

# Food Hero Social Marketing Campaign



**Oregon State University**

**College of Public Health  
and Human Sciences**

**Lauren Tobey, MS, RD**

**Food.Hero@oregonstate.edu**

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







Oregon State University

# Food Hero Works for Oregon



## The Challenge

### Increase Oregon's Fruit and Vegetable Access and Intake

- Oregon is a leading state for fruit and vegetable (F&V) intake, which can increase Oregonians' health and lower health care costs.

Oregon Adults	Consume at least 1 time/day	US State Ranking (includes DC)
Vegetables	83.6%	5th highest
Fruits	64.3%	9th highest

Centers for Disease Control and Prevention. BRFSS Prevalence & Trends Data, 2019. Retrieved June 1, 2021, from [cdc.gov/brfss/brfssprevalence/index.html](https://cdc.gov/brfss/brfssprevalence/index.html)



Oregon State University

# Social Marketing Benchmark Criteria

1. Behavior
2. Customer Orientation
3. Theory
4. Insight
5. Exchange
6. Competition
7. Segmentation
8. Methods Mix



To read more, visit: <https://www.thensmc.com/sites/default/files/benchmark-criteria-090910.pdf>



**Oregon State**  
University

# Tour of FIVE New Free Resources!



**Oregon State**  
University



1.

<https://www.foodhero.org/cultural-toolkits>

**FOOD HERO**  
FoodHero.org

Home Recipes Gardening Ingredients For You

## Cultural Toolkits

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 enhance Food Hero's reach to communities that disproportionately experience health and resource disparities. African Heritage, Indigenous Peoples, Latinx Pasifika and the Russian workgroups are led by, and include, members of the target communities. These workgroups assess community needs and develop culturally informed resources, resulting in increased attention to equity.

Pause

Coconut Chicken Salad

- African Heritage
- Indigenous Peoples
- Latinx
- Pasifika
- Russian

**Latx Culture**

**The Basics**

**Traditions**

**Starts**

**Our Contributions**

**African Heritage Traditions from the American South**

**Food Culture**

**Food Traditions**

**Starts**

**Food in our lives**

**Salmon**

**Salmon Bake**

**I like salmon because**



**Советы садоводов**

**Зеленый горох**

**Советы садоводов**

1. При выборе семян...
2. При посадке...



Please see video at:  
<https://foodhero.org/oregon-harvest-schools-latinx>

2.

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







# Ingredients

Ingredient-based recipes, videos, illustrations and other free resources for families and community partners in schools, childcare centers, clinics, workplaces, food pantries and other sites. You can tell others about these resources with our companion flyer: <http://foodhero.org/your-site>.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Show All

### Latest Recipes

- Pickled Cabbage Slew
- Brocco Poopers
- Red Wine Vinaigrette
- Cranberry-Orange Relish
- Pesto

### Recent Posts

LANDING TEASERS  
Gardening with Food Hero

LANDING PAGE  
Gardening with Food Hero

RECIPE  
Brocco Poopers

RECIPE  
Pickled Cabbage Slew

RECIPE  
Sweet and Sour Chicken

### Recent Blog Posts

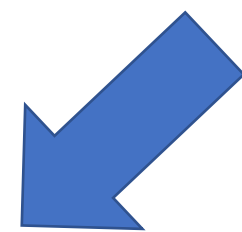
- February Gardening Social Media
- June Gardening Social Media
- May Gardening Social Media
- April Gardening Social Media
- March Gardening Social Media

 Apples	 Asparagus	 Bananas	 Beans	 Beef	 Berries
 Bell Peppers	 Blueberries	 Broccoli	 Brussels Sprouts	 Cabbage	 Cane Berries
 Carrots	 Cauliflower	 Cheese	 Cherries	 Chicken	
 Cilantro	 Corn	 Cranberries	 Cucumber	 Eggplant	 Eggs



- Hola, terrabunta
- My Account
  - Favorite Recipes
  - Log Out
- Food Hero Monthly
  - Cultural Toolkits
  - Kids & Teens
  - Older Adults
  - Cooking for a Crowd
  - Free Cookbook
  - Food Safety

Please see Oregon Harvest for Schools – Carrots  
<https://foodhero.org/oregon-harvest-schools-carrots>



[foodhero.org/carrots](https://foodhero.org/carrots)



3.

