

Oregon Whole Grain Heroes Video Campaign: A Partnership Between Foodhero.org and the OSU Moore Family Center

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PRESENTATION FORMAT: 15 minute oral presentation

TOPIC/TARGET AUDIENCE: Public Health Professionals interested in utilizing media and technology to encourage healthy eating and family mealtime

ABSTRACT: Few Americans consume the minimum amount of whole grains; with less than 5% meeting the recommendations. The latest data indicate that 26% of Oregonians are obese, and evidence suggests that adults who eat more whole grains, fruits, and vegetables have lower body weight. The Oregon SNAP-ED program works in partnership with communities to encourage families to adopt a healthy diet and active lifestyle. The foodhero.org website is funded by the SNAP-ED program and is a research-based social media campaign founded on social cognitive and social diffusion theories that presents healthy recipes in a fun and interactive format.

The Oregon SNAP-ED Food Hero team collaborated with OSU Extension Service county-based faculty to create the Oregon Whole Grain Heroes Video Campaign, a project funded by the OSU Moore Family Center. This project builds upon the success of the Food Hero website by creating a series of short videos depicting local families making healthy recipes together featuring whole grains. The videos are being shown at local movie theaters in 8 counties in Oregon, are featured in an online media buy, and will be hosted on the foodhero.org website. The media buy is projected to reach over 500,000 for the movie theater ads and over 700,000 online impressions in the target region.

This poster will focus on results of formative focus-groups, and the results of the media buy which include pre-post web analytics and other online statistics such as video ad mute rates compared to industry standards.

OBJECTIVE(S): Assess the effectiveness of multi-media strategies that engage low-income, rural audiences with nutrition and physical activity information.

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