

Curriculum Vita

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Food Hero Social Marketing Coordinator
Oregon State University
School of Biological and Population Health Sciences
Extension Family and Community Health

A. Education and Employment

Education

Years	University	Degree	Field of Study
2005	University of Illinois, Urbana	M.S.	Food Science & Human Nutrition <ul style="list-style-type: none">• Concentration: Women and Gender in Global Perspectives• Thesis title: A Comparison of International Food Guide Graphics
2004	University of Illinois, Urbana		International Business Immersion Program, Belgium
1998	University of Nevada, Reno		Dietetic Internship
1997	University of Illinois, Urbana	B.S.	Dietetics, Graduated with honors

Employment Information

Years	Location	Title and Description of Duties
July 2021 - present	Oregon State University	Associate Professor of Practice, Program Coordinator Food Hero Campaign (1.0 FTE). Employ best practices in social marketing, nutrition education and public health by providing leadership and oversight to a diverse portfolio of campaign channels. Work is focused on increasing fruit and vegetable variety and intake within communities where limited income Oregonians reside through community policy, systems and environmental change activities. Empower educators, faculty and volunteers to deliver the campaign on the ground, and lead campaign evaluation.

Jan. 2017 – June 2021	Oregon State University	Assistant Professor of Practice, Program Coordinator Food Hero Campaign (.65 FTE). Employ best practices in social marketing, nutrition education and public health by providing leadership and oversight to a diverse portfolio of campaign channels. Work is focused on increasing fruit and vegetable variety and intake within communities where limited income Oregonians reside through community policy, systems and environmental change activities. Empower educators, faculty and volunteers to deliver the campaign on the ground, and lead campaign evaluation.
Mar. 2012 – Jan. 2017	Oregon State University	Professional Faculty, Program Coordinator Food Hero Campaign (1.0 FTE). Employ best practices in social marketing, nutrition education and public health by providing leadership and oversight to a diverse portfolio of campaign channels. Work is focused on increasing fruit and vegetable variety and intake within communities where limited income Oregonians reside through community policy, systems and environmental change activities. Empower educators, faculty and volunteers to deliver the campaign on the ground, and lead campaign evaluation.
Apr. 2006 – Feb. 2012	Oregon State University	Professional Faculty, Program Coordinator SNAP-Ed and EFNEP Statewide (1.0 FTE). Employ best practices in social marketing, nutrition education and public health by providing leadership and oversight to a diverse portfolio of campaign channels. Work is focused on increasing fruit and vegetable variety and intake within communities where limited income Oregonians reside through community policy, systems and environmental change activities. Empower educators, faculty and volunteers to deliver the campaign on the ground, and lead campaign evaluation.
Sept. 2005 – Apr. 2006	Oregon Food Bank	Americorps VISTA, Nutrition Education Coordinator Washington County Services (1.0 FTE). Developed and delivered an

		interactive countywide nutrition education program centered on using available pantry foods in healthy recipe tastings and cooking demos and in coordination with the garden coordinator/program. Coordinated and delivered Cooking Matters curriculum to school children in partnership with local chefs.
Sept. 2003 – Sept. 2005	University of Illinois	Registered Dietitian, McKinley Health Center and SportWell Center (Hourly). Offered nutrition counseling services to students at the University of Illinois in the medical and sports clinics, including referrals from doctors and other clinicians.
Sept. 2001 – Sept. 2004	University of Illinois	Graduate Research Assistant (.25 FTE), Office of Extension and Outreach, International Programs and Studies, and Department of Food Science and Human Nutrition. Developed educational materials for SNAP-Ed related to my thesis; helped plan the annual Gender Relations and International Development Conference; and taught the foods lab undergraduate class which runs the Beaver Café.
Oct. 2002 – Dec. 2003	Circle of Friends Adult Day Care Center	Registered Dietitian (Hourly). Worked with foodservice staff to assure meals served qualified for the Child and Adult Care Food Program (CACFP). Prepared foodservice staff for regular state audits.
Feb. 1998 – Aug. 2003	San Diego Women, Infants and Children Programs (WIC)	Registered Dietitian and Certified Lactation Educator, Clinics Manager for The Red Cross of San Diego/Imperial Counties Chapter and North County Health Services (1.0 FTE). Managed clinics, counseled and delivered classes on nutrition and breastfeeding. Enrolled participants into the program and distributed benefits.
Oct. 1999 – May 2000	United States Antarctic Research Center,	Antarctica McMurdo Station Lunch Cook (1.0 FTE). Worked with a team to cook lunch for a daily changing group of scientists and support staff for the National Science Foundation in harsh conditions. Creatively

	McMurdo Station	worked within the challenges of limited ingredients, especially fresh foods, and aimed to keep station morale high through community dining and food.
July 1996 – Aug. 1996	1996 Olympic Games, Atlanta	Olympic Village Lunch Cook (1.0 FTE). Worked with a team of cooks under a sous chef to prepare lunch daily for thousands of athletes and coaches from around the world, plus hosted daily dignitary visitors such as President Clinton and his family and Mohamed Ali who often toured the impressive kitchens. Creatively worked within the challenges of food preparation for ultimate performance, victory celebrations, and countless cultural and special dietary needs.

B. Teaching, Advising and Other Assignments

1. Food Hero Social Marketing Campaign Management and Development [Spanish and English], (2008-present).

Team members: **Tobey, L.N.**, Schrupf, E., Bowman, S., Mouzong, C., Walsh, C & Manore, M. Food Hero is a social marketing campaign developed to boost fruit and vegetable consumption among limited-income Oregonians. The campaign was launched in 2008 when SNAP-Ed was awarded funds from Oregon Governor Ted Kulongoski’s Health and Hunger Initiative. Food Hero is research-based and tested, with development and ongoing updates fully informed by the target audience. It is guided by the social cognitive and social diffusion theories, the social-ecological model of behavior change, and social marketing benchmark criteria. The Food Hero campaign is included in the peer-reviewed *USDA SNAP-Ed Toolkit of Strategies and Interventions* as “research-tested” and highlighted in the most recent *Land-Grant Universities SNAP-Ed Report and Executive Summary (2016)*, and for a number of years continues to be included as an example in the *USDA SNAP-Ed Plan Guidance (2020)*.

Within the scope of Extension, materials to support facilitated delivery of the Food Hero social marketing campaign can take various forms. I developed materials in multiple formats with input and oversight/partnership from multiple agencies to amplify the delivery of Food Hero campaign messages in alignment with the diffusion of innovations theory and to build skills to align with the social cognitive theory of behavioral capability, self-efficacy and observational learning. I provided training and technical assistance to educators to spread the messaging and tools on the ground for diffusion of the innovation.

At its core, Food Hero provides easy recipes that are low-cost, adaptable, healthy and delicious, plus practical tips for stretching food dollars and reducing food waste. In addition, the campaign builds cooking and meal-planning skills. Food Hero has multiple communication delivery channels including a website, monthly message package, and educators on the ground in communities throughout the US and beyond who use the Food Hero community toolkit. A key component of the campaign, the community toolkit offers multiple research- and theory-backed tools that educators can use to promote healthy behavior change in their communities.

