Fruits and Veggies for Families

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Fruits and Veggies for Families Program

• Individual and community barriers limit access to F/V by low-income families.

• Barriers to F/V consumption include:
  • cost
  • knowledge
  • quality
  • variety
  • limited cooking skills
  • transportation

Fruits and Veggies for Families Program

• Eastern Oregon Coordinated Care Organization’s (EOCCO) Umatilla County Community Benefit Reinvestment funds
  • OSU Extension Umatilla Morrow SNAP-Ed

• UMCHS, Inc. Women, Infants and Children (WIC) program
Fruits and Veggies for Families Program

- Participants screened for food insecurity and targeted health risk factors
- Monthly produce distribution paired with cooking classes
  - Community Action Program of East Central Oregon (CAPECO)
  - Local farms
  - $40-60 per month (value)
  - Prepare 3-4 Food Hero recipes per class
  - Entire family invited
  - Share meal
FAVFF Video

FOOD HERO KALE AND WHITE BEAN SOUP
2018 Impact

- June 2018 to January 2019
  - 137 families
  - 597 contacts at Food Hero cooking classes
    - Rated as most valuable
  - >90% were EOCCO members

- Pre/Post increases in:
  - Ability to afford fruits and vegetables
  - Child vegetable consumption
  - Use of Food Hero recipes and resources
2019 FAVFF

• Expansion to an additional site
  • Hybrid model
  • Farmer’s Market
    • EBT

• Including non-WIC population
  • Targeted referral through partners
  • Older adults
2020-2024 SHIP Priority Areas

• Economic drivers of health (including issues related to housing, living wage, food security and transportation).
  • Aforementioned barriers to F/V consumption
    • Cost, knowledge, quality, variety, limited cooking skills and transportation.

• Access to equitable preventive health care.
  • Research has consistently shown that high F/V intake is associated with a reduced risk of chronic disease

Questions?

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