

SNAP-Ed Works for Oregon 2020



The Challenge: Families in Need



31%

of 11th graders are overweight or obese



78%

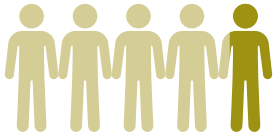
of 8th do not get enough fruits and vegetables



74%

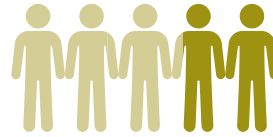
of 11th graders meet physical activity recommendation

Oregon Health Authority



16%

of adults consume vegetables less than one time daily



36%

of adults consume fruit less than one time daily



75%

of adults do not meet physical activity and muscle-strengthening activity recommendations

Centers for Disease Control and Prevention

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 reinforces interventions throughout social-ecological model



Collaborative Relationships strengthen and sustain SNAP-Ed reach



Direct Education:

21,000 unique participants
1,000 education series conducted

5 contacts per participant



Displays and Events:

198,000

participants reached



Policy, Systems and Environmental (PSE) changes adopted:

~300



Email: food.hero@oregonstate.edu



Oregon State University

SNAP-Ed Leveraged Resources

281

site partners and

106

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



\$1,00,000

in grants amplified Oregon SNAP-Ed's work



6,000

hours donated by site partners and volunteers

SNAP-Ed Supports Behavior Change

YOUTH BEHAVIORS



5% decrease in consumption of sugary drinks



26% identified MyPlate recommendations for fruits and vegetables



15% increase in vegetable consumption

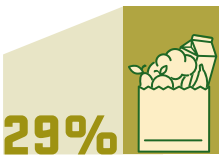


6% increased frequency of physical activity

ADULT BEHAVIORS



6% decrease in consumption of sugary drinks



29% increase in using a list for shopping



21% increase in planning meals ahead of time



21% better able to afford healthy foods

Community Solutions to COVID-19 Challenges

COVID-19 Emergency Childcare Services use BEPA 2.0. SNAP-Ed in Baker County trained Brooklyn Primary School teachers who were staffing an emergency childcare service for parents in essential occupations to implement BEPA 2.0 activities with children in their care. Through this partnership between Oregon Childcare Resource and Referral, Baker School District 5J, and SNAP-Ed, games and activities helped promote positivity through physical movement during a difficult time for children transitioning to emergency childcare.

Summer Meals during Pandemic. A Klamath County Child Hunger Coalition developed a plan to support the pandemic-driven conversion of the county's summer meal program to a 'grab and go' pickup format. The Coalition developed weekly themes with accompanying activity packets, with contributions from coalition members; for example, for the 'Take a Hike' theme week, packets included the 'Drink Water Your Way' Food Hero Monthly (SNAP-Ed), pedometers (local hospital), and maps of walking trails (Chamber of Commerce).

COVID-19 Prevention: Migrant & Seasonal Farm Workers. SNAP-Ed and partners mobilized to develop resources for this high-risk population in one of the largest agricultural production regions in Oregon, the Columbia River Gorge. 'High Speed Handwashing' materials were modified for the commercial agriculture workplace and early childhood settings, illustrating proper physical distancing, mask-wearing and handwashing. These bilingual materials were adopted by the Oregon Health Authority, Oregon Department of Agriculture, and Early Learning Division.