In 2019 I lead a shift in focus of Food Hero to cultural workgroups and lead the goal to increase their funding through grants. Food Hero is organized into workgroups that inform programming at all levels – direct/indirect education; policy, systems, and environment (PSE); and social marketing through Food Hero. The cultural workgroups, specifically, enhance Food Hero’s reach to communities that disproportionately experience health and resource disparities. Latinx, African Heritage, Indigenous Peoples and the Pasifika workgroups are led by, and include members of the target communities. The tools they have developed can be accessed here: www.foodhero.org/cultural-toolkits. These workgroups assess community needs and develop culturally informed resources, resulting in increased attention to equity. The Latinx workgroup also provides Spanish Language Support, with bilingual Food Hero nutrition educators from throughout Oregon working with a professional translation team and reviewer team. The intention with all product translations is to have consistent, easily understood word use across materials, and words that are understandable across Spanish dialects. In 2006 I lead the creation of the Food Hero glossary: <https://foodhero.org/spanish-glossary> and in 2020 addition of Spanish Facebook, Pinterest and YouTube sites.

While focusing on mothers and their children, Food Hero aims to create multi-level community change. Therefore, state and local partnerships promote policy-, systems- and environmental- change activities. In Oregon nearly over 100 SNAP-Ed educators covering all counties promote Food Hero. They are joined by their community partners, volunteers, student interns/workers and our state-level partners and stakeholders. Moreover, as of 2020, Food Hero materials have been used in at least 44 US states. Millions of people across the globe are reached by Food Hero annually (per Google analytics all 195 United Nations recognized countries visit the website).

2. Food Hero Social Marketing Campaign Recipe Management and Development, (2008-present).

- A. Food Hero Recipe Development and Refinement [Spanish and English], (2008-present). <https://foodhero.org/recipes/healthy-recipes>. Team members: Schrupf E., Lamotte L., Walsh C. & **Tobey L.N.** In 2008, through formative research, recipes were identified to be the desired core content of a campaign to increase fruit and vegetable consumption within the target population. Food Hero adopted many recipes from the OSU Extension Healthy Recipes website

for campaign inclusion after developing a Food Hero recipe criteria for the campaign (<https://foodhero.org/recipe-criteria>) and testing each recipe through the criteria. Since then Food Hero adds new recipes annually that include featured campaign fruit and vegetable foods and/or are desired by the target audience. I test new or existing Food Hero recipes weekly to perfect them, lead coordination of online recipe comments, and continually review online English and Spanish recipes for accuracy.

- B. Be A Food Hero – Cookbook and Recipe Organizer [Spanish and English], (2018-19). <https://foodhero.org/cookbook>. Team members: **Tobey L.N.**, Mouzong C., Silberman S., Elaine S. & Walsh C. Using all available Food Hero evaluation, including recipe popularity data, a Food Hero cookbook/ recipe organizer was created. The cookbook was created due to children and mothers in focus groups expressing that as the top reinforcement choice they desire to promote healthy eating at home. The design and messages of the cookbook were further tested with mothers in focus groups. The printed cookbook/organizer includes: 36 tasty, flexible and healthy low-cost recipes tested with adults and kids; guides for measuring and storing ingredients, and pockets where you can keep your own recipes. A digital version is also available. Both include a Spanish and English version. The Oregon Department of Human Services reviewed the cookbook/organizer and felt it was very valuable, thus funded the printing and mailing of 30,000 cookbooks.
- C. Food Hero Quantity Recipes (2015-2018). Team members: Schrupf E., Fleener M., Berden G., Hawkins C. & **Tobey L.N.** Food Hero worked with the Oregon Department of Education, Child Nutrition Program (CNP) to create a select group of Food Hero recipes (n=72) at four different quantity yields. In addition, the team created multiple strategies to promote the use of the recipes, including adding them to the CNP culinary trainings for food service employees in school cafeterias sponsored by the Oregon Dairy and Nutrition Council. The quantity recipes can be used by anyone cooking for a crowd, from parents at family events and potlucks, to school and childcare foodservice professionals and churches and any community group. All Food Hero quantity recipes have been analyzed by CNP Specialists and meet the USDA meal pattern crediting requirements for schools and childcare centers.

3. **Food Hero Social Marketing Campaign Website Management and Development** [Spanish and English], (2009-present). www.foodhero.org

Team members: **Tobey, L.N.**, Schrupf, E., Walsh, C. & Wheeler, T. The campaign website includes tested recipes (n>420) plus 76 are quantified and credited according to USDA meal pattern standards. It also includes resources for 66 featured ingredients, and a community toolkit which offers free customizable Food Hero campaign tools for further diffusion of the campaign. In addition to being an important communication channel for the Food Hero campaign, the website also serves as the resource hub for Food Hero educators working in every Oregon county. The website facilitates toggling

between English and Spanish on every recipe, garden, activity and ingredients page. The website hosts over 1.8 million unique visitors annually including families, but also educators globally utilizing recipes and tools to work with their audiences. Visitors represent all US states and territories, plus hundreds of additional countries. The website was developed to meet needs identified by the Food Hero target audience through several sets of formative focus groups as well as survey data. Every component of the website has been informed using feedback from original research, the Health Literacy Online report, www.usability.gov and input from Food Hero educators and website users. Of all campaign recipes, 90% have online user comments (n>1,194) which attests to Food Hero's positive impact. One site visitor wrote of a [chili cheese hominy dish](#): "I love that it uses an ingredient that is low cost and I hadn't used before. I couldn't believe from the taste that it was really healthy?!?! I had to look at the nutrition info, and yes it really is healthy, low fat, and a good source of calcium [and vitamins] A and C!! I will make this again and again!!"

Year (FFY)	FoodHero.org Unique Users
2013	181,983
2014	577,341
2015	985,433
2016	1,143,688
2017	1,392,880
2018	1,782,956
2019	1,882,275
2020*	2,096,858
2021*	795,893

In 2013 the website was redesigned– that is the first year we have accurate web use data. All data is from Google Analytics and according to the Federal Fiscal Year (FFY).

For over 3 years Food Hero has not paid for any media buys to drive traffic.

