

Food Hero Social Marketing Campaign



Extension Service Family and Community Health SNAP-Ed
Program,
College of Public Health and Human Sciences



**Oregon State
University**

Question for you...

Have you seen or used Food Hero before?



The Food Hero Social Marketing Campaign

Food Hero is a research-tested social marketing campaign providing interactive demonstrations, along with policy, systems and environmental (PSE) change activities aimed at increasing all forms of F&V consumption among limited-income Oregonians. Campaign materials are in English and Spanish.

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A sample issue of the award-winning *Food Hero* Monthly publication



Our social marketing campaign:

provides easy recipes that are low-cost, adaptable, healthy and delicious, plus practical tips for stretching food dollars and lowering food waste.

builds cooking and meal-planning skills, plus state and local partnerships to promote PSE change activities.

increases acquisition and preparation of F&V in households and at community sites.

celebrates F&V champions and use of campaign materials and tools by schools, food pantries and families.



FFY 2018 Food Hero—By the Numbers



77

recipes tagged
Kid Approved, meaning at least
70% of kids “liked the taste”
(study sample size = 66,434)



43

US states documented
using Food Hero
campaign materials



268,503

individuals estimated to have
been reached by Food Hero
community events at 795 sites

76



recipes quantified and
credited with the Oregon
Department of Education
to be USDA food program
reimbursement eligible
nationwide



179

schools using
Food Hero
campaign materials: 1,024
classrooms (preK-12) reached in
person, 24% over FFY 2017



144

emergency food sites
using Food Hero
campaign materials



6,026

social media followers, a 14.5%
increase from the previous year.



1,782,956*

visits to Foodhero.org, from all US states
& territories, and 195 countries.

*User metric estimate from Google Analytics.

Food Hero Research

Focus Groups+
(23, n=130)

Phone Surveys
(4, n=2,646)

Cognitive
Interviews
(n=13)

Kid's Tasting Survey

My Grade is: _____

For each question, circle one face.

I am a: ☐ Boy ☐ Girl

1 Do you like the way this food looks?

Don't like yet! (Sad face) Sort of... (Neutral face) Like! (Happy face)

Don't like yet! (Sad face) Sort of... (Neutral face) Like! (Happy face)

No! (Sad face) Maybe... (Neutral face) Yes! (Happy face)

Cooking Tools Survey

Directions: Please mark your answer for each question. Your answers are confidential. There is no right or wrong answer. All questions on this survey are voluntary. You may skip any questions you do not want to answer.

1 Have you ever seen or heard the slogan "Food Hero"? ☐ Yes ☐ No ☐ Not sure

2 In the past week, how many days did you cook dinner for your household? Check one: ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

3 Write down a favorite main dish you make over and over again.

4 When deciding if you will cook dinner at home, how often do you think about the following things?

	Almost Never	Seldom	Sometimes	Often	Almost Always
a. My family will like the meal.					
b. I have the ingredients already.					
c. I can make some things ahead of time.					
d. Most prep, cooking and clean up will be quick.					
e. My family will help me.					
f. The meal is healthier than eating out.					
g. The meal costs less than eating out.					
h. Something else:					

5 How many adults live in your household? (Please count yourself) _____ adults live in my household.

6 How many children under the age of 18 live in your household? _____ children live in my household.

7 Who does most of the cooking and food preparation in your household? ☐ Me! ☐ Someone else

8 What is your ethnic identity? ☐ American Indian/Native Hawaiian/Pacific Islander ☐ Asian ☐ Black or African American ☐ Hispanic/Latino ☐ Other

9 What is your gender? ☐ Male ☐ Female

10 How many hours do you work? ☐ None ☐ 1 to 4 ☐ 5 to 9 ☐ 10 to 14 ☐ 15 to 19 ☐ 20 or more

11 What is your age? ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

12 Circle the item/s you do have where you cook for your household. Circle the item/s you do not have where you cook for your household.

