

SNAP-Ed Toolkit

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Food Hero

Oregon State University Extension

Overview

Food Hero is a multi-channel social marketing campaign designed to change family and community behaviors. ? Food Hero includes an extensive evaluation process. The program is designed to increase fruit and vegetable consumption among low-income Oregonians, and components of the campaign have been used widely in other states and countries. **Target Behavior:** Healthy Eating **Intervention Type:** Direct Education, PSE Change, Social Marketing

Intervention Reach and Adoption

Food Hero targets mothers with children living in the home, comprehensively within their local community, aiming to reach mothers directly but also to reach sites within their community where they frequent (e.g. grocery stores, schools, churches, pantries, farmers markets, WIC). **Setting:** Community, Faith-based community, Health care, Retail, School, Worksite **Target Audience:** Preschool (<5 years old), Elementary School, Middle School, High School, Pregnant/Breastfeeding Mothers, Parents/Mothers/Fathers, Adults, Older Adults, Homeless/Food Pantry Clients, Community partners **Race/Ethnicity:** All

Intervention Components

Food Hero includes public event components plus PSE tools. Food Hero has a website where research tested tools are housed (content for campaign participants plus educators/partners in the community kit) and a social media presence (Facebook, Twitter, Pinterest, and Instagram) that participants and partners can access. Within Food Hero lives healthy and tasty recipes, meal ideas, budgeting, shopping, and many more cooking tips and tools to attract families to Food Hero as their 'go to' website for everything food.? Congruent tools exist to work on PSE change.

Intervention Materials

Food Hero offers a variety of intervention tools, such as:

- Tested recipes which follow the Food Hero multi-category recipe criteria, and a number of which have been rated “kid approved”: <https://foodhero.org/recipes/healthy-recipes>
- Food Hero Monthly Magazine: <https://foodhero.org/monthly>
- Quantity Recipes which have been analyzed to meet USDA meal pattern requirements for schools and child centers: <https://foodhero.org/quantity-recipes>.
- Media creative materials such as web banners and grocery shelf talkers: <https://foodhero.org/media-center>.
- Harvest of the month per ingredient (n=65) materials: recipes, quantity/school meals credited recipes, bulletin board example, illustrations, joke, kids art, food hero monthly magazine, Pinterest board link, food holidays, videos, posters, passport, coloring sheets and hand stamps: <https://foodhero.org/ingredients>
- Bulletin Board Toolkit: <https://foodhero.org/bulletin-boards>
- Healthy School Celebrations Toolkit: <https://foodhero.org/celebrations>
- Champion Award: <https://foodhero.org/award-template>

Materials can all be found within the Food Hero community kit website: <https://foodhero.org/>

Intervention Costs

Materials available at no cost.

Evidence Summary

An evaluation of the Food Hero social marketing campaign found that:

- More participants in intervention counties recalled the Food Hero name than participants in the control county (12% vs 3%)
- More participants in the intervention counties correctly interpreted the intended meaning of Food Hero compared to participants in the control county (60% vs 23%)
- 68% of participants in intervention counties recalled hearing or seeing at least one of the campaign messages
- Compared with control counties, participants in intervention counties had significantly higher confidence in serving balanced meals for their family ($p=.03$) and were more likely to report that canned fruit was just as healthy as fresh fruit ($p=.01$)

Open Access Publication in Nutrients: <http://www.mdpi.com/2072-6643/8/9/562/htm> Annual reports can be found here: <https://foodhero.org/annual-updates> **Classification:** Research-Tested

Evaluation Indicators

Based on the SNAP-Ed Evaluation Framework, the following outcome indicators can be used to evaluate intervention progress and success.

	Readiness and Capacity – Short Term (ST)	Changes – Medium Term (MT)	Effectiveness and Maintenance – Long Term (LT)	Population Results (R)
Individual	ST1 , ST2	MT1 , MT2	LT1 , LT2	
Environmental Settings	ST6	MT5	LT5 , LT7 , LT8 , LT9 , LT11	
Sectors of Influence	ST8	MT12 , MT13	LT14 , LT18	

Evaluation Materials

A variety of evaluation tools, including a family dinner survey, tasting surveys, and parent recipe survey, are available as part of the Community Toolkit in the “evaluation tools” section: <https://foodhero.org/community-toolkit>

Additional Information

Website: The Food Hero website (<http://www.foodhero.org/>) includes recipes, tips and tools, media materials, and a community toolkit. All campaign components are in English and Spanish. Translated materials go through an extensive, multi-person/committee process. **Contact Person(s):** Lauren Tobey, MS, RD Family & Community Health Oregon State University 106 Ballard Hall Corvallis, OR 97331 Phone: 547-737-1017 Email: Food.Hero@oregonstate.edu or Lauren.Tobey@oregonstate.edu