

College of Public Health and Human Sciences

Moore Family Center Outreach

2014-15 Healthy Communities Outreach Project



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THE FUTURE OF PUBLIC HEALTH IS HERE!

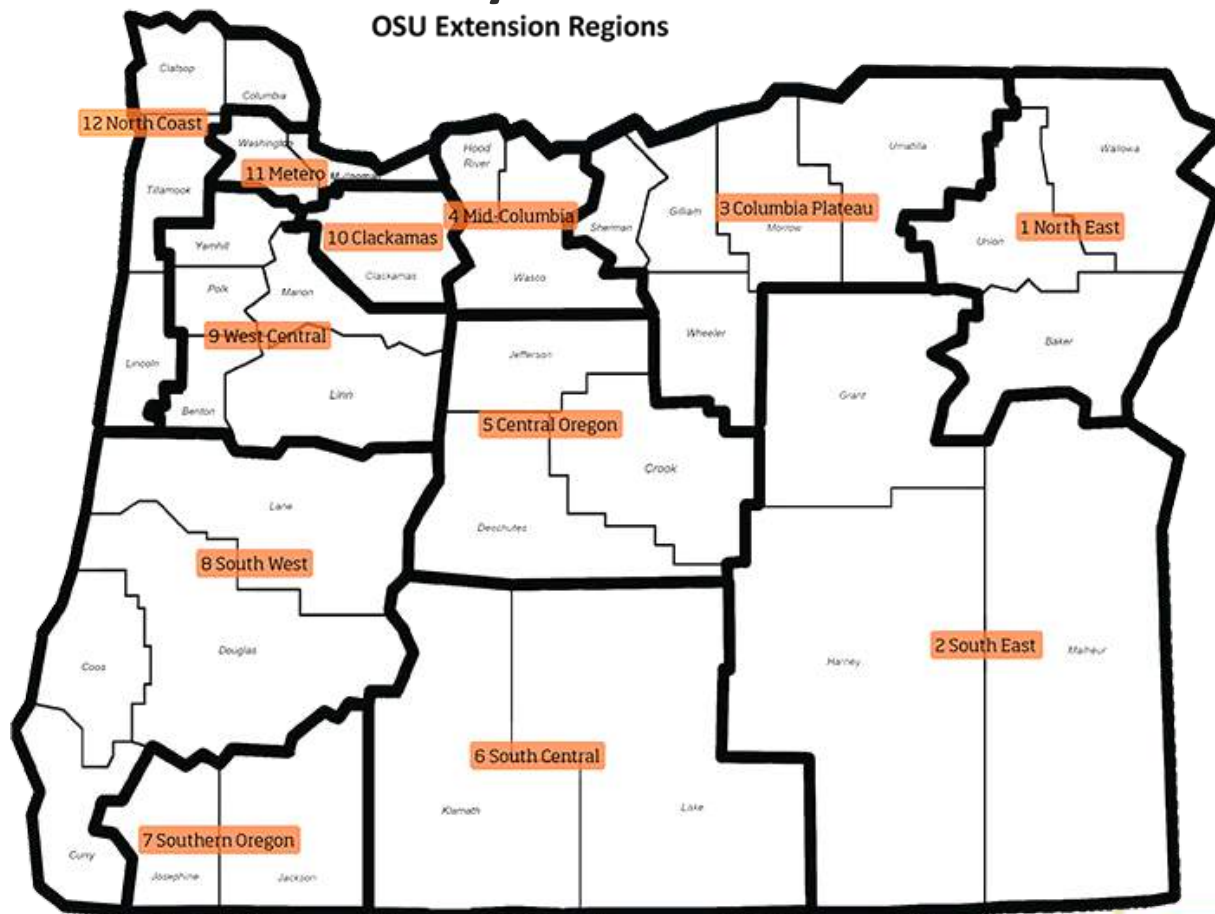
CPHHS Map of Oregon Activities

- In June 2014, the OSU CPHHS became Oregon's first accredited college of public health and human sciences
- More than 105 Health Extension FCH and 4-H Faculty help OSU CPHHS lead the change in how people think about and ensure the health and well-being of every person, family and community in Oregon and beyond