Cutting Board	Vegetable Peeler	Grater	Knives (Sharp, more than one)
Measuring Cups (dry), a set	Measuring Cup (liquid)	Measuring Spoons, a set	Mixing Bowls, more than one
Rubber/Silicone Scraper	Mixing Spoon	Spatula (spatula turner)	Can Opener
Potholders	Kitchen Tongs	Strainer (colander)	Ladle or cup with a handle
Saucepan with Lid, Small or Medium	Saucepan with Lid, Large	Skillet, Small or Medium	Skillet, Large
Casserole or Baking Dish	Pie Pan	Waffle Iron	Electric Skillet
Baking Sheet	Roast Pan	Muffin Tin	Slow Cooker
Toaster Oven	Freezer	Hot Plate	Microwave Oven
Oven	Refrigerator	Stove	Blender

Family Dinner Survey

Your answers to this survey will be shared with Oregon State University Extension Service, and will be used to help us better serve Oregonians. We will keep any identifying information confidential.

1 Have you ever seen or heard the slogan "Food Hero"? (See the image at right) ☐ Yes ☐ No ☐ Not sure

2 In the last year, about how many times have you seen or heard Food Hero ads or messages? ☐ None ☐ Once ☐ 2-4 times ☐ 5-10 times ☐ More than 10 times

you eat more than one kind of fruit each day? ☐ No ☐ Yes, sometimes ☐ Yes, often ☐ Yes, always

you eat more than one kind of vegetable each day? ☐ No ☐ Yes, sometimes ☐ Yes, often ☐ Yes, always

the three vegetables your family eats most often: _____

In the past week, how many days did your family eat vegetables as part of their dinner? ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

In the past week, how many days did you cook dinner for your family at home? ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

In the past week, how many days did your family use vegetables as part of their dinner? ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

I am _____ Male or Female — and I am _____ years old

How many adults, including yourself, live in your household? _____ adults live in my household

How many children under the age of 18 live in your household? _____ children live in my household

Who does most of the cooking and food preparation in your family? ☐ Me ☐ Someone else ☐ Shared equally ☐ Other: _____

See back sheet for an equal opportunity provider and employer. Oregon State University Extension Service is an Equal Opportunity Provider and Employer.



Cooking Tools

All You Need for Food Hero Recipes



Oregon State
University

This material was funded by USDA's Supplemental Nutrition Assistance Program (SNAP). SNAP provides nutrition assistance to people with low income. SNAP can help you buy nutritious foods for a better diet. To find out more, contact Oregon SafeNet at 211. USDA is an equal opportunity provider and employer.

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Cooking Tool Survey Prelim Results

Moms with kids <18 living at home (n=479)

Means: 2.29 adults and 3.02 kids at home

Most all families (over 80%) cooking at least 5 nights/week – moms cooking/shopping

Spanish speaking families had less cooking tools.

Families cooks at home #1 because their family will like the meal, and #2 because it will costs less than eating out.

Go-to meals that are popular include: chicken, spaghetti, tacos and enchiladas (word clouds to follow also include older adults n=98)

The image shows a 'Cooking Tools Survey' form from Oregon State University. The form includes instructions and several questions. Question 1 asks if the respondent has ever seen or heard the slogan 'Food Hero?'. Question 2 asks how often they cook dinner for their household. Question 3 asks them to write down a favorite meal. Question 4 is a Likert scale asking how often they think about various factors when deciding to cook at home. Question 5 asks where they cook for their household. Below the form is a grid of 48 cooking tools, each with a small image and a label. The tools are arranged in a 6x8 grid. The labels include: Vegetable Peeler, Grater, Knives (Sharp, more than one), Mixing Bowls, more than one, Measuring Spoons, a set, Measuring Cups (dry), a set, Rubber/Plastic Scraper, Mixing Spoon, Spatula (spatula turner), Can Opener, Dishcloth, Kitchen Tongs, Strainer (colander), Ladle or cup with a handle, Saucepan with Lid, Small or Medium, Skillet, Small or Medium, Skillet, Large, Casserole or Baking Dish, Pie Pan, Waffle Iron, Electric Skillet, Baking Sheet, Bread Pan, Muffin Tin, Slow Cooker, Toaster Oven, Freezer, Hot Plate, Microwave Oven, Oven, Refrigerator, Stove, and Blender.

