

2 CUPS WATER

1 1/2 CUPS UNCOOKED MACARONI

1 TEASPOON MARGARINE

1 1/4 CUPS (2 OUNCES) GRATED CHEDDAR CHEESE

2 TABLESPOONS FLOUR

1/4 TEASPOON SALT

1/4 TEASPOON DRY MUSTARD

1 1/4 CUPS NON-FAT OR 1% MILK



Whole Grain Heroes Video Project



Our Program

SNAP-ED Nutrition Education Program

Works to improve the diet and food-related behaviors and physical activity levels of low-income Oregonians.

- Program is administered by OSU Extension Service in Oregon in partnership with Oregon DHS.
- In 2014, SNAP-Ed educators reached 2,463 adults and 47,956 youth in nutrition education classes
- Over 15 million impressions were made in 2014 through the **FoodHero.org** website and social marketing campaign



Our Project Partnerships

OSU Moore Family Center For Whole Grain Foods, Nutrition and Preventative Health

Goal is to take a multidisciplinary approach to understand the role of all foods, including whole grains, in health promotion and disease prevention.

- Research and Community Outreach
- \$300,000 made available to local county Extension programs through the *Healthy Communities Outreach Project* RFP in 2014-2015
- HCO projects focused on collaborative regional projects to address nutrition and healthy living.



Whole Grain Hero Video Project

Project Goals & Objectives

North Coast and Southwest regions teamed up to develop simple, how-to videos featuring local families making whole grain recipes together.

- Empower and inspire families to prepare meals together with whole grains
- Model easy ways that kids can help in the kitchen
- Raise awareness of OSU Extension Service 4-H and SNAP-Ed programs in the community
- Increase visits to FoodHero.org in the targeted region
- Video format informed by Food Hero focus groups with target population



Recruiting Local Families



Video Shoot



Video Shoot Team



Justin Smith- Producer

Darryl Lai- Producer, Editor

Jenny Rudolph – Director

Sandra Carlson – Assistant Director

Ryan Creason- Camera Operator

Drew Olson- Gaffer

Oliver Day- Production Designer

Jill Burch – Hair and Makeup Artist

Kelcie Smith - Hair and Makeup Assistant

Jennifer Pettit – Set Assistant

Hallie Hopkins – Set Assistant

Video Dissemination

Movie Theaters

- Astoria, Lincoln City, Newport, Seaside, Springfield, North Bend, Roseburg
- 65 Auditoriums, plus the Lobby TV screens
- Dates: June 12-Aug 6, 2015
- Estimated total attendance: 537,000

Online Media Buy

- Pre-roll video, which link to the Food hero site.
- Geographically targeted to the North Coast and Southwest region.
- Dates: June 12-August 10
- Total estimated impressions: 700,000