# Join the *Grow This!*

## Oregon Garden Challenge

**From microgreens to pole beans!** Home gardening is part of Oregon's history, but more than ever before, Oregonians can benefit from growing gardens and sharing garden knowledge and skills. The *Grow This!* Oregon Garden Challenge is a call to action to families, schools and other groups to garden together and eat what we grow.

### What is the 2022 Challenge?

**Anyone can join using their own seeds!** While supplies last, Oregonians who sign up and request seeds will be mailed seeds free of charge:

- **Households:** five seed types (cilantro, green onions, kale, mesclun lettuce mix, zinnias)
- **Teachers (pre-K through high school):** an "all you need" seed-starting classroom kit plus, while supplies last, an option to add a potato-growing classroom kit and [Explore Oregon Bees](#) activity book class set
- **School and community garden coordinators:** an A-to-Z mix of seed packets
- **All other groups:** seed packets to meet your needs

Garden videos, tips and how-to handouts are posted weekly on the Food Hero [Facebook](#) page and added to the Food Hero garden tips website page ([foodhero.org/garden-tips](https://foodhero.org/garden-tips)).

Join virtual visits to Oregon potato farms to learn about planting and harvesting from Oregon farmers!

Once a month, Oregon State University garden, nutrition and bee experts will email participants a fun letter with new, simple ideas for growing; tips on harvesting, seed-starting, seed-saving and pollinators; recipes; and more.

### Who can join?

Anyone from anywhere can join the Challenge! Current participants are the first invited to sign up for the following year.

### How do I join?

Starting on January 3, 2022, fill out a very short survey at this link: <https://foodhero.org/growthis>.

### Want to know more?

- Watch a 30-second video: <https://foodhero.org/growthis>
- Leave a phone message: 541-737-1017
- Email: [food.hero@oregonstate.edu](mailto:food.hero@oregonstate.edu)



Oregon State University  
Extension Service  
Master Gardener

**BI-MART**

The *Grow This!* Oregon Garden Challenge has been adopted from the *Grow This!* West Virginia Garden Challenge through a partnership with West Virginia University.

This institution is an equal opportunity provider and employer. This material was funded in part by USDA's Supplemental Nutrition Assistance Program.

Join the

***Grow This!***

**Oregon Garden Challenge**







# Welcome to the Oregon *Grow! This* Seed Starting Challenge

**A \$10 Visa gift card** from the Oregon Potato Commission, to purchase potting soil for the classroom seed pots and microgreen trays.

**2 Explore the Bees of Oregon activity books** for the classroom; you are invited to order a full classroom set, 1 per student, if you decide that you would like to use the activity books with your students

**30 craft sticks** to use for plant markers, 1 per student

**30 vinyl sticker sheets**, 1 per student, with a variety of stickers, including a name tag students can use to customize their personal spray bottle, a Food Hero badge and bee stickers to help students connect with our Explore the Bees of Oregon book by using stickers of the bees that pollinate the seed they are growing

**Tip sheets** with great ideas on seed starting, upcycling, microgreens, testing your seeds' viability and more.

**3 multipurpose aluminum trays** to use for planting microgreens, holding peat pots or covering seeds to keep them warm while they are growing into seedlings

**30 biodegradable peat pots**, 1 per student, for seed starting and easy transplanting

**30 small spray bottles**, 1 per student, for use in class and then to take home and use for seed starting with their families

**10 seed packets** for students to choose a plant to grow either as a seedling in a pot or as microgreens (some seeds may not grow in all areas of Oregon, but work great as microgreens). Email us anytime with seed questions! If you need more seeds, the kit includes an easy way to request them. The seeds will come in a resealable bag, which can be used to store seeds or for a seed viability/germination test

**1 multipurpose box** to store items from the kit and reuse with other projects, or to use as a cover to keep seeds warm while they are growing into seedlings





# *Grow This!* Works for Oregon



[foodhero.org/growthis](https://foodhero.org/growthis)