Moore Family Center (MFC) Outreach 2014-15 Healthy Communities Outreach Project

OSU Extension Regions

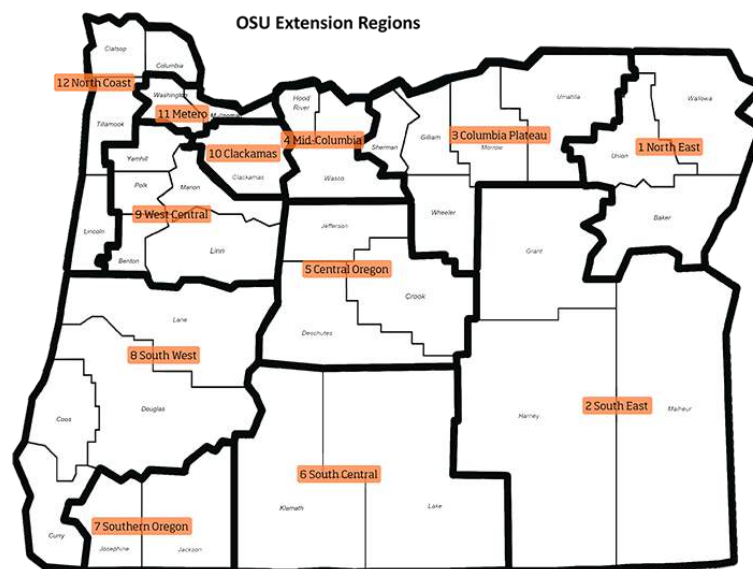


Moore Family Center (MFC) Outreach 2014-15 Healthy Communities Outreach (HCO) Project

OSU Health Extension Statewide Regional Map

Healthy Communities Outreach Activities

- In July 2014, a \$300,000 partnership with Bob's Red Mill, Moore Family Center and OSU CPHHS was announced to fund a statewide outreach project in all 12 OSU Extension regions and 36 counties across Oregon
- OSU Extension has been an expressway to Oregon communities for over 100 years working collaboratively with community partners where people live, work, learn and play



Region 1: North East Baker, Union and Wallowa

Local Foods and Healthy Living

MFC Outreach Activities

- Youth learned how to grind whole wheat kernels into flour and bake healthy snacks and breads at the Wallowa County Fair
- Schedule classes to teach food preservation and baking



Region 1: North East Baker, Union and Wallowa Continued...

Local Foods and Healthy Living

MFC Outreach Activities

- Host community events for greater outreach with whole grain foods tastings
- Demonstrate Food Hero recipes made from whole grain flour at Family Appreciation Night



Region 2: South East Grant, Harney and Malheur

Promote Healthy Lifestyle Choices

MFC Outreach Activities

- Create afterschool and out-of-school enrichment programs
- Youth developed a whole grain display to use with Bob's Red Mill samples at spring health fairs
- In March 2015, Teens helped to teach an adult cooking class based on meal planning to include more whole grain foods into daily meals



Region 2: South East

Grant, Harney and Malheur Continued...

Promote Healthy Lifestyle Choices

MFC Outreach Activities

- YA4-H! Teens teach youth about whole grains with a “Bread in a Bag” activity as they learn to bake bread
- 20 Youth Advocates for Health (YA4-H!) Teens as Teachers were trained to deliver whole grain foods education using the Power of 3: “Get Healthy with Whole Grains” curricula



Region 3: Columbia Plateau

Gilliam, Morrow, Sherman, Umatilla and Wheeler

International Cooking / Walking to Wellness

MFC Outreach Activities

- Teach cooking skills with whole grains and herbs
- Promote walking program and physical activity
- Help reduce obesity with physical activity as part of each class while recipe is cooking



Region 3: Columbia Plateau

Gilliam, Morrow, Sherman, Umatilla and Wheeler Continued...

International Cooking / Walking to Wellness

MFC Outreach Activities

- Teach food safety with food prep when chopping ingredients for whole grain pizza night
- Create more ways to include physical activity during cooking classes that can be done with families at home



Region 4: Mid-Columbia Hood River and Wasco

Focus on Seasonal Eating, Whole Grains and Physical Activity

MFC Outreach Activities

- Train YA4-H! Youth Advocates for Health Teens as Teachers
- Create tasting tables and seasonal eating with adult SNAP-Ed
- Teach out-of-school and in-school food science and exercise classes



Region 4: Mid-Columbia Hood River and Wasco Continued...