** In early 2020, families, educators and health professionals facing stay-at-home orders to prevent the spread of COVID-19 began to look for expert advice on cooking and food. Increasingly, they turned to the Food Hero website which led to the highest traffic of all time. In 2021 the Food Hero website traffic declined considerably due to the move to a new website per the existing website operating system Drupal version not being supported by the Drupal anymore and changing the names of many top Food Hero recipe names per cultural workgroup backed decisions to not include country or global region names in any recipes. These changes result in Food Hero no longer coming up at the top of search engine results such as Google, losing eight years of search engine data since the website was last updated. The majority of users visit Food Hero from a search engine inquiry.*

- 4. Food Hero Social Marketing Campaign Social Media Management and Development** [Spanish and English], (2009-present). <https://foodhero.org/social-media>

Team members: **Tobey, L.N.**, McGraw, L., Lundeen, H. & Senior, J. Food Hero was the first social marketing campaigns to be given approval to pilot social media within USDA SNAP-Ed. Since its inception, the Food Hero social media platform, which includes daily postings and five social media sites (i.e. Facebook, Twitter, Instagram, Pinterest, and YouTube) has focused on one featured food a month (guided by the [Food Hero Featured Foods Calendar](#)), while providing additional engaging content. Although it is difficult to quantify reach, the Food Hero social media platform grows annually, and as of November 2021 had 17,288 daily social media followers combined from eight sites (two Facebook pages, YouTube and Pinterest sites English and Spanish, plus English Twitter and Instagram). Pinterest has the greatest viewers at 1.1 million a month. We continue to develop data informed systems and tools to make postings more efficient and engaging, such as by asking Focus Group participants about social media, creating core posts a year in advance with the Food Hero Student Coordinator team, bulk uploading core posts, using a social media aggregator, and daily checking for relevant educator and partner posts and successes to promote. Food Hero peer reviewed research publications include social media. Our social media sites are easily accessible via icons on a top bar of the Food Hero website at: www.foodhero.org.

- To manage social media and the large amount of time it takes, we developed two tools to lower the complexity and also better allow our Food Hero Student Coordinators to work effectively and efficiently on this project we created a Food Hero Holiday Calendar and Food Hero Social Media Posting 101 document. Both of these tools continually get updated with new information. They are available on the Food Hero website with other social media tools: <https://foodhero.org/social-media>.

5. Food Hero Social Marketing Campaign Video Management and Development [Spanish and English], (2009-present). <https://foodhero.org/category/media-item-categories/videos>

Food Hero videos are used in various media buys such as paid ads in online web banners and movie theater ads, or within partner waiting rooms such as with WIC and food pantries, and on Food Hero social media sites. I have been a key consultant and coordinator on the creation and distribution of 126 Food Hero videos with over 30 team members and six partner agencies and work to keep them active through digital engagement. All videos can be viewed on our website (<https://foodhero.org/category/media-item-categories/videos>) and YouTube site (http://www.youtube.com/channel/UCLFDiVFZDKc_NcPePgsVCKA/videos).

Year	Series Title	Released English Videos	Released Spanish Videos	Partner
2019-2020	Oregon Harvest for Schools product videos	45	45	Oregon Department of Education
2018	Food Hero Cooking with Kids	2	0	Internal

2018	Food Hero Time Lapse Recipe Videos	7	7	Armand Larive Middle School television club
2017	Food Hero Grocery Store Tours	4	0	Sherm's Grocers
2015	Oregon Whole Grain Heroes Video Campaign	7	6	Moore Family Center
2009	Food Hero Makeover Contest Videos	3	0	Internal

6. **Food Hero Social Marketing Campaign Food Hero Monthly Magazine Management and Development** [Spanish and English], (2012-present).
<http://foodhero.org/monthly>

Team members: **Tobey, L.N.**, Schruppf, E., Walsh, C. & Lamotte, L. An award-winning publication that features recipes and cooking and shopping tips in a magazine format with English and Spanish versions. Each core issue features an ingredient typically grown in Oregon, and some special editions feature broader subjects such as school snacks. I led the research, design and development teams. As of February 2019, there are 69 active issues and over 30 archived issues. The design, delivery mechanisms, title and core messages have been focus-group tested. Each month Food Hero Monthly is shared via email to >5,100 subscribers on Spanish and English list serves and is professionally printed for distribution to counties (~40,000 copies/month). The email distribution includes membership from >40 countries and most sectors of society (i.e. food distribution, families, healthcare, government agencies, education/childcare, agriculture, housing, libraries, community outreach organizations). Email distribution has increased since I envisioned and created a signup sheet for educators to take into the field as part of the campaign theory base. The signup sheet allows for manual entry of email addresses from participants, partners and stakeholders with an auto welcome letter. The Food Hero Monthly Email Signup sheet is available online:
<https://foodhero.org/email-fhm-signup>.

7. **Food Hero Social Marketing Campaign Sub-campaigns**, (2014-present).

- A. [Oregon Harvest for Schools Project](https://foodhero.org/ingredients) [Spanish and English], (2014-present).
<https://foodhero.org/ingredients>. Team members: **Tobey L.N.**, Schruppf E., Ratcliffe M. & Sherman R. Food Hero partnered with the Oregon Department of Education (ODE) and other state partners to revise the state's Oregon Harvest posters and to create child passports, stamps, teacher charts, and children's coloring sheets to match each Oregon Harvest ingredient plus add additional ingredients (n=62 featured ingredients). The ODE and our Food Hero educators use and promote these materials in schools and beyond across Oregon. This project is ingredient-focused, aligning with Food Hero research results indicating that our target audience often wants recipes and to search for recipes by key ingredient. In 2019, ODE approached Food Hero to deepen our partnership and assist in the creation of a video series aligned with each Oregon Harvest

ingredient as a form of edutainment. The 50-part video series on Oregon Harvest for Schools, educates students on healthy, Oregon food and includes Food Hero recipes in some of the videos. I especially assist with creating an iterative evaluation tool/plan, community and digital engagement with the videos, Spanish translation, production systems, grant writing for further funding and assisting in recruitment of talent. The Emmy award winning production team produced Bill Nye the Science Guy and together the full team aims to create a similar series with Harvest ingredients.

- B. Food Hero Garden Project [Spanish and English], (2020-present). <https://foodhero.org/garden-tips>. Team members: **Tobey L.N.**, Cousineau H., Edmunds B., Mouzong C., Hatfield M., Lundeen H., Senior J., Russell S. & Langellotto, G. (2020). In early 2020, families, educators and health professionals facing stay-at-home orders to prevent the spread of COVID-19 began to look for expert advice on gardening. Increasingly, they turned to Food Hero per our addition of gardening videos and tip sheets with a partnership with Americorps, long term partnership with Oregon State University Master Gardner's program and previous focus groups. Food Hero, with partners, responded with increased evidence informed/tested content to increase daily digital marketing, and a new campaign pillar - gardening. For example, 1) we added a new section to the website dedicated to gardening in English and Spanish, 2) with several partners we coordinated the Grow This! Oregon Garden Challenge (using the SNAP-Ed West Virginia campaign as our model) which offered free seeds and other garden resources to the first 3,500 Oregonians who signed up (they were accounted for in 9 days), 3) and we worked with a professional video production team to add a 6-part video series of diverse families at home to enhance the Growing Healthy Kids curriculum. Grow This! was made possible by annual donations of seeds from Bi-Mart. In 2021 the reach increased to 8,000 and added a strong connection to Master Gardeners (n=173) who signed up as champions from 28 of 36 Oregon counties. For 2022 the challenge will grow again with the Bi-Mart donation increasing each year: 900 seed packets year one, 4 pallets of seed packets year two, and 12 pallets in year three. Additionally, the project received a USDA Speciality Crops Grant for 2021 through 2022.
- C. Explore Oregon Bees – Book and Virtual Toolkit [Spanish and English], (2020-present). www.foodhero.org/bees. Team members: Kincaid, S., Melathopoulos, A., **Tobey L.N.**, & Marson, R. Using all available Food Hero evaluation, and development experience, a book was created in partnership with the Oregon Bee Project experts who provided the bee content. The book was created due to a segment of Grow This Challenge participants joining the challenge to learn more about pollinators, plus the long-time identified need for a youth education piece to be available for follow-up to the very popular Growing Healthy Kids curriculum for 2nd and 3rd graders. The design and messages of the book will be evaluated when the printed copies of the book are shared with teachers across Oregon. The printed book includes information about bees of Oregon, how they help us

and how you can help them, coloring pages for seven Oregon bees and recipes to match, four activity sheets and bee/recipe trading cards. A digital version is also available. Both include a Spanish and English version. Printing of the books was funded by an Oregon Department of Education grant.