Recipes

Gardening

Ingredients

For You

### Garden Topics

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Show All



Asparagus



Beets



Bell Peppers



Bugs & Critters



Bunching Onions



Cantaloupe



Care Taking



Carrots



Cauliflower



Cilantro



Cucumbers



Flowers



Garlic



Green Beans



Herbs



Hot Peppers



Kale



Leafy Greens



Leeks



Marigolds



Mesclun



**Food for Thought**  
**Growing in Oregon**  
**Cilantro**

**Quick Garden Tips**

1. Cilantro is a biennial, but we grow it as an annual.
2. Cilantro can grow from seed or from a cutting. If you're using cuttings, be sure to use only a cutting from the top part of the plant and cut it at an angle.
3. For the best flavor, harvest cilantro leaves when they are about 6 inches tall. If you're using cuttings, harvest them when they are about 6 inches tall.
4. Harvest cilantro leaves when they are about 6 inches tall. If you're using cuttings, harvest them when they are about 6 inches tall.
5. Cilantro leaves can be used in a variety of ways, including in soups, salads, and salsas.

**Seed and Location**

**Cilantro Planting**

**Cilantro Care**

**Cilantro Harvest**

**Cilantro Storage**

**Cilantro Recipes**

**Cilantro Varieties**

**Cilantro Troubleshooting**

**Cilantro Companion Plants**

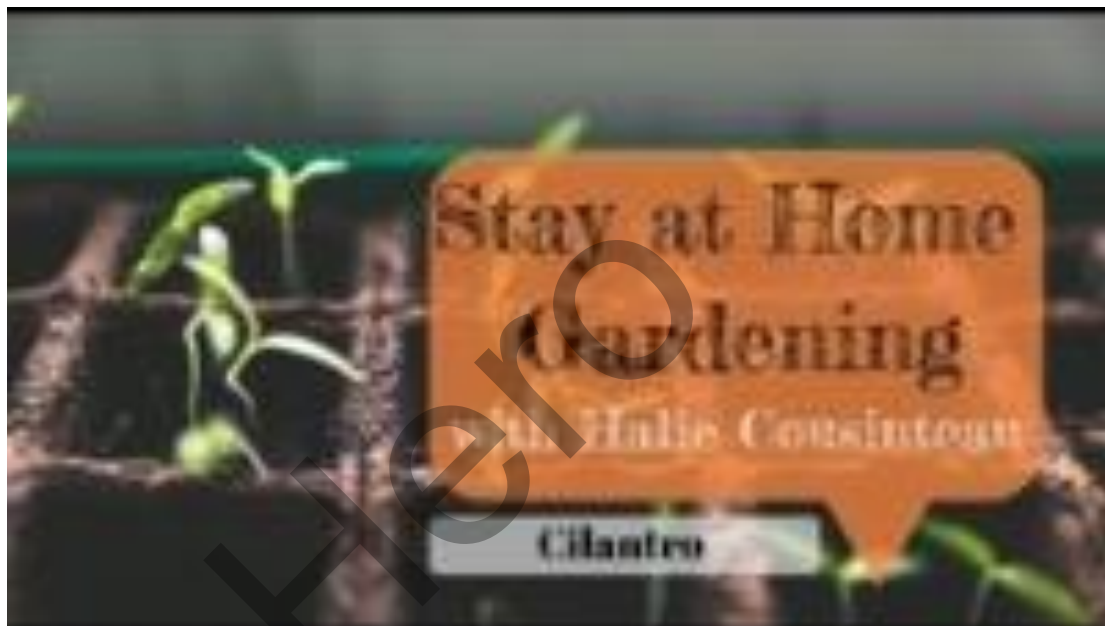
**Cilantro Pests and Diseases**

**Cilantro Seed Packet**

**Cilantro Calendar**

**Cilantro Checklist**

**Cilantro Resources**



**Download 2023 Calendar**

Oregon, let's garden!