Focus on Seasonal Eating, Whole Grains and Physical Activity

MFC Outreach Activities

- Young Entrepreneurs Day:
Teens learned about value added foods such as baking bread and canning pickles



Region 5: Central Oregon Crook, Deschutes and Jefferson

Promoting Whole Grains, Fruit and Vegetable Consumption

MFC Outreach Activities

- Created a Whole Grains booth at the High Desert Food and Farm Alliance with the BRM grain grinders and MFC grain bike.
- Delivered a workshop on baking with whole grains
- Distributed take home recipe kits during community events



Region 5: Central Oregon

Crook, Deschutes and Jefferson

Continued...

Promoting Whole Grains, Fruit and Vegetable Consumption

MFC Outreach Activities

- Demonstrated smoothie/grain bike during county fairs
- Promoted physical activity and whole grain healthy snacks with the grain bike at Saturday Farmers Markets
- Offered an after school cooking club to strengthen healthy eating and physical activity using the “Kids in the Kitchen” lesson on whole grains including grinding wheat berries on the grain bike



Region 6: South Central Klamath and Lake

Get Going and Growing with Grains and Greens

MFC Outreach Activities

- Partner with schools and community organizations to promote whole grains and green vegetable consumption
- Increase physical activity
- Develop demonstrations, displays, vegetable planting and student polls
- Train teachers and cafeteria staff
- Share food tastings at the KBREC Radio 100 year celebration and county fairs



Region 6: South Central Klamath and Lake Continued...

Get Going and Growing with Grains and Greens

MFC Outreach Activities

- Hosted tasting tables at county fairs, churches and other community events
- The teaching team displayed cut-outs of what whole “grains and greens” look like as part of the monthly Food Hero tastings that are shared with K-5 youth in the cafeteria line



Region 7: Southern Oregon Jackson and Josephine

Go 4 Real Food with Teens, Greens & Grains

MFC Outreach Activities

- Promote nutrition and physical activity through local and afterschool programs, in low income housing units
- Create Go 4 Real Food Campaign through hands-on food skills
- Trained 12 YA4-H! Youth Advocates for Health with the Teens as Teachers program



Region 7: Southern Oregon Jackson and Josephine Continued...

Go 4 Real Food with Teens, Greens & Grains

MFC Outreach Activities

- Currently 3 teams of three teens are teaching hands-on cooking skills at Kids Unlimited, Boys and Girls Club, and YMCA after school programs in Grants Pass and Medford.
- Teen teachers all obtained their Oregon Food Handler Cards
- Working with school food service to offer tasting tables using whole grains prepared from Food Hero kid-friendly recipes

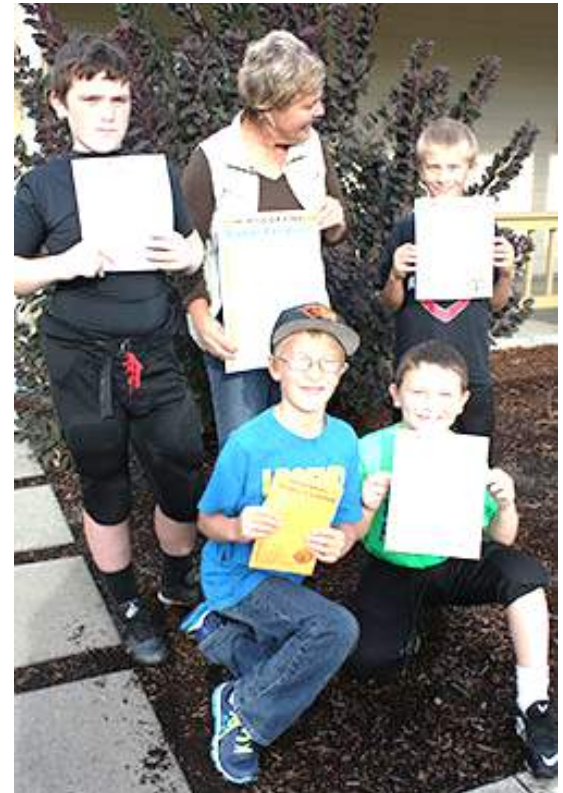


Region 8: South West Coos, Curry, Douglas and Lane

Whole Grain Promotion Campaign

MFC Outreach Activities

- Create 2 short videos with 4-H youth and their “Champion Moms” making whole grain Food Hero recipes
- Promote fun ways to have kids help make family meals
- Create excitement for the Whole Grain Foods video contest and give a bag of whole grains from Bob’s Red Mill to each contestant



Region 8: South West Goos, Curry, Douglas and Lane Continued...

