

SNAP-Ed Works for Oregon

Low Income Challenges in Oregon

Food Insecurity



15%

of households are food insecure



21%

of rural households are food insecure

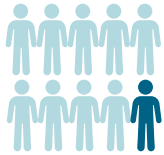


29%

of renters are food insecure

Obesity

8TH GRADERS



11%

of 8th graders are obese

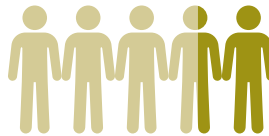
11TH GRADERS



14%

of 11th graders are obese

ADULTS



29%

of adults are obese

Research indicates early childhood poverty triples risk of obesity by age 16.

Healthy Eating and Physical Activity



25%

of 8th graders meet the recommendation for fruit and vegetable consumption



19%

of 11th graders meet the recommendation for fruit and vegetable consumption



21%

of adults meet the recommendation for fruit and vegetable consumption



29%

of 8th graders meet the physical activity recommendation



23%

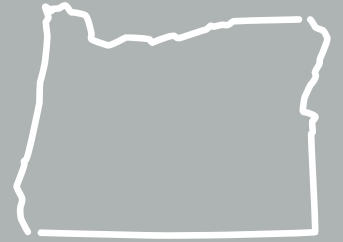
of 11th graders meet the physical activity recommendation



25%

of adults meet the physical activity recommendation

2017 Report



Oregon SNAP-Ed works toward **changing the food environment**



Oregon State University

Email:
food.hero@oregonstate.edu

The SNAP-Ed Solution in Oregon—2017 Highlights



Multi-Level Approaches integrate Direct Education, Food Hero social marketing, and Policy/Systems/Environmental strategies to maximize behavior change

371,000 participants



Local & Statewide Coalitions leverage complementary resources to amplify impact

1,000

SNAP-Ed site partners donated planning, space, recruitment, and materials

Innovative Hub Model promotes healthy behaviors where families live, work, learn, play & shop



100 SNAP-Ed Hubs throughout 36 counties, organized through assessment of gaps and needs



2,200

volunteers and partners gave 15,000 hours to SNAP-Ed



670,000

reached through additional Food Hero channels: articles, billboards, calendars, newsletters, reinforcements, displays, social media, videos, and websites

Obesity Prevention & Food Resource Management

TEEN BEHAVIORS



13% increase in vegetable consumption



11% decrease in consumption of sugary drinks



46% increase in low-fat/nonfat dairy consumption



15% increase vigorous physical activity

ADULT BEHAVIORS



32% increase in vegetable consumption



37% increase in planning meals ahead of time



22% increase in ability to afford healthy foods



40% increase in reading nutrition labels

SNAP-Ed Success Stories

Wellness Committee Established—Jackson County

Results from the School Physical Activity and Nutrition Environment Tool (SPAN-ET) led Jackson Elementary to establish a Wellness Committee, which authorized purchase of equipment for PE, recess and after school, and supplies to establish a school garden **(500 students & their families)**

Faith-Based Health Promoters Extend SNAP-Ed Reach—Multnomah County

Providence Health Promoters trained by SNAP-Ed staff extend SNAP-Ed to Hispanic families at 19 Catholic churches, expanding SNAP-Ed impact with Spanish-speaking populations **(2,200 adults and youth)**

Food Systems Analysis—Hood River County

Oregon Solutions Food Security Coalition, with SNAP-Ed contributing, analyzed the food system, from producers to consumers, to identify gaps and develop a regional food system **(25,000 residents)**

Food Hero Smoothie Recipes for School Breakfast—Clackamas County

Smoothie tastings conducted in 2016 resulted in the Estacada School District's Nutrition Director adopting the recipe for School Breakfast in 4 schools **(5,600 students)**