**2023 Gardening Calendar**

**Where is your garden?**

1. Western valleys, 2. Willamette Valley, 3. High altitude, 4. Coastal and lowland valleys.

**Oregon Garden Planner**

Month:

Area:

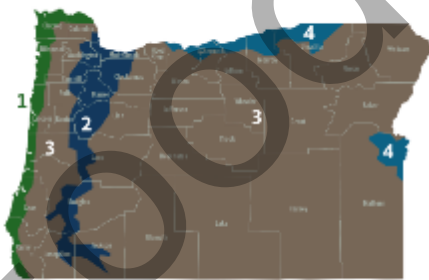
Zip:

City:

State:

Year:

[Go to my area](#)



1. Western valleys, 2. Willamette Valley, 3. High altitude, 4. Coastal and lowland valleys.

**Oregon Garden Planner**

Month:

Area:

Zip:

City:

State:

Year:

[Go to my area](#)

**Food for Thought**  
**Growing in Oregon**  
**Divide Up a Seed Packet**

**In a home garden or greenhouse, it's best to plant seeds at one time. So divide up any leftover seeds. So**

**How to divide up a seed packet**

**Supplies needed:**

- 1. 1/2 inch square of paper
- 2. Scissors
- 3. Paper
- 4. 1/2 inch wide rubber band

**Procedure:**

1. Cut a 1/2 inch square of paper.
2. Place the paper over the seed packet.
3. Fold the paper over the seed packet.
4. Secure the paper with a rubber band.

**Notes:**

- 1. This method works best for seeds that are small and light.
- 2. It is best to use a new rubber band for each packet.
- 3. The paper should be discarded after use.

**Food for Thought**  
**Growing in Oregon**  
**Will Your Seeds Grow Plants?**

**Seeds that are viable are able to germinate (sprout) and grow plants. Stored well, most seeds should be viable for at least 1 year past the season for which they were packaged. Some seed types will last 5 or more years, but over time, and germination rate (how many of the seeds will sprout) will decrease. You can test seed viability and germination rate using the steps below.**

**Supplies needed:**

- 1. 10 seeds of the same type
- 2. Paper towel
- 3. Plastic bag
- 4. 1/2 inch wide rubber band

**Procedure:**

1. Place 10 seeds in a plastic bag.
2. Place a paper towel in the bag.
3. Fold the paper towel over the seeds.
4. Secure the bag with a rubber band.

**Notes:**

- 1. This method works best for seeds that are small and light.
- 2. It is best to use a new rubber band for each packet.
- 3. The paper should be discarded after use.



**Oregon State University**





# Microgreens Grow Along

# ¡Cultive Microplantas con Nosotros!

## Get growing indoors with microgreens!

Join our FREE online program any day you choose and you'll be eating healthy and tasty microgreens in 14 days! Select a start date where you'll be able to check your microgreens every day.

Visit this link for a daily lesson with how-to videos and tips and an optional private online sharing group: <https://beav.es/Ubj>.

Also, starting February 1st, you can grow along with the Food Hero team as they start their 14-day growing period. Follow along on Food Hero social media or join the *Grow This!* challenge for an email reminder: <https://foodhero.org/growthis>.

## ¡Empiece a cultivar en interiores con microplantas!

¡Únase a nuestro programa en línea GRATUITO cualquier día que elija, y estará comiendo microplantas saludables y sabrosas en 14 días! Seleccione una fecha de inicio en la que podrá revisar sus microplantas todos los días.

Visite este enlace para una lección diaria con videos instruccionales y consejos. Opcionalmente puede unirse a un grupo en línea de intercambio privado: <https://beav.es/Ubj>.

Si decide empezar el 1° de febrero, puede cultivar junto con el equipo de Héroe de Alimentos cuando este comience su período de crecimiento de 14 días. Síguenos en las redes sociales de Héroe de Alimentos o únase al reto ¡Cultiva Esto! para recibir un recordatorio por correo electrónico: <https://foodhero.org/es/cultivaesto>.

## Questions? / ¿Preguntas?

Brooke Edmunds, OSU Extension, [brooke.edmunds@oregonstate.edu](mailto:brooke.edmunds@oregonstate.edu)  
or/o Food Hero/Héroe de Alimentos, [food.hero@oregonstate.edu](mailto:food.hero@oregonstate.edu)



Oregon State University  
Extension Service  
Master Gardener™







## Growing in Oregon Microgreens

### How to Grow

- Microgreens are mini versions of full grown plants – grow them in small spaces and harvest and eat them while they are still small.
- Pre-soak large seeds (such as sunflower, pea) overnight for quick, even sprouting.
- Moisten potting soil and place at least 20 inches into a clean container (recycled berry, milk or mushroom containers work great).
- Smooth the soil surface flat. Evenly sprinkle seeds closely together onto the soil. Gently press the seeds into the soil surface.
- Moist the soil until it is just damp. Cover the container to block light and hold in moisture. Aluminum foil or a dinner plate work well. Check and mist every 12 hours.
- Once seeds have sprouted (around 3 to 4 days), remove the cover and place the container in a bright window or under a lamp.
- Check moisture daily and mist if surface is dry. Rotate container to keep greens growing straight.