Whole Grain Promotion Campaign

MFC Outreach Activities

- Food Hero video shoot with Oregon family making Brown Rice Bowls
- Finished 2 minute videos will be shown on the OSU Food Hero website with statewide and national outreach



Region 9: West Central Benton, Linn, Marion, Polk and Yamhill

We Are All Food Heroes

MFC Outreach Activities

- Weave Food Hero campaign into FCH and 4-H programs
- Encourage non-traditional leaders to become “Food Heroes” to promote the “We Are All Food Heroes” message
- Train Region 9 staff and discussion groups to improve health equity and environmental change



Region 9: West Central Benton, Linn, Marion, Polk and Yamhill Continued...

We Are All Food Heroes

MFC Outreach Activities

- Carnival of Learning Event held April 2015
- Five activity tables helped youth learn about whole grains
- Activities included: whole grain grinding, grain identification, making whole grain tortillas, and school food service sharing whole grains on their menu



Region 10: Clackamas Clackamas

Story of Our Health

MFC Outreach Activities

- “The Story Walk” book project partners with businesses to promote local resources and expose the community to whole grains, fruits, vegetables, and physical activity. Ribbon cutting events will happen starting in May, 2015
- It encourages families to enjoy their time together outdoors with a healthy eating and physical activity focus

We Are What We Eat **FOODS & ANIMALS OF THE NORTHWEST**



an
interactive
story!

Written & Illustrated by Kristy Stephens

Follow along and participate with the actions of the native animals!

Region 10: Clackamas

Clackamas Continued...

Story of Our Health

MFC Outreach Activities

- A Farm-to-School Food Hero (FH) tasting event with youth at five elementary schools. Youth are tasting a pear yogurt parfait with Bobs' Red Mill granola
- Involve high school youth volunteers to prepare and serve the FH tasting during lunchtime so they can encourage and role model to elementary youth



Region 11: Metro Multnomah and Washington

Healthy Eating and Healthy Living

MFC Outreach Activities

- Develop whole grain foods and school gardening lessons for youth and adults
- Team with Masters Gardeners to develop a 10-lesson vegetable garden program for youth from low-income public housing projects
- Portland area teens practiced grinding their own wheat berries and making whole grain pancakes “from scratch”



Region 11: Metro

Multnomah and Washington Continued...

Healthy Eating and Healthy Living

MFC Outreach Activities

- Trained YA4-H! Teens as Teachers to share whole grain nutrition education using the “Power of 3 – Get Healthy with Whole Grains” curricula
- Share whole grain food demonstrations in May at the Multnomah County Fair
- May 2015, Rock The Block Community Fair will host over 2,500 families attending the fair to experience grain grinding and whole grain tastings

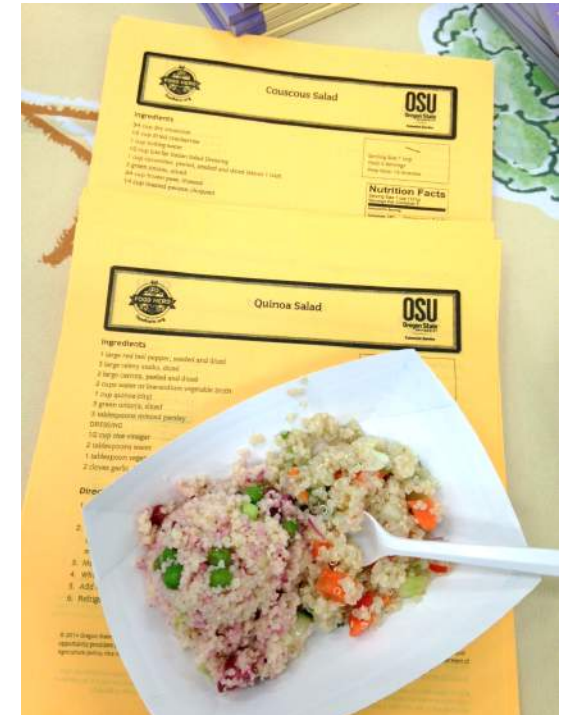


Region 12: North Coast Clatsop, Columbia, Lincoln and Tillamook

Food Hero Harvest to Home Video Project

MFC Outreach Activities

- Teamed with South West Region 8 to make short videos of local families making healthy recipes
- Focus on making meals with whole grains, fruits, and vegetables; promoting FoodHero.org website
- Show videos at local movie theatres, FoodHero.org and with other MFC – HCO projects
- Distribute to youth in 4-H Food Projects Whole Grain Food Hero kits



Region 12: North Coast

Clatsop, Columbia, Lincoln and Tillamook

Continued...