- D. OSU Extension Workshop Grow Along: Microgreens, (2021). <https://workspace.oregonstate.edu/grow-your-own-microgreens-at-home-osu-extension>. Team members: Edmunds, B., Aronoff, G., **Tobey, L.**, Russell, S. In early January and again in February 2021 (n=2,670; 56% from Oregon) offered a free 15-day hands on workshop providing daily tips, resources and how-to videos in English and Spanish via email, text messages and a private group on Facebook (n=963; 451 posts and 2,088 comments generated). Goals of the project included to offer a gardening experience in the winter, on a different format than Zoom and to a new audience. Once the project sign-up went live I saw it, realized it would be a great fit for Food Hero but there was no Spanish, brought in a partner who had a grant providing seed specific home grow kits, and I added marketing plans to the workshop to bring it more into the Food Hero campaign. In a post survey 99% of respondents indicated they would use the info learned to grow again.
- E. Inaugural DAM Proud Day, (2019). <https://foodhero.org/dam-proud>. Team members: **Tobey L.N.**, Silberman S., Lundeen H. & Bean D. On April 30, 2019 Oregon State University's inaugural Dam Proud Day, a 24-hour fundraising event for transformative education, life-changing research and other important programs was launched and raised \$622,076 through 2,740 donors. By attending planning events I was able to secure an individual donor project team page for Food Hero which was entitled "Food Hero Across Oregon" and through 253 supporters raised \$3,410. Of the days 48 project team pages men's and women's rowing teams had the greatest number of supporters followed by Food Hero.

8. **Food Hero Social Marketing Campaign Community Marketing Materials** [Spanish and English], (2016-present).

- A. Bulletin Board Project, (2016-present). <http://foodhero.org/bulletin-boards>. Team members: **Tobey L.N.**, Short S. & Jackson B. Food Hero educators have increased their access to bulletin board space in their communities, such as in schools, DHS offices and food pantries. The Food Hero Bulletin Board project was developed to help educators transform bulletin board space into billboards promoting healthy food and activity choices for the community. This toolkit of materials includes tested campaign messages and design elements, but still encourages individual creativity. The bulletin board project has been adopted by educators statewide.
- B. Community Flyer Project, (2017-present). <http://foodhero.org/flyer-templates>. Team members: **Tobey L.N.** & Jackson B. Food Hero educators use community

flyers to promote their events. The Food Hero Community Flyer project was developed to assure educators are able to easily include campaign-tested messages and professional design elements in their flyers, plus write text which adheres to the campaign's theory and research base. At the same time, the project allows flexibility for community needs. The community flyer project has been adopted by SNAP-Ed educators statewide, and also within the Oregon 4H program.

9. Food Hero Social Marketing Campaign Evaluation Materials, (2012-present).

The Food Hero campaign bases all decisions from the campaign theory and research base. I manage Food Hero evaluation which includes development, educator training, protocol development, data assessment and publication of results. Food Hero evaluation tools are used by SNAP-Ed educators statewide and are readily available for other partners to use and adapt in Oregon and beyond. Each tool has been determined program evaluation by IRB.

- A. Grow This Sign-up, [English and Spanish], (2020-2022).
<https://foodhero.org/growthis>. Team members: **Tobey L.N.** & Mouzong C.
This survey signs up households and groups for the Challenge but also aims to collect challenger characteristics, needs and impacts and formative feedback on the best way to organize the challenge. Challengers who participate the year prior receive early sign-up for the following year through a post-survey sign-up link (2020 challenge post survey response rate was 29%, n=812). Additionally, this survey will measure impact of Food Hero messaging and exposure on fruit and vegetable intake behaviors.
- B. What's Cooking Survey [Spanish and English], (2020).
<https://foodhero.org/whats-cooking>. Team members: **Tobey L.N.** & Mouzong C.
This survey aims to confirm, verify, and extend findings from the Cooking Tool Survey (described below). The short format allows educators to administer to adults at Food Hero events and cooking classes. Additionally, this survey will measure impact of Food Hero messaging and exposure on fruit and vegetable intake behaviors. The survey was intended to be a paper survey which is now on hold due to COVID stay at home orders and instead the survey is being adapted to add an online version that can be accessed by a segment of participants who can assess online surveys.
- C. Kids Tasting Survey [Spanish and English], (April 2015-present).
<https://foodhero.org/tasting-assessments>. Team members: **Tobey L.N.**, Mouzong C., Veith R., & Schrupf E. This assessment includes a paper and chip counting versions which are administered to children throughout Oregon. It identifies the Food Hero recipes kids universally prefer. The assessment leads to some Food Hero recipes being tagged as "Kid Approved" - those tested by at least 25 kids, and having at least 70% of kids "liking the taste". As of 2018, there are 77 Food Hero recipes tagged Kid Approved (n=66,434 at the end of federal

fiscal year 2018). Kid approved recipes can be viewed here:
<https://foodhero.org/recipes/categories/1406>.

- D. Healthy Celebrations Teacher Evaluation Tool, (2018-present).
<https://foodhero.org/celebrations>. Team members: Kirk C., Dodge Vera T., Mouzong C., LaFon S. & **Tobey L.N.** This teacher survey was piloted at the end of the 2018 and 2019 school year (n=68) who were trained in the beginning of the year on the Food Hero Healthy Celebrations toolkit. The survey will be conducted again in future years. Results showed positive health behavior changes in the classrooms of >2500 students and support continued development of HSC. Overall, 77% of teachers reported they were very/extremely likely to use HSC the following school year.
- E. Family Dinner Survey [Spanish and English], (2017-2019).
<https://foodhero.org/family-dinner>. Team members: **Tobey L.N.** & Mouzong C. This adult intercept paper survey preliminary results have indicated that 37% recalled seeing Food Hero ads or messages. With high significance, as compared to those with no recalled exposure to Food Hero, respondents exposed to campaign ads/messages \geq 5-10 times/year were 15% and 215 more likely to report eating >1 type of vegetable and >1 type of fruit, respectively, each day. Population groups include Spanish and English-speaking adults with kids under 18 years old living in the home.
- F. Cooking Tools Survey, [Spanish and English], (December 2018-December 2019). <https://foodhero.org/cooking-tools>. Team members: **Tobey L.N.** & Mouzong C. This adult intercept paper survey included population groups of Spanish and English-speaking adults with kids under 18 years old living in the home, and older adults. Results indicated 80% reported cooking an average of 5 to 6 night/week and the top reported go-to dinners were tacos, enchiladas and spaghetti.
- G. Parent Recipe Survey, [Spanish and English], (2012-2017).
<https://foodhero.org/parent-recipe>. Team members: Berry, H., Braverman M., Raab C., Mouzong C. & **Tobey L.N.** This survey, which school children took home for caregivers (n=4890) to complete after they participated in a series of Food Hero recipe events, was run in multiple years with continued positive results which lead to a break in running the survey. Results (from 2012 through 2018) continually showed positive changes in food eaten at home as a result of Food Hero events, and that children were sharing what they learned in class about healthy eating. For example, in 2018, of adult caregivers (n=610) whose children had tasted Food Hero recipes in class:
- 80% reported their children talked to them about what they'd learned in class about healthy eating, and over half of these respondents changed the food they ate at home as a result.
 - 51% prepared one or more of the Food Hero recipes sent home.
- Results from all years can be viewed online: <https://foodhero.org/annual-updates>.