#### Planting Season and Location

- Year-round planting (best to start with light from a window or table lamp).

#### Indoor Lighting Tips

- A lamp can be as close as 3 inches above the top of the plants and should be on during normal daylight hours (25 hours a day, if day).
- One light will cause the microgreens to lean toward the light, creating “leggy” but edible plants.

#### Seed Tips

- Soak them and growing medium, not just for growing microgreens.
- If you see signs of mold, remove some of them and microgreens. This means seeds do not require some will grow.
- To avoid mold, seeds, use a small amount, such as 1 teaspoon. See how much grows for your next batch, adjust the amount of seeds as needed.

#### Key Pests and Diseases

Microgreens need water and light, but not too much. If they get moldy, it's best to start over.

#### What you'll need to grow microgreens:



- Seeds
- Potting soil
- Spray bottle filled with water
- Clean scissors
- Light (lamp or window)
- A cover for your growing container
- Flat, clean growing container 2 to 3 inches deep with drainage holes



[foodhero.org/microgreens](https://foodhero.org/microgreens)







## Cranberry Oatmeal Balls

Long-haired bees and a Sunflower

Enjoy this no-bake treat, and think about the hard work of the long-haired bees of Oregon! This is a great recipe for how flexible it is – you can swap your favorite cereal, nuts, and dry fruit into it.

### Ingredients

- 1 cup **oats** (quick-cooking or old-fashioned rolled)
- 1/5 cup **sunflower seeds**
- 1/5 cup **peanut butter** or sunflower seed butter
- 2 Tablespoons **honey\***
- 1/2 cup **dried cranberries**

### Directions

1. Wash hands with soap and water.
  2. In a medium bowl, combine all ingredients until well mixed.
  3. Form about 2 Tablespoons of mixture into a ball and place on a baking sheet. Repeat with remaining mixture to make 16 balls.
  4. Refrigerate for 30 minutes and until ready to eat.
- \*Honey is not recommended for children under 1 year old.



Make 16 balls

Prep Time: 10 minutes

Chill Time: 30 minutes

### Nutrition Facts

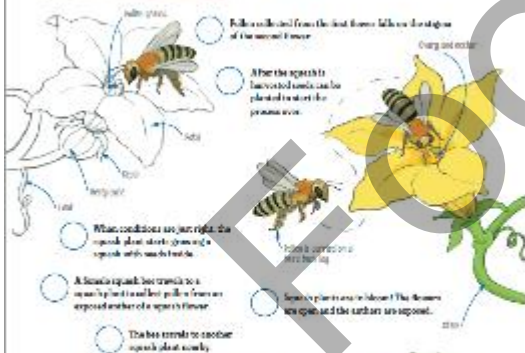
Per Serving		Amount	
		Daily Value*	
<b>Calories</b>	<b>180</b>		
Total Fat	10g	20%	
Saturated Fat	2g	4%	
Total Carb	30g	60%	
Dietary Fiber	2g	4%	
Total Sugar	10g	20%	
Sodium	100mg	20%	

### Recipe Math Challenge

We need to double the recipe! How much of each ingredient do we need?

- Oats \_\_\_\_\_  
Sunflower Seeds \_\_\_\_\_  
Hut or Seed Butter \_\_\_\_\_  
Honey \_\_\_\_\_  
Cranberries \_\_\_\_\_

### Pollination in Action



### The Story of Squash and Squash Bees in Oregon

Squash has been used for at least 10,000 years by Indigenous Peoples. As they traveled 15,000 years ago from what is now Central and South America to what is now North America, the bees followed. Why? People were planting squashes as they moved north.