Food Hero Harvest to Home Video Project

MFC Outreach Activities

- Food Hero video shoot with Oregon family enjoying the My Personal Pizzas they made with whole wheat crust
- Other Food Hero recipes included; Corn Pancakes, Overnight Oatmeal, and Brown Rice Bowls



Moore Family Center (MFC) Outreach

2014-15 Healthy Communities Outreach Project Leaders



College of Public Health and Human Sciences OSU Health Extension FCH and 4-H Program Staff



Moore Family Center (MFC) Outreach

2014-15 Healthy Communities Outreach Project Leaders

Region 1 North East: Robin Maille, Ann Bloom, Carole Smith

Region 2 South East: Barbara Brody

Region 3 Columbia Plateau: Jenny Chavez

Region 4 Mid Columbia: Dani Annala, Lauren Kraemer, Lynette Black

Region 5 Central Oregon: Katie Ahern, Stephanie Russell

Region 6 South Central: Patty Case, Jamie Davis, Lauren Daniels, Diane Silberstein

Region 7 Southern Oregon: Cheryl Kirk, Susan Hunt, Anne Manlove

Region 8 South West: Mandy Hatfield, Rose Jepson-Sullivan

Region 9 West Central: Tina Dodge Vera, Tonya Johnson

Region 10 Clackamas: Beret Halverson, Erin Devlin

Region 11 Metro: Maureen Hosty, Maureen Quinn, Lynn Steele

Region 12 North Coast: Jenny Rudolph, Sandra Carlson, Nancy Kershaw, Jan Ostby

Moore Family Center (MFC) Outreach

2014-15 Healthy Communities Outreach Project Support

Tammy Bray, Dean – College of Public Health and Human Sciences

Roger Rennekamp, Associate Dean – CPHHS/Outreach & Engagement

Emily Ho, Endowed Director – Moore Family Center

Renee Carr, Endowed Outreach Coordinator – Moore Family Center Outreach

Mary Arnold, College of Public Health and Human Sciences

Marc Braverman, College of Public Health and Human Sciences

Mary Cluskey, College of Public Health and Human Sciences

Norm Hord, College of Public Health and Human Sciences

Deborah John, College of Public Health and Human Sciences

Siew Sun Wong, College of Public Health and Human Sciences

Special Thanks: Tobi Page – OSU CPHHS/MFC Outreach; Hannah Cope – OSU CPHHS/MFC;

Joanne Lyford – OSU Extension SNAP-Ed; Michelle Bump – OSU CPHHS/MFC Dietetic Internships;

Alex Chenault, Lauren Cohen, Derek Sinnott, Eliza Wendel, and Skylar Bruner – OSU CPHHS/MFC Interns

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Founders of Bob's Red Mill – Bob and Charlee Moore

Special Thanks

- In July 2014, Bob's Red Mill graciously matched funds in partnership with Moore Family Center and OSU CPHHS
- The \$300,000 funds a statewide outreach project with county-based OSU Extension faculty in all 12 regions and 36 counties across Oregon
- Each MFC-HCO Project includes whole grain foods education

Thank you Bob & Charlee for helping to make this possible!



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and Human Sciences

Red Plate Award



Founder of Bob's Red Mill
Bob Moore – 2014 Award Recipient



Founder of College of Public Health and Human Sciences
Dean Tammy Bray – 2015 Award Recipient

Oregon State
UNIVERSITY

College of Public Health and Human Sciences

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THE FUTURE OF PUBLIC HEALTH IS HERE!

CPHHS and MFC Outreach

- Health Extension FCH and 4-H are the built-in outreach for the College of Public Health and Human Sciences (CPHHS) with community partners
- This collective capacity brings OSU to communities and classrooms across both urban and rural Oregon.
- Hands-on learning helps ensure well being and life-long health to every person, family and community