10. **Food Hero Social Marketing Campaign Student Coordinator Program**, (2008-present). <https://foodhero.org/students>. Team members: **Tobey, L.N.**, Schrupf, E., Mouzong, C. & Walsh, C. The program holds continual positions on the Food Hero team for undergraduate nutrition and public health students to join as if they were core team members providing excellent mentoring and “real life” nutrition experience and continued increase in responsibilities. To date, all OSU Food Hero student coordinators (n=38) have moved on to graduate and successfully become nutrition or public health professionals; including many moving onto a dietetic internship and becoming registered dietitian nutritionists (RDNs) (n=21, in 7 different states). Every year the program continues to receive multiple applicants. In 2018 Food Hero accepted our first public health student.

School Year Hire Year	Student Intern Names
2021	Lily Anderson, Mishelle Quevedo-Leon, Elianna Coulton, Kristina Fosse*, Annie Rigg*, Lakin Susee ^{ph}
2020	Collette Kokesh, Emily Todd, Isabella Welsh, Lisa Perrett, Susan Solomon*, Victoria Sauvetre ^{ph} , Belen Garrido ^{ph}
2019-2020	Anne Keene, Lupita Maria Zamora Estrada, Kristina Fosse
2018-2019	Sara Short, Hannah Lundeen, Dana Bean*
2017-2018	Erika Peterson*, Jarrett Knodel**, Lisa Evanoff**, Zednia Linares*, Mika Ingram (MPH) ^{ph}
2016-2017	Josie Oleson Banks**, Maia Panchansky**, Maria Di Iorio**, Rebecca Butler**
2015-2016	Jovan Duvall**, Rachael Veith**, Teresa Pimental**, Ngoc Thanh Huynh**, DeDe Kunkle**
2013-2015	Abby Chambers Swartz**, Lacy McGraw, Rachael DeVaux**, Kari Pilolla (PhD)**
2012-2013	Jessica Chang**, Sareena Smith-Bucholz Oncea**
2011	April Strickland**
2010	Jill Marrone (MS)**
2009	Jamie Lee**, Laura Like**, Marci Raymond**

*In

*RDN internship; **Currently an RDN, Public Health^{ph}*

11. **Social Marketing Campaign Development Consultations with other State SNAP-Ed teams**, (2016-present).

- 2021 Washington and Minnesota
- 2020 South Carolina and Washington
- 2019 North Carolina
- 2018 Louisiana
- 2016 Ohio
- 2015 Alaska

- 2014 Hawaii

12. **Growing Healthy Kids Curriculum Development**, (2007-2012).

<https://foodhero.org/growing-healthy-kids>. Team members: Langelotto, G., Miller, W., Lamotte, L. & **Tobey, L.N.** This peer-reviewed curriculum consists of 12 modules. The objectives of the curriculum are to: increase 7-and 8-year-olds' exposure to fruits and vegetables by having them assist in tending a garden; increase their consumption of fruits and vegetables; and model healthy food and lifestyle choices. The curriculum was created in partnership between SNAP-Ed (Supplemental Nutrition Assistance Program-Education) and the Community Horticulture faculty. I was the secondary author for the lesson plans and parent letters and coordinated the delivery of the curriculum within SNAP-Ed statewide. In 2010, the curriculum was pilot-tested by nutrition educators across Oregon. In 2011, Growing Healthy Kids was taught in 18 out of Oregon's 36 counties. In 2012, a revised version was released and taught in 31 counties. Others that have adopted this curriculum include Rutgers University, the Department of Health in Maryland, and a nutrition educator in Indonesia. In 2016, an outcome evaluation, conducted by researchers not on the development team, was conducted with third-graders in three schools in central Oregon. The study used a quasi-experimental, pre- and post-test design to compare GHK curriculum delivery with a series of food-tasting only nutrition education lessons. The evaluation found that students who received GHK curriculum exhibited significantly larger gains than the comparison group students on two important outcomes: the number of vegetables and fruits eaten, and their reported preference for a range of garden vegetables. GHK is considered evidence-based and practice-tested.

13. **Book Review**

Tobey L.N. Review. Build on a Healthy Base. *Journal of Nutrition Education and Behavior*, 2008, 40(6), 405-6.

C. SCHOLARSHIP AND CREATIVE ACTIVITY

1. Refereed Publications

Refereed Professional Journal Articles

Tobey, L.N., Mouzong, C., Senior, J., Bowman, S. & Manore, M.M. (2019). How Low-income Mothers Select and Adapt Recipes: Implications for Promoting Healthy Recipes Online. *Nutrients*, 11(2), 339. Available online at: <https://www.mdpi.com/2072-6643/11/2/339>. Contribution to article 60%.

Vidyasagar, A., Treadwell, A.M., Kalita, D., Jayaty, S. & **Tobey, L.N.** (2018). Nutritional Benefits and Acceptability of Roasted Colored Potatoes Among School-Aged Children.

Food Science & Nutrition, 4(1), 1-5. Available online at: <http://www.heraldopenaccess.us/openaccess/nutritional-benefits-and-acceptability-of-roasted-colored-potatoes-among-school-aged-children>. Contribution to article 15%.

Tobey, L.N., Schrupf, E., Johnson, T., Mouzong, C., Veith, R.M., Braverman, M.T., Wong, S.S. & Manore, M.M. (2017). Can Healthy Recipes Change Eating Behaviors? The Food Hero Social Marketing Campaign Recipe Project Experience and Evaluation. *Journal of Nutrition Education and Behavior*, 49(1), 79–82. Contribution to article 75%. Article citations: 5.

Tobey, L.N., Koenig, H.F., Brown, N.A., & Manore, M.M. (2016). Reaching Low-Income Mothers to Improve Family Fruit and Vegetable Intake: Food Hero Social Marketing Campaign—Research Steps, Development and Testing. *Nutrients*, 8(9), 562. Available online at: <http://www.mdpi.com/2072-6643/8/9/562>. Contribution to article 65%. Article citations: 21.

Tobey, L.N. & Manore M.M. (2014). Social Media and Nutrition Education: The Food Hero Experience. *JNEB*, 46(2), 128-33. Contribution to article 80%. This article was JNEB's eighth most downloaded article of 2014 and continued to be one of the most downloaded articles through at least July, 2018. Article citations: 64.