But in many years, Indigenous Peoples and European colonists never grew enough squash in the Pacific Northwest to sustain the squash bee. It had never been seen in Oregon until 2014. That's when folks in Astoria spotted the squash bee in a garden!



## Solitary Bees

# Squash Bees

### Genus: Peponapis

(pronounced pep-oh-A-pis)

Squash Bee (1 to 1.4 cm in length)

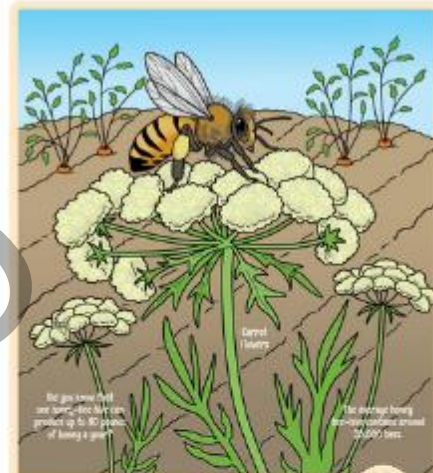
Female squash bees collect pollen in their brooding tubes in their hind legs.

Squash pollen pellets are thick and heavy. Squash bees are not the only bees that can fully digest squash pollen.

Order the hidden pictures!

Field Notes: Squash bees found in Oregon are endemic. Scientists think that food crops are the pollen plants in the squash family (pumpkin, zucchini, and gourds). These special bees fly from one plant to the next. They sit on the ground beneath squash plants and wait along nearby squash blossoms. In fact, the best way to find squash blossoms is to sit along the edge of the field in the morning when the bees are out and waiting. Squash bees are new to Oregon and are still making their way around. Can you find squash bees in your community? Use this page with [www.FoodBee.org/bees](https://www.FoodBee.org/bees).

A look at this bee is that it is **FLY!**  
Have a squiggle for fuzzy!



## Social Bees

# Honey Bee



Genus: Apis  
(pronounced A-pis)



Honey bees are pollinators of agricultural crops worldwide. That's because (1) they pollinate many different types of plants (some other bee species are very picky eaters), and (2) they are so easy to manage. For hundreds of years, beekeepers have known how to raise them in portable nests that they can move from field to field. Honey bees make tasty honey, too, which is how they got their name. They are a medium-sized bee that ranges in color from black to pale yellow. Colonists from Europe brought honey bees to North America starting in the 1600s. In Oregon, they are one of the only pollinators of carrots, which Oregon farmers mainly grow out for the vegetable, but for the seeds produced by carrot flowers. Farmers from around the world grow carrots from Oregon carrot seeds.

Color this page online and more at: [FoodBee.org/bees](https://www.FoodBee.org/bees)

### OREGON BEE ATLAS

# Squash Bee





5.

# The Summer Food Service Program (SFSP) Works for Oregon



FY 19	Total NSLP FRM Participation	% of Oregon Children Participating in SNLP FRM	SFSP Average Daily Attendance	% of Oregon Children Participating in SFSP
United States	21.9 million	30%	2,685,000	3.7%
Oregon	287,378	33%	35,037	4%

*<https://www.oregonhungertaskforce.org/the-problem>; Edwards 2021, Surprising Stability in Oregon and U.S. Food Insecurity During the COVID Pandemic; USDA SFSP data tables. From U.S. Census Bureau 2020 Census: The U.S. Adult and Under-Age-18 Populations.*



Please see video at:

[https://youtu.be/dK0xpxRMV\\_8](https://youtu.be/dK0xpxRMV_8)

Food Hero



Food  
Friends  
Fun!

Oregon  
**SUMMER**  
Meals

**Free for All Kids and Teens**  
ages 1 through 18

When the school year ends, free summer meals  
for all kids and teens begin!

No sign-up, paperwork or cost - just show up!

To find a free meal site near you, call 211 or text the word "FOOD" to 304-304 or visit [summerfoodoregon.org](http://summerfoodoregon.org)

This benefit is an equal opportunity program.





**Oregon State University  
Extension Service**

**Lauren Tobey, MS, RD  
Food Hero Campaign Coordinator  
Associate Professor of Practice  
[Food.Hero@oregonstate.edu](mailto:Food.Hero@oregonstate.edu)**