English speaking moms – Kids at home



A word cloud of common meals, with 'spaghetti' and 'taco' being the most prominent words. Other visible words include 'chicken', 'rice', 'enchiladas', 'pasta', 'tacos', 'burrito', 'meatloaf', 'chicken_and_rice', 'tuna_casserole', 'broccoli', 'baked_chicken', 'bean', 'salad', 'potato', 'soup', 'meat', 'cheese', and 'chicken_enchiladas'.

chicken_enchiladas
broccoli baked_chicken
meat cheese chicken
pasta rice bean
tacos taco salad
burrito spaghetti potato
meatloaf enchiladas soup
chicken_and_rice
tuna_casserole

Spanish speaking moms – Kids at home



OLDER ADULTS – no kids at home

A word cloud of food items, where the size of each word indicates its frequency. The words are arranged in a cluster, with 'spaghetti' being the largest and most central. Other prominent words include 'chicken', 'salad', 'lasagna', and 'chicken_soup'. Smaller words include 'beans_and_rice', 'chili', 'stir_fry', 'bean_soup', 'bean', 'pastarice', and 'rice'.










beans_and_rice lasagna
chili chicken
spaghetti
stir_fry salad bean
bean_soup pastarice
chicken_soup

Kid's Tasting Survey

My Grade Is: _____

I am a: ☐ Boy ☐ Girl

For each question, circle one face.

1	Do you like the way this food <i>looks</i> ?	Don't like yet! 	Sort of... 	Like! 
2	Do you like the way this food <i>tastes</i> ?	Don't like yet! 	Sort of... 	Like! 
3	Would you eat this food if it were served in your school cafeteria?	No! 	Maybe... 	Yes! 

Funded in part by Oregon SNAP. USDA is an equal opportunity provider and employee.
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Article

How Low-Income Mothers Select and Adapt Recipes and Implications for Promoting Healthy Recipes Online

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Abstract: We describe a 5-year (2011–2015) qualitative evaluation to refine the content/delivery of the Food Hero social marketing campaign recipes to low-income mothers. Objectives were to: (1) identify characteristics looked for in recipes; (2) determine recipe sources; (3) understand motivation for seeking new recipes and recipe adaptations; and (4) identify recipe website characteristics users valued. Nine focus groups ($n = 55$) were conducted in Portland, Oregon. Participants (35–52 years) were primary caregivers for \geq one child, the primary household food shoppers/preparers, enrolled in the Supplemental Nutrition Assistance Program (SNAP) and able to speak/read English. Participants reported having “go-to” family recipes and regularly searching online for new recipes, especially those using ingredients available/preferred by family members. Recipe websites with highest appeal were polished and engaging to mothers/children, offered user-ratings/comments and were reachable from search engines. Results identified key recommendations: (1) understand the target audience; (2) aim to add healthy/customizable recipes to family “go-to” recipe rotations and understand the impact of generational influences (e.g. how mothers/grandmothers cooked) on family meals; and (3) create websites that meet target audience criteria. Seeking the target audience’s input about the content/delivery of recipes is an important formative step for obesity-prevention projects that include healthy recipes.

Keywords: low-income mothers; focus group; nutrition; Supplemental Nutrition Assistance Program (SNAP); social media; recipe; social marketing; children; feeding behavior; website development



Veggie Patties

Most popular dinner recipe.

Parents love how flexible Food Hero recipes are:

“These are surprisingly really yummy, and SO easy! I used garlic herb bread crumbs, which added great flavor...”



[Home](#)[Recipes](#)

A-Z List

[Ingredients](#)

A-Z List

[Español](#)

Ingredient Resources



Apples



Asparagus



Bananas



Beans



Beef



Beets



Bell Peppers



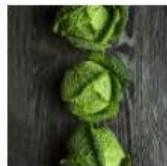
Blueberries



Broccoli



Brussels Sprouts



Cabbage



Cane Berries



Where Healthy Food
Is Fun, Fast, Tasty and
Fits Your Budget

Hello, tierrabonita

- [My Account](#)
- [Favorite Recipes](#)
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Food Hero Monthly



Kids

Search Recipes by
Ingredient



Where Healthy
Food Is Fun, Fast,
Tasty and Fits Your
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Food Hero
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Kids



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Healthy Food
Blog



Cooking for a
Crowd

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Español

Whole Grains

View Edit Translate

BACK to Ingredients

Recipes



Quantity Recipes



Coloring Sheet



Hand Stamp Image



Illustration



Joke



Kids Art Winners



Monthly Magazine



Pause



Image of Whole Wheat Flour Badge

Poster



Videos



Pinterest Board



Last updated: 03/15/19

If you have new ideas, questions, comments, or other needs (such as high-resolution files or accessible alternative formats) please contact us at food.hero@oregonstate.edu or 541-737-1017. Find more resources in our community toolkit: <http://foodhero.org/community-toolkit>.

