



# Nutrition Oregon Campaign Overview

Join us in creating a better future for all Oregonians by eliminating chronic disease at its roots.

## Campaign Overview

The Nutrition Oregon Campaign (NOC) is a statewide network focused on improving lifelong health and eliminating chronic disease through community-driven nutrition and wellness efforts. Rooted in the science of Developmental Origins of Health and Disease (DOHaD), the NOC works to ensure all people in Oregon have a healthy start in life by supporting local hubs to build leadership, strengthen community connections, and promote equitable access to nourishing food and environments. It's a collaborative approach to systems change, driven by the belief that where we live, grow and eat shapes our long-term health. If your community is passionate about health equity, and you're ready to lead, we invite you to apply to become a NOC hub.

## Benefits as a Hub

- **Project Planning & Implementation:** Hubs receive assistance identifying and planning local projects that align with DOHaD science and hub priorities.
- **Community Engagement & Strategy Facilitation:** Hub receives support for engaging local leaders across sectors and facilitation to clarify local vision, strategies, and shared goals.
- **Shared Learning & Network Building:** Hubs connect to a statewide learning network with research updates, presentations, peer exchange, and collaborative opportunities.
- **Funding & Resource Support:** Hubs receive help identifying and applying for funding, plus limited direct financial support for hub coordination, meetings, and one-time projects.
- **Measurement & Evaluation:** Hubs receive guidance on shared measurement practices and support for local data collection aligned with hub and campaign goals.
- **Leadership Team Support:** The Moore Institute provides one-on-one support for the local hub coordinator and co-facilitation of monthly hub meetings.

## Partnership Expectations

- **Mission & Community Insight:** With support, hubs develop a clear, community-informed mission aligned with the NOC's vision and rooted in a strong understanding of local needs.
- **Project Development & Evaluation:** Hubs co-create community-level projects aligned with their goals and apply shared evaluation measures to track progress.
- **Cross-Sector Collaboration:** Hubs build and sustain relationships with leaders across key sectors such as health care, education, food systems, business, and government.
- **Sustainability & Local Investment:** Hubs commit local resources to support coordination efforts and actively pursue funding to sustain hub initiatives.
- **Leadership Structure:** Hubs establish a dedicated local Leadership Team (of at least 3 people) and designate a coordinator to actively engage with the Moore Institute.
- **Communication & Coordination:** Hubs maintain regular communication with the Moore Institute and participate in monthly meetings and planning efforts.
- **Learning & Capacity Building:** Hubs engage in shared learning with other hubs and promote understanding of DOHaD science within the community.

[Apply here](#) to be our next NOC Hub. Applications close November 14, 2025.

## Additional Overview

Increasing rates of chronic disease are impacting the health and well-being of communities across Oregon. Chronic diseases like hypertension, diabetes, and heart disease have been steadily rising since the mid-1990s. The effects of this rise are felt throughout our society – on our health, our families and communities, our workforce and our economy. Over the past 25 years, a field of research called the Developmental Origins of Health and Disease, or DOHaD, has shown that the seeds of chronic disease are sown much earlier than researchers previously thought. We now understand that the risk of developing most chronic diseases is established before we are even born and during the first years of life.

The OHSU Bob and Charlee Moore Institute for Nutrition & Wellness created the Nutrition Oregon Campaign in collaboration with like-minded organizations and communities across the state of Oregon to end chronic disease where it starts, through the power of nutrition. The NOC is building a network of connected communities working collaboratively to challenge the systems that contribute to chronic disease risk.

## Seeds of chronic disease are planted before birth

The NOC is grounded in the science of DOHaD, which shows how our earliest environments impact our lifelong health.

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The scientific framework of DOHaD points to three primary “stressors,” or factors that contribute to establishing chronic disease risk during the first 1,000 days – from conception to about age two:

1. Under consumption of nutritious foods and over consumption of high-calorie, low-nutrient foods
2. Exposure to chronic, toxic stress like poverty, racism, lack of stable housing, and abuse
3. Exposure to certain environmental toxins

In short, what we are exposed to during pregnancy and the first two years of life affects how robustly our bodies are built. The way the environment affects how our genes work can also result in changes to the extent in which certain health-promoting or health-harming genes are expressed, both of which can result in increased vulnerability for chronic disease later in life. Furthermore, those genes can then be passed down to future generations, meaning that “stressors” felt by a pregnant person, may impact their future children or grandchildren.