Tobey L.N. & Painter J. Comparison of international food guide graphics for the eight most commonly consumed ethnic cuisines in the US. (2002). *Foodservice Research International*, 13(4), 205-16. Contribution to article 50%. Article citations: 1.

2. Invited Textbook Contributions:

Tobey L.N. & Schrupf E. (2019). Food Hero recipe link and logo in 18 of 19 chapters that supports the theme of the chapter. In: Thompson J., Manore M.M. & Vaughan L. *The Science of Nutrition, 5th edition*. Pearson Education, Inc. 2019. ISBN: 0134898672.

Tobey L.N. (2014). Activate, Motivate and Advance - Fruits and Vegetables. In: Hopson J.L., Donatelle R.J., & Littrell, T.R. *Get Fit, Stay Well! 3rd Edition*. Pearson Education, Inc. 2014. ISBN 0321933958

Painter J. & **Tobey L.N.** (2004). International Nutrition. In: *Nutrition: Changing Behaviors*. 2004. Pearson Education, Inc., publishing as Prentice Hall.

3. Presentation at Professional Meetings and Conferences

Refereed National Presentations

Kirk C., Dodge Vera T., **Tobey L.N.**, Mouzong C., Hatfield M., & Kraemer, L. Can a Healthy School Celebrations Teacher Toolkit Change Classroom Food Options? The Food Hero Campaign Experience. National Extension Association of Family &

Consumer Sciences Conference, Salt Lake City, UT. Accepted Sept 2020. (virtual poster)

Kirk C., Dodge Vera T., **Tobey L.N.**, Mouzong C., La Fon S., Jackson B., & Manore, M.M. Can a Healthy School Celebrations Teacher Toolkit change classroom food options? The Food Hero Campaign Experience. Also published in *Journal of Nutrition Education and Behavior*, 2020; (52)7, S:37, Society of Nutrition Education and Behavior Conference, San Diego, CA. Accepted Jul 2020. (virtual poster)

Lim S.S., **Tobey L.N.**, Foerster S., & Zubieta, A.C. Creating the Healthiest Nation using Social Marketing: First Look of the 2018 National Profile of SNAP-Ed Social Marketing Campaigns. American Public Health Association Conference, Philadelphia, PA. Nov 2019. (oral presentation)

Mchugh A., Adams J., Mouzong C., Morales G. & **Tobey L.N.** Adapting Food Hero for Latinx Communities. Latino Health Equity Conference, Portland, OR. Jun 2019. (session presentation)

Dodge Vera T., **Tobey L.N.**, Mouzong C., Jackson B., & Peterson E. State-Wide Impact of a School-Based Family Engagement Strategy to Influence “Food Hero” Health Behaviors at Home. Also published in *Journal of Nutrition Education and Behavior*, 2018; 50(7), S:165-166, Society of Nutrition Education and Behavior Conference, Minneapolis, MN. Jul 2018. (poster)

Angulo J.S., **Tobey L.N.** & Schrupf, E. Food Hero Kids Tasting Survey: Engaging Children in Healthy Food Choices and Transforming the School Environment in Oregon. National EFNEP Conference, Arlington, VA. Mar 2018. (poster)

Kramer L., Ahern K., Bowman S., Brody B., Carr R., Hatfield M., Johnson T., Kirk C., Maille R., Rudolph J., Smiley J., Treadwell A., **Tobey L.N.**, Mouzong C., LaMotte L., Schrupf E., Draper B., & Vera T.D. Social Marketing Meets Extension Outreach and Education: The Food Hero Experience. National Extension Association of Family & Consumer Sciences Conference, Omaha, NE. Oct 2017. (poster)

Tobey L.N., Subramain M.A., Setlakwe J., Mathur M. A Socio-Ecological Perspective of Social Marketing Campaigns from Province and State to Nation. Society of Nutrition Education and Behavior National Conference, Milwaukee, WI. Jun 2014. (session presentation)

Plawecki K., Chapman-Novakofski K., Dahl W.J., Higgins M.M., Hongu N.K., Horacek T.M., **Tobey L.N.**, Belluomini M., Qualls J., & Vadala A. Availability of Consumer Sources of Dietary Vitamin D. Also published in *The FASEB Journal*, 2014; 28:1, 630.3. Experimental Biology Conference, San Diego, CA. Apr 2014. (poster)

Tobey L.N. Developing Easy to Use Health Education Websites: A Food Hero (.org) Case Study. Priester Conference, Corvallis, OR. Apr 2013. (session presentation)

Tobey L.N., Hoisington A., Raab C.A., & Manore M.M. Focus on Fruits and Vegetables for Low-Income Families: Framework for the Food Hero Social Marketing Campaign in Oregon. Also published in *JAND*, 2011, 111(S9), A12. American Dietetic Association Food & Nutrition Conference & Expo, San Diego, CA. Sept 2011. (oral poster)

Tobey L.N. & Painter J. Comparing International Food Guide Graphics, a Quantitative and Qualitative Approach. XIV International Congress of Nutrition, Acapulco, MX. 2004. (poster)

Painter J. & **Tobey L.N.** Exploring Food Guide Graphics from Around the World. Annual Convention & Exposition, American Association of Family & Consumer Sciences. 2004. (educational session)

Painter J. & **Tobey L.N.** Exploring Food Guide Graphics from Culturally Diverse Nations. Also published in *Journal of Nutrition Education and Behavior*, 2004, 36(S1), S16. Society of Nutrition Education Annual Conference. 2004. (educational session)

Tobey L.N. & Painter J. Comparison of Latin American Pictorial Food Guides to Those of Europe and Asia. XIII Latin American Nutrition Congress, Acapulco, MX. October 2003. (poster)

Painter J. & **Tobey L.N.** A Comparison of International Food Guide Graphics. Also published in *JADA*, 103(9), A-81. American Dietetic Association, Food and Nutrition Conference and Expo. 2003. (poster).

Tobey L.N. & Painter J. Development of Food Guide Pictorial Representations. Society for Nutrition Education Annual Conference. 2003. (poster)

Painter J. & **Tobey L.N.** Diversity of Central American Food Guide Pictorial Representations. Also published in *The FASEB Journal*, 2003; 17:4. American Society for Nutritional Sciences Experimental Biology. 2003. (poster)

Refereed In-State Presentations

Polizzi S., Markesteyn M. & **Tobey L.N.** *Nutrition Education Case Study Showcase: WE CAN Cancer Study and Food Hero Oregon Harvest for Schools Video Project.* Oregon State University Extension Annual Conference. 2021

Hatfield M. & **Tobey L.N.** *Story about Grow This: A Seed Challenge for SNAP-Ed.* Oregon State University Extension Annual Conference and Public Relations. 2021 (video story)

McHugh A., Mouzong C., Adams J. & **Tobey L.N.** *Adapting Food Hero for Latinx Communities.* Latino Health Equity Conference. 2019. (presentation)