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[A-Z List](#)

Quantity Recipes

Cooking for a crowd? These recipes are a great addition to any party or event and have been written for home use as well as for larger numbers of servings. Even better, all recipes on this page have been analyzed by Child Nutrition Specialists and meet the USDA meal pattern requirements for schools and child centers. Delicious and healthy!

Follow this link for a list of Food Hero recipes to be quantified in 2017 and images to help you market these recipes: <http://www.foodhero.org/quantify>.

Category

[Quantity Recipes A to Z List](#)


Apple Spice Baked Oatmeal

Small Group
Large Crowd
13 Ingredients



Asian Carrot Salad

Small Group
Large Crowd
12 Ingredients



Baked Apples and Squash

Small Group
Large Crowd
6 Ingredients



Baked Bean Medley

Small Group
Large Crowd
14 Ingredients



Where Healthy Food
Is Fun, Fast, Tasty and
Fits Your Budget

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Food Hero Monthly

Kids

Search Recipes by

Wheat Berry Salad

Cooking time: 60 minutes

HACCP Process #2 Same Day Service



1 Serving Provides:

CACFP: 1/4 cup Vegetable, 1 ounce Grains

NSLP: 1/4 cup Additional Vegetable, 1 ounce Grains

SFSP: 1/4 cup Vegetable, 1 ounce Grains

Ingredients	48 Servings		96 Servings	
	Weight	Measure	Weight	Measure
Dry wheat kernels	1 pound 12 ounces		3 pounds 8 ounces	
Carrots, peeled, diced	1 pound 8 ounces	1 quart + 1 cup	3 pounds	2 quarts + 2 cups
Red bell pepper, seeded, diced	1 pound 8 ounces	1 quart + 1 cup	3 pounds	2 quarts + 2 cups
Celery, diced	1 pound 8 ounces	1 quart + 1/2 cup	3 pounds	2 quarts + 1 cup
Green onions, sliced		2 cups		1 quart
Fresh parsley, minced		1/2 cup		1 cup
Unseasoned rice vinegar		2 cups		1 quart
Water		1/2 cup		1 cup
Vegetable oil		1/2 cup		1/2 cup
Garlic powder		2 teaspoons		1 1/2 teaspoons + 1 teaspoon
Salt		1 teaspoon		2 teaspoons



Directions

1. Place dry wheat kernels in a large stockpot or steam jacketed kettle and add water to cover by 3 inches. Bring to a rolling boil, then reduce heat to a simmer. Cover and continue to simmer for 1 hour, or until the wheat kernels are tender but still chewy. Drain the cooked wheat berries and rinse with cold water. Place in a large mixing bowl.
2. Add the carrots, bell pepper, celery, onions and parsley to the wheat berries in the mixing bowl.
3. In a separate bowl, whisk together the rice vinegar, water, vegetable oil, garlic powder and salt. Pour dressing over the salad and mix until salad is well coated. CCP: Hold for cold service at or below 41°F. Just before service stir the salad again to distribute any dressing that may have settled to the bottom. Serve 1/4 cup portions using a #8 scoop.



Recipes quantified and credited with the Oregon Department of Education to be USDA food program reimbursement eligible nationwide.



Food Hero Online Campaign Highlights

Oregon State University
About Food Hero | Media Center | Community Toolkit | Search Food Hero

338+ well-tested recipes

Campaign tools available for all communities

Materials in Spanish, English and some Vietnamese

Home **Recipes** **Tips** **Español**

Welcome to Food Hero, your go-to site for quick, tasty, healthy recipes and helpful tips. Whether you're a beginning cook or a kitchen pro, you'll find something new for your family to enjoy.