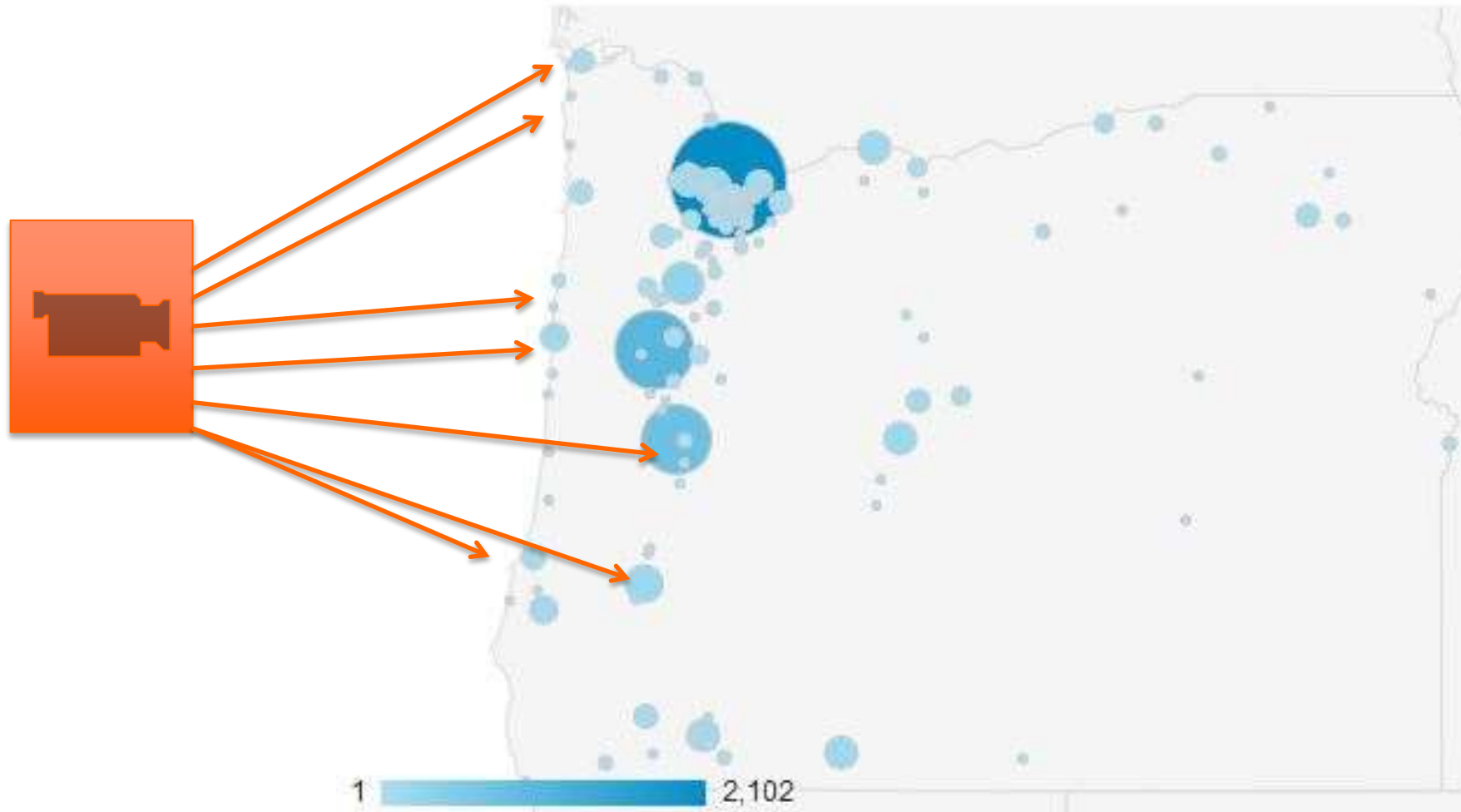
Media Buy Results

Online Media Buy

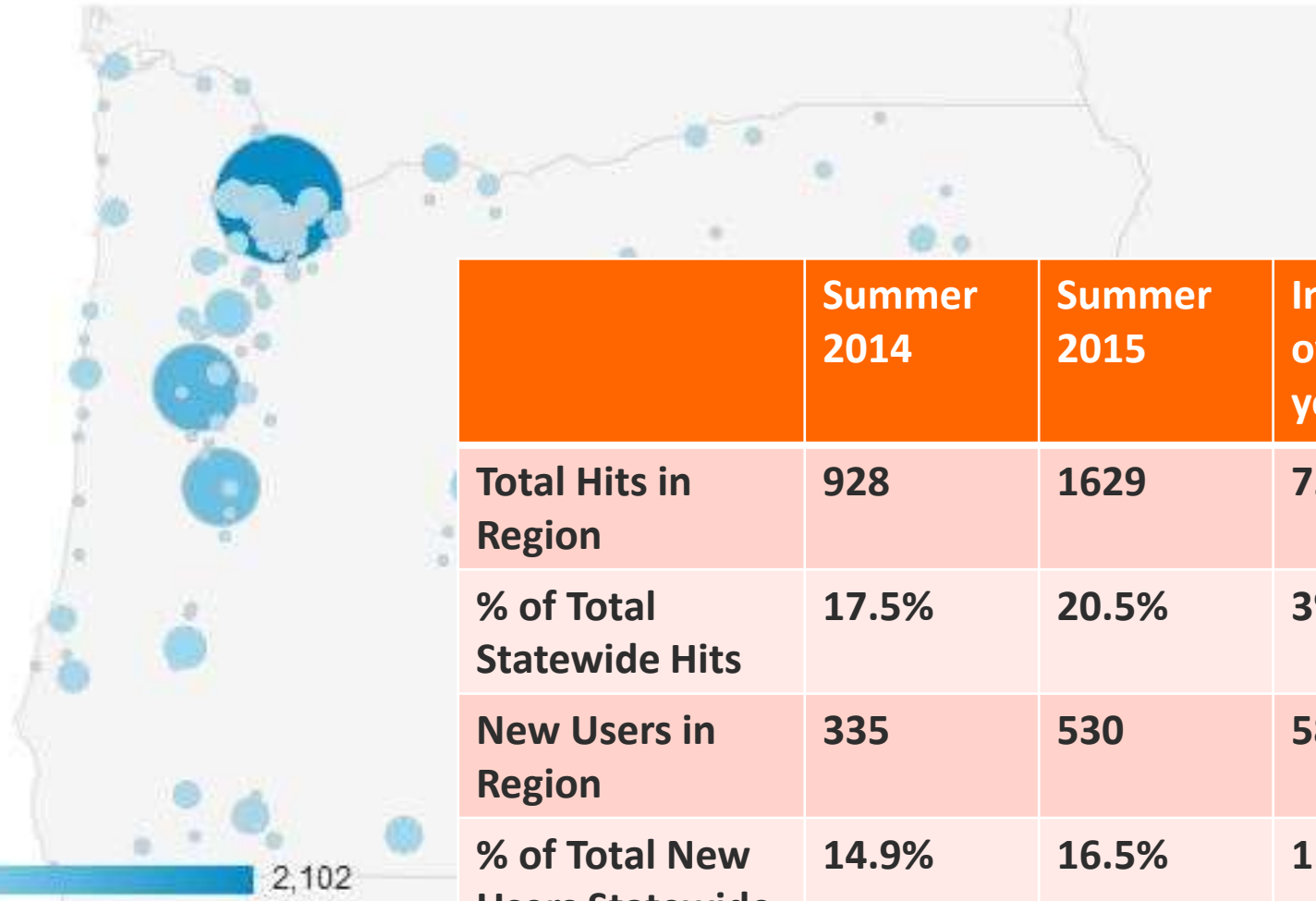
- 30 Second Pre-roll Video Commercial
- Linked to the Food hero site when “clicked”
- Media Buy Dates: June 12-August 10
- Total Impressions: 524,690 in the targeted region.
- 80.81% of people watched the commercial all the way through. This is significantly higher than the industry benchmark of 70%
- 753 people clicked to go directly to the Food Hero site