Tobey L.N., Quinn M., Angulo J.S. & Schrupf, E. Promoting Healthy Growth and Healthy Eating Choices Among Children and Families in Oregon with the Food Hero Social Marketing Campaign. Oregon Parenting Educators Conference. 2018. (poster)

Treadwell A & **Tobey L.N.** Utilizing Technology and Social Marketing to Engage Youth in the Dissemination of Nutrition Messages. Oregon State University Family and Community Health and 4H Annual Conference. 2018. (presentation)

Carlson S., Hatfield M., Jepson-Sullivan R., Rudolph J., & **Tobey L.N.** Oregon Whole Grain Heroes Video Campaign: A Partnership Between Foodhero.org and The OSU Moore Family Center. Oregon Public Health Association Conference. 2017. (oral poster)

Raimer A., Lau R., Dodge Vera T., **Tobey L.N.**, & Jackson B. Pilot: School based family engagement strategy to influence "Food Hero" health behaviors at home. Oregon Public Health Association Conference. 2017. (oral poster)

Kramer L., Ahern K., Bowman S., Brody B., Carr R., Hatfield M., Johnson T., Kirk C., Maille R., Rudolph J., Smiley J., Treadwell A., **Tobey L.N.**, Mouzong C., LaMotte L., Schrupf E., Draper B., & Vera T.D. Social Marketing Meets Extension Outreach and Education: The Food Hero Experience. Oregon Public Health Association Conference. 2017. (poster)

Carlson S., Hatfield M., Jepson-Sullivan R., Rudolph J., & **Tobey L.N.** Oregon Whole Grain Heroes Video Campaign: A Partnership Between FoodHero.org and the OSU Moore Family Center. Oregon Public Health Association Conference. 2015. (presentation)

Brody B., Northway S., Waggoner C., Arnold M., **Tobey L.N.**, Culley C., Hoshaw J., & Withee S. Youth Advocates for Health: Teaching the Power of Whole Grains. Moore Family Center for Whole Grain Foods, Nutrition and Preventive Health, Oregon State University and the Grains for Health Foundation, Whole Grain Summit. 2015. (poster)

Langellotto G & **Tobey L.N.** Development of Growing Healthy Kids Curriculum. Oregon State University Extension Association Conference. 2010. (poster)

Tobey L.N. & Hoisington A. What's new with fruits and vegetables? Oregon State University Extension Association Conference. 2006. (session presentation)

Invited Scholarly Presentations

Tobey L.N. & Rudolph J. Food Hero and Best Practices Food Demo. Oregon Nutrition Update Conference. Apr 2019.

Tobey L.N. & Hoisington A. Lower Cost Social Marketing Evaluation – the Food Hero Experience. Association of State Nutrition Network Administrators Conference. Feb

2019.

Tobey L.N. Health Promotion in Oregon and Beyond: Improving Health Through the Food Hero Social Marketing Campaign. Healthcare Communicators Northwest Conference. Nov 2018.

Tobey L.N. Food Hero Social Marketing Campaign Replication for Metro Areas. USDA Western Region SNAP-Ed Metro Meeting - Best Practices for Delivering and Evaluating SNAP-Ed Activities in Large Counties. Feb 2017.

Tobey L.N. Food Hero Social Marketing Campaign Evaluation History. USDA SNAP-Ed Evidence Based Program Summit. Apr 2015.

Tobey L.N. Food Hero Social Media: Implementation & Measurement Update. Annual EFNEP National Coordinator's Conference. Mar 2015.

Tobey L.N. Social Media and Nutrition Education: The Food Hero Experience, Journal of Nutrition Education and Behavior Journal Club Webinar. Feb 2014.

Tobey L.N. Social Media and Nutrition Education – Brainstorming Best Practices. Annual Society of Nutrition Education and Behavior Conference, Special Interest Session. Jul 2013.

Tobey L.N. The Food Hero Program and Healthy Meal Planning for You and Your Family. VA Caregiver Support Oregon. Jun 2013.

Tobey L.N. Food Hero Social Marketing Campaign Development. South Dakota State University's 30th Annual Health and Nutrition Conference. Mar 2013.

Tobey L.N. Five Social Media and Website lessons learned from the Food Hero Social Marketing Campaign. Society of Nutrition Education and Behavior (SNEB) webinar series. Sponsored by SNEB and the Association of State Nutrition Network Administrators. Nov 2012.

Tobey L.N. Food Hero Overview and History. Moore Family Center for Whole Grain Foods, Nutrition and Preventive Health stakeholder meeting. Oct 2012.

Tobey L.N. What's New with Food Hero. Nutrition Council of Oregon. Aug 2012.

Tobey L.N. Food Hero for Your WIC Clinic. Annual Oregon Statewide WIC Conference. Aug 2012.

Tobey L.N. Food Hero Phase II. Association of State Nutrition Network Administrators Conference. Feb 2011.

Case P. & **Tobey L.N.** Website Redesign Guided by Best Practices and Focus Group Data: FoodHero.org. Society of Nutrition Education Conference, Food and Nutrition Extension Educators pre-conference session. Jul 2011.

Tobey L.N. SNAP-Ed in Changing Financial Times. Association of State Nutrition Network Administrators Conference. Mar 2010.

Tobey L.N. Development of Food Hero Social Marketing Campaign. Association of State Nutrition Network Administrators Conference. Mar 2009.

Tobey L.N. and Devlin E. Nutrition and the Food Stamp Program. Education Session at eight Food Stamp Program Summits throughout Oregon. Summer 2008.

Tobey L.N., Ginsburg, D, Tamai, T. Western Region Nutrition Programs. California Nutrition Network Conference. Feb 2008.

Tobey L.N. and Maureen Q. Oregon Food and Nutrition Program. Oregon Food Stamp Managers Annual Meeting. Aug 2006.

Newspaper Article Facilitated – Selected List

Tobey L.N. Healthy recipes and effective social marketing campaign improve eating habits. OSU News and Research Communications. Nov 3, 2016.

Tobey L.N. OSU's nutrition campaign makes kids 'Food Heroes'. OSU Stories. Jan 25, 2013.

Tobey L.N. Food Hero website and campaign will show you how to boost fruits, vegetables in your diet. Oregon Live. Feb 16, 2012.

Tobey L.N. Food Hero: Helpful messages for healthy eating. OSU News and Research Communications. Feb 9, 2012.