Healthy Recipes

Where Healthy Food is Fun, Fast, Tasty and Fits Your Budget

125,000+ website users each month

72+ quantified and USDA meal pattern credited recipes

Cooking for a Crowd?
Check out our **Quantity Recipes**, a great addition to any party or event with large numbers of servings! Even better, all these recipes were approved by Child Nutrition Specialists and meet the USDA meal pattern requirements for schools and child centers. Delicious and healthy!

Monthly Magazine
View the magazine

5,890+ social media followers

74% of the recipes have user comments

Recent Recipe Reviews
Baked Apple Chips
My small kiddos really loved these! Including cooking them! We cooked for about an hour and they were still soft...

At least 70% of kids who tried these 89+ recipes liked the taste!

53,000+ copies distributed each month

Audience favorite: search recipes by ingredient

Recent Kid-Friendly Recipes

November 2017

Special Thanks

To all of you who promote health!

Lauren Tobey, MS, RD

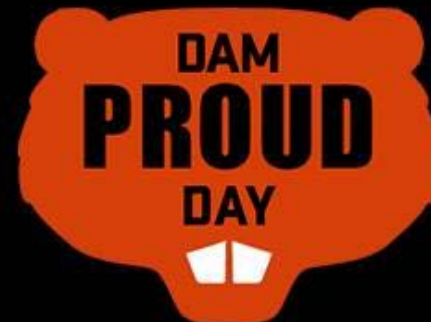
Food.Hero@oregonstate.edu



Fight Hunger with Food Hero

Give \$20 and get our new
cookbook/recipe organizer!

bit.ly/FoodHeroGiving



BEAVS GIVE

4 • 30 • 19



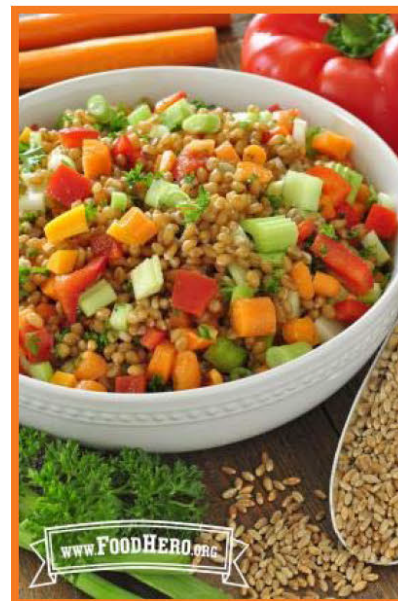
Wheat Berry Salad



Ingredients

- 1 cup dry **wheat kernels**
- 1 1/4 cups **carrots**, peeled and diced
- 1 1/4 cups **red bell pepper**, seeded and diced (about 2 small peppers)
- 1 cup **celery**, diced
- 1/2 cup **green onions**, sliced
- 1/4 cup fresh **parsley**, minced
- 1/2 cup unseasoned **rice vinegar**
- 2 Tablespoons **water**
- 1 1/2 teaspoons **vegetable oil**
- 1/2 teaspoon **garlic powder**
- 1/4 teaspoon **salt**

Makes: 4 cups
Prep time: 20 minutes
Cooking time: 1 hour



Directions

1. Place dry wheat kernels in a large saucepan and add water to cover by 3 inches. Bring to a rolling boil, then reduce heat to a simmer. Cover and continue to simmer for 1 hour, or until the wheat kernels are tender but still chewy. Drain the cooked wheat berries and rinse with cold water. Place in a large mixing bowl.
2. Add the carrots, celery, bell pepper, onions and parsley to the wheat berries in the mixing bowl.
3. In a separate bowl, stir together the rice vinegar, water, vegetable oil, garlic powder and salt. Pour dressing over the salad and mix until salad is well coated.
4. Refrigerate leftovers within 2 hours.

*For tasty, healthy recipes that fit your budget, visit
www.FoodHero.org!*

Nutrition Facts

Serving Size 1/2 cup (107g)	
Servings Per Container 8	
Amount Per Serving	
Calories 110	Calories from Fat 15
% Daily Value*	
Total Fat 1.5g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 100mg	4%
Total Carbohydrate 21g	7%
Dietary Fiber 5g	20%
Sugars 2g	
Protein 4g	
Vitamin A 90% • Vitamin C 60%	