While nutritional stress is known to be the primary cause of chronic disease worldwide, in many communities it is the combination of nutritional and toxic stress that are more powerful than either alone. Depending on the severity and frequency of exposure, this can create disproportionate outcomes across demographic and geographic groups. For example, communities of color, income-stressed communities, and those living in rural areas are feeling the cumulative effects of nutritional and toxic stressors at greater intensity and at increased rates.

## A unique case for a complex problem

The roots of chronic disease are deep, and the systems that contribute to their growth are complex. No simple solution or single organization will resolve this epidemic. Challenging the conditions that enable these roots to take hold requires a broad, coordinated approach that links and leverages the capacity, social capital, and resources of public and private organizations working toward a shared vision for change.

***Campaign vision: Fully utilize the power of nutrition to end chronic disease in Oregon for all, with a specific focus on reducing health disparities for those most at risk.***

The NOC’s aspirational vision gives us the inspiration to dream big and discover new ways of working together. The OHSU Moore Institute serves as the backbone organization of the campaign, bringing together groups across the state and providing the infrastructure to manage, coordinate, and convene the network. The campaign’s work is led by communities to improve the health of women, children, and families across the state now and for future generations.

# Community hubs drive work at the local level

NOC regional hub communities connect local organizations, individuals, and initiatives within a geographic area working toward a shared vision of eliminating chronic disease. This is accomplished through projects that work to reduce toxic stress and increase the availability of nutrient rich food.

Each hub has a local coordinator and a dedicated leadership team working to develop relationships in the community with key sectors that have an impact on community health. The leadership teams work with the OHSU Moore Institute to develop a shared goal that is informed by community members most at risk of experiencing the harmful effects of nutritional and social stressors. Building from that feedback, the leadership team develops the essential shifts or changes, and actions required to meet their local goal. The Moore Institute works collaboratively with each hub, providing the infrastructure, support, and tools to think and act systemically about health issues in their communities.

## Current hubs and their unique goals include:

Regional hub	Goal
Malheur County	We envision a thriving and resilient Western Treasure Valley Region. We nurture connections, strengthen community power, and respond to our community needs by supporting initiatives that transform systems of inequity and address the root causes of hunger.
Klamath County	Reduce rates of low-birth-weight babies to under 5% (below the statewide average) by 2029. To do this, we will collaborate with all systems stakeholders, potentially and currently working with income-stressed moms and families to educate about the Developmental Origins of Health and Disease and the importance of nutrition.
Yamhill County	Co-create a culture that values nutrition to ensure that 100% of people who live in Yamhill County can acquire and enjoy food that meets our cultural and nutritional needs by 2029.
Douglas County	We commit to improving lifelong health and well-being for this generation and the next by ensuring that all babies in Douglas County are born at a healthy birth weight by 2033.

## Cross-sector collaboration and multi strategy approach strengthens work

The NOC engages leaders from multiple sectors that play a role in community health to share the science of DOHaD. This helps everyone better understand how nutrition and toxic stress exposure impact the people they serve and how they can support community efforts to reduce chronic disease risk. It also strengthens community-based efforts to work at multiple levels. Additionally, the NOC seeks to implement interventions at all levels, from direct education to individuals, to policy changes. The NOC takes this multi strategy approach to achieve a broadened sustained benefit and to leverage the range of experience and needs within any given community.

## A network approach builds capacity

Networks provide the infrastructure for multiple groups to work together toward a shared purpose. The Moore Institute works to cultivate connections within and across hub communities and organizations, to share tools, support opportunities for collaboration, deepen the understanding of DOHaD science, and strengthen the overall network. A key feature of the network is to support regional hubs through access to shared learning opportunities and resources, scientific information, and coordination with other hubs. This is accomplished through regular interactions, exclusive training, annual retreats, and regular opportunities to deepen understanding of the science of DOHaD and collaborative approaches.

## Join us

Join us to end chronic disease where it starts and create a healthier Oregon for all. The OHSU Moore Institute is calling on individuals, organizations, leaders and communities across Oregon to join the NOC in halting the rise of chronic disease in our communities for present and future generations. We must act now to reverse this epidemic.

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