Research Support (funded only):

1. **Davis O., Macy D. (PI) & Tobey L. (PI)** 2021 Moore Family Center Healthy Community Outreach Program. Chef Nephi Craig, Food Hero and the Moore Family Center - Whole Grains Month Celebration Cooking Event. **\$15,000**
2. **Tobey L. (PI)**, Bowman S. (PI), Mouzong C., & Markesteyn M. Summer Food Meals Marketing Services. The USDA encourages state agencies that administer the Summer Food Service Program (SFSP) to actively promote summer meal sites and add new sponsors. The USDA provides federal funding directly for the purpose of outreach to increase participation and meal sites. For fiscal year 2021, USDA provided a specific amount of funding for

outreach intended to increase access to summer meals for Oregon's communities and subsequently increase the participation at summer meal sites. The Oregon Department of Education invited the Food Hero team to conduct this research through an Intergovernmental Agreement. Due to the short timeline of the project (3 months for data collection and 6 months for a final report) and the success of Food Hero and other projects the Food Hero has worked on the Food Hero team plans to rely on existing research questions, systems, strategies and processes to swiftly produce an effective and detailed market research plan for ODE; in large part replicating the processes that created Food Hero. The scope of work includes four zoom focus groups (2 English and 2 Spanish), parent/caregiver online and paper surveys, SFSP sponsor online survey, SNAP-Ed education community champion online survey, sponsor interviews, and the creation of 5 sponsor training videos. Additionally, the Food Hero team is building in youth voting and a Zoom focus group/s with the Mam population in Lincoln County. By the end of December 2021 the Food Hero team will present ODE with a market research plan to promote summer meals extensively in 2021. **\$250,000.00.**

3. Roth, G. (PI), **Tobey L.N.** (PI), Markesteyn M., & Mouzong C. USDA Speciality Crops Grant. *Grow This!* Driving Sales of and Access to Specialty Crops. **\$174,969.**
4. **Dodge Vera T. (PI) & Tobey L. (PI)** 2020 Moore Family Center Healthy Community Outreach Program. The COVID-19 pandemic changed when and where kids eat school meals; at home more days than not. The project team organizations (Corvallis School District Food Service, Oregon Dairy and Nutrition Council, Corvallis Environmental Center, Oregon Department of Education Child Nutrition Services, Oregon State University Extension Food Hero Campaign) wanted to do more than help families survive – they want kids to thrive. This project is intended to empower youth with hands-on food preparation skills, while nourishing children with healthy meals. *Make at home school meal recipes-to-go* will include all the components of a reimbursable school meal or snack. The make at home recipe ingredients will be able to be eaten as is without any preparation or “make at home” so there are no barriers to consumption. The recipes will focus on the Food Hero core message of being healthy, fun, fast, tasty and readily consumable to youth with limited resource, including homeless students. The ingredients, including some Oregon Harvest, will be provided separately for youth to make a recipe themselves all presented in a nutrition messaged ecofriendly package with clear instructions in English and Spanish. This fun and action packed recipe card will be enhanced with unboxing videos. **\$24,999.40**
5. Hatfield M. (PI) & **Tobey L.** (PI) 2020 Moore Family Center Healthy Community Outreach Program, mini grant. This project aims to reach millions of people to increase use of 7 food safety practices (7 FSP) as part of the Food Hero (FH) Social Marketing Campaign. We propose to add an

actionable web page for food safety (English and Spanish) which will center on a Food Safety FH Monthly issue where clickable sections feature videos to enrich the text. We will work in consultation with the Partnership for Food Safety Education to embed their researched tested Safe Recipe Style Guide (www.saferecipeguide.org) into the project. **\$5,000.00**

6. **Tobey L.N.** (PI), Babatunde, A., Davis O., & Senior J. 2020 Oregon Department of Education Oregon Harvest grant, first round. Oregon Harvest for Schools Cultural Toolkits (OH4S-C) uses an innovative approach to build on the successful and universally used OH4S campaign in ways that increase equity. This project addresses identified barriers and moves towards a more diverse participation in farm to school. OH4S-C will facilitate African Heritage, Latinx and Native American Oregonians through existing diverse work groups to curate 3 new OH4S toolkits appropriate to each cultural group that includes culturally appropriate activities, recipes and gathering and harvesting techniques. **\$91,410.00**
7. Markesteyn M. (PI), Wise, W. (PI), & **Tobey L.N.** (PI) 2019 Oregon Department of Education Oregon Harvest grant, second round. This project, named OH4S-Amplified, grows the successful Oregon Harvest for Schools (OH4S) campaign. OH4S supports procurement of Oregon foods by school food services with tools that can be used 1) to promote Oregon products in the cafeteria, classroom and community, and 2) provide food, agriculture, and garden-based education in the classroom, school garden and community. OH4S-A will result in (1) twenty-six 1-minute educational videos, (2) a toolkit for a new featured Oregon product, and (3) an innovative youth-driven promotional component for extending the reach of OH4S to every county in Oregon. **\$197,607.00**

D. SERVICE

My position is almost wholly grant funded leaving little time for service.

2021	Oregon Farm to School Stakeholder Evaluation advisory committee, invited member
2021	SNAP-Ed Social Marketing Technical Working Group, member
2020	Oregon Department of Education, Farm to School Education Grants, scoring committee member
2017-2019	Adams Elementary School Wellness Committee member
2013-2019	Association of State and Nutrition Network Administrators (ASNNA) 2013-2015, 2017-present: Co-chair social marketing committee. 2009 & 2011 Leadership team.

- 2015-2019 EFNEP Technology and Social Media Committee, member
- 2013-2014 Journal of Nutrition Education and Behavior (JNEB), Social Media Specialist coordinating and overseeing a team of OSU undergraduate students to do all posting and engaging for the JNEB Facebook account.
- 2010-2014 Oregon WIC, Statewide Advisory Board, member
- 2012 USDA, Food & Nutrition Services, Phase II Nutrition Messaging Advisory Group

E. AWARDS

Food Hero Team (2021).* National Extension Association of Family & Consumer Sciences

- Marketing Package, 2nd Place National, Oregon State University Extension Team Launches High Speed Hand Washing Campaign Targeting Parents and Caregivers of Young Children during COVID-19 Pandemic
- Marketing Package, 1st Place Western Region, Oregon State University Extension Team Launches High Speed Hand Washing Campaign Targeting Parents and Caregivers of Young Children during COVID-19 Pandemic
- Communications Television/Video Program, 1st Place National, MyPlate Bitmoji Food Hero Videos
- Communications Television/Video Program, 1st Place Western Region, MyPlate Bitmoji Food Hero Videos

Tobey L.N. (2019). Oregon State University Foundation, The Dammys, Best Collaborator.

Tobey L.N. & Schrupf E. (2018). University Outreach and Engagement, Vice Provost Award for Excellence, Food Hero Social Marketing Campaign.

Tobey L.N. (2017). USDA Certificate of Appreciation in recognition of technological or innovative practices to improve the administration and integrity of SNAP.

Food Hero Team (2016).* National Extension Association of Family & Consumer Sciences

- Marketing Package, 1st Place National, Oregon Whole Grain Heroes Video Campaign Team
- Communications Newsletters, 3rd Place National, Food Hero Monthly
- Marketing Package, 1st Place Western Region, Oregon Whole Grain Heroes Video Campaign Team
- Communications Television/Video Program, 1st Place Western Region
- Communications Newsletters, 2nd Place Western Region, Food Hero Monthly

Food Hero Team (2016).* OSU Extension Association, Oscar Hagg Extension Communications Award, Oregon Whole Grain Heroes Video Campaign Team

Food Hero Team (2015).* National Association of Extension 4-H Agents, Outstanding Achievement in Educational Package, Team

Food Hero Team (2013).* Edible Portland, Ecotrust, Local Hero Award, Nominee

**With each Food Hero team award, I was a top contributor of a large team.*