%

increase in using a list for shopping



15%

increase in families with children eating meals together at home



33%

increase in planning meals ahead of time



40%

increase in reading nutrition labels

Systems Change through Partnerships

Klamath County School District Farm to School

USDA awarded a three-year grant of nearly \$100,000 to the Klamath County School District. Funds will be used to hire a program coordinator to strengthen the supply chain from area growers and producers to 23 schools in the district. SNAP-Ed will assist the coordinator in promoting the connections between farms and schools with students, staff, and families in the district.

Nutrition Supports in the Community Setting

In rural Douglas County, the Food Policy Hub (a multi-sector coalition with SNAP-Ed membership) identified increased access to fruits and vegetables as a local priority. The coalition wrote/received a grant for \$275,000 from the Community Health/Mercy Foundation to begin a mobile farmer's market. Of the planned four mobile market sites, one is intended to be at a high-need school thanks to development of a new partnership with the school superintendent.

Training Teachers to Amplify SNAP-Ed Reach

Using the Oregon State University-developed BEPA 2.0 Toolkit, over 1,200 teachers were trained by 70 SNAP-Ed educators to provide brief brain boosting activity breaks and reinforce physical education (PE) competencies through predominately classroom-based activities. Due to its alignment with national PE standards, classroom teachers in Oregon can count time using BEPA 2.0 toward the minutes of PE required by state law (SB 4, 2017).