Creative	Impressions	Clicks	CTR	Play Starts	1st Quartile	Mid Point	3rd Quartile	Completes	Completion Rate
In Stream Video	524,690	753	0.14%	525,643	484,171	458,419	440,059	423,978	80.81%
Total	524,690	753	0.14%	525,643	484,171	458,419	440,059	423,978	80.81%

Media Buy Results



Food Hero Web Analytics



	Summer 2014	Summer 2015	Increase over prior year
Total Hits in Region	928	1629	75.5%
% of Total Statewide Hits	17.5%	20.5%	3% points
New Users in Region	335	530	58.2%
% of Total New Users Statewide	14.9%	16.5%	1.6% points

Future Use

- Each county SNAP-Ed Unit received a thumb drive with all the videos
- Oregon DHS State Office will distribute them to local offices to use in the waiting rooms.
- Available on the [Food Hero YouTube Channel](#) for sharing via social media
- Available (linked) on the “Media” section on [Foodhero.org](#)
- Possible future media buys utilizing Moore Family Center HCO funds



Visit FoodHero.org

The image shows a screenshot of a web browser displaying the FoodHero.org website. The browser's address bar shows the URL <https://www.foodhero.org>. The website features a dark navigation bar with the OSU logo on the left and links for Calendar, Library, Maps, Online Services, and Make a Gift. A search bar is located on the right of the navigation bar. Below the navigation bar, there is a secondary navigation area with links for About Food Hero, Downloads, Media Center, and Community Toolkit, along with another search bar. The main content area has a light green background and includes a navigation menu with Home, Recipes (with an A-Z List link), Tips & Tools (with an A-Z List link), and Español. A large text block on the left welcomes visitors, stating: "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." To the right of this text is a photograph of a family (a man, a woman, and two children) in a kitchen, looking at a recipe together. On the far right, there is a large circular logo for Food Hero, featuring various fruits and vegetables, with the text "FOOD HERO" and "FoodHero.org" below it. Below the logo, a tagline reads: "Where Healthy Food is Fun, Fast, Tasty and Fits Your Budget". At the bottom of the page, there are sections for "Recent Recipe Reviews" and "Monthly Magazine", and a "Log In" button. The browser's taskbar at the bottom shows several open applications and the system clock indicating 9:31 PM.

Thank You!

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