



Adapting Food Hero for Latinx Communities

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Topics for Today

- Project Partners
- EOHLA & Priorities
- Food Hero Overview
- Equity-Centered Design
- Our Methods
- Early Results
- Takeaways, Conclusions, and Next Steps
- Acknowledgements

Project Partners



Oregon State University
Extension Service



EOHLA & Priorities

Eastern Oregon Healthy Living Alliance (EOHLA)

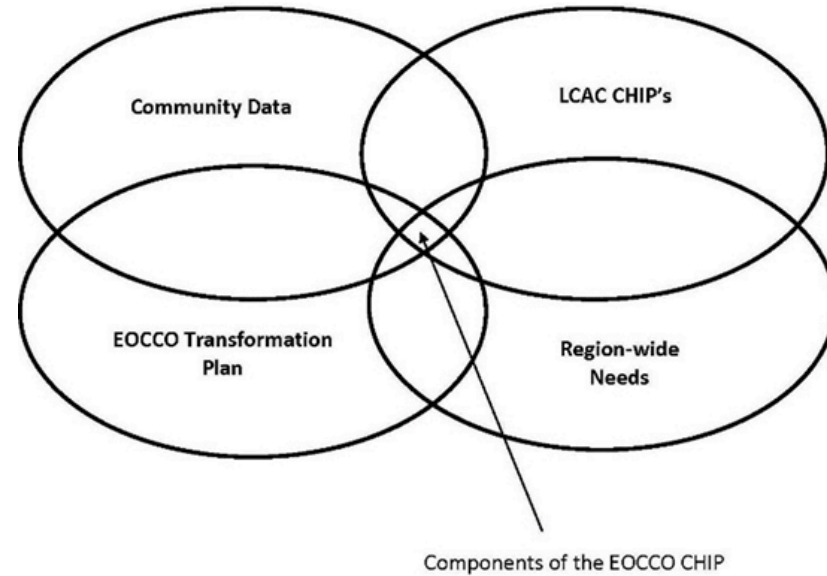
John V. Adams, MA Executive Director

- Formed in August 2014 by Eastern Oregon Coordinated Care Organization
- First started programming in 2016
- 12 person board of directors
- 12 county region of Eastern Oregon



Eastern Oregon Healthy Living Alliance

- Raise resources and provide/support programming that address regional health priorities, including:
 - Oral health
 - Mental health
 - Early childhood health
 - Chronic disease
 - Obesity
 - Colon cancer



Eastern Oregon Healthy Living Alliance: A Commitment to Equity



Mission: Our mission is to improve community health and support attainment of the highest level of health for all people in Eastern Oregon.

Commitment to Equity Within the Organization:

- Mission, guiding principles, and strategic plan
- Equity policies, practices, and protocol
- Leadership, education, and training -
 - Developing Leaders through Training and Action (DELTA)

Commitment to Equity with Community Programming:

- Data
- Programs: Food Hero Focus Groups and Integrated Nurse Home Visiting Program
- Regional Health Equity Coalition - Eastern Oregon Health Equity Alliance

Background and Purpose

- EOCCO counties are experiencing annual rate increases in obesity
- EOCCO region has the second highest obesity rate (40.8%) amongst the 15 CCOs in Oregon
- Hispanic Medicaid population has highest overweight and obesity rates amongst race/ethnicities in Oregon statewide



Healthy Eating and Nutrition

- Increase fruit and vegetable consumption of Latina moms in Umatilla, Morrow, and Malheur counties
- Organize a focus group in each county with 10-12 individuals from target population
- Organize 15-25 one-on-one interviews
- Identify effective Food Hero programming, messages, and methods of outreach
- Implement findings into Food Hero programs





Food Hero Overview

What is Food Hero?



www.foodhero.org

- Recipes
- Ingredients
- Español
- Coloring Sheets
- Food Hero Monthly
- Kid Approved
- Cooking for a Crowd/
Quantity Recipes
- Community Toolkit

Food Hero Social Marketing Campaign Highlights

The image shows a screenshot of the Food Hero website with several callout boxes pointing to specific features and statistics:

- OSU Oregon State University** logo in the top left.
- 317 well-tested recipes** callout pointing to the 'Recipes' section.
- Campaign in Spanish + English** callout pointing to the 'Español' link in the top navigation.
- Campaign tools available for all** callout pointing to the 'Community Toolkit' link in the top navigation.
- At least 70% of the kids who tried these 55 recipes like the taste!** callout pointing to the 'Kid-Approved Healthy Recipes' section.
- 67 quantified and USDA meal pattern credited recipes** callout pointing to the 'Looking for a Crowd?' section.
- 690 user recipe comments** callout pointing to the 'Recent Recipe Reviews' section.
- 5,100+ Social Media followers** callout pointing to the social media icons in the right sidebar.
- 500,000+ copies distributed each month** callout pointing to the 'Monthly Magazine' section.
- 135,000+ website users each month** callout pointing to the 'Log In' and 'Register' buttons in the right sidebar.

This website is funded by USDA Supplemental Nutrition Assistance Program (SNAP). SNAP provides additional assistance to people with low income. SNAP can help you pay certain fees for a better deal. Federal law, under the Super Center at 211, USA is an equal opportunity provider and employer.
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HIGHLIGHTS Family Support

ENGAGING

- Vibrant, visually-appealing designs
- Easy-to-read content connects the target audience with accessible tips and recipes.
- Real photos to help in choosing produce

BILINGUAL in Spanish

- With the click of the Español tab, all website content can be viewed in Spanish.

SENSIBLE

- Topics can be easily searched and sorted and include ingredients found in Oregon.



SUPPORTS

Family Togetherness and Healthy Eating

- The recipes can be used in family cooking.
- The recipes lend themselves to leftovers. An exhausted parent can cook once and eat twice, or freeze something for next week.
- Many of the recipes are a good source of fiber, and include wide variety of fruits & vegetables.



Baked Cauliflower Tots



Equity Centered Design

Equity Strategies - Community Engagement and Partnerships

- Develop a communications strategy to inform diverse populations of the organization's activities and invite to participate - ***translated outreach materials/volunteer committee***
- Develop formal and informal partnerships with organizations and leaders representing communities and populations facing disparities - ***partner with Euvalcree***
- Share resources with partners from communities and populations facing disparities - ***partner with and MOU with Euvalcree, paid community leaders, stipends, and incentives***
- Work to engage communities and populations facing disparities in the organization's decisions (e.g. board, committees, advisory groups, community listening sessions, etc.) - ***leadership/volunteer committee, focus groups, and one on one interviews***
- Develop strategies to remove barriers and create opportunities to participation of communities and populations facing disparities (e.g. time and location of meetings, availability of childcare, meeting style, stipends, language, etc.) - ***meeting locations, Spanish speaking facilitator and community leaders, childcare, and stipends***



Community Leaders

Project Role: provide leadership representing and being a voice for the local Latinx community throughout the project, including:

- Support outreach and recruitment
- Supporting focus group and interview logistics, such as helping to secure a meeting location, child care and food for the meetings
- Provide interpretation when necessary
- Support dissemination of findings within their community
- Work with EOHLA and OSU Extension Services to guide/shape implementation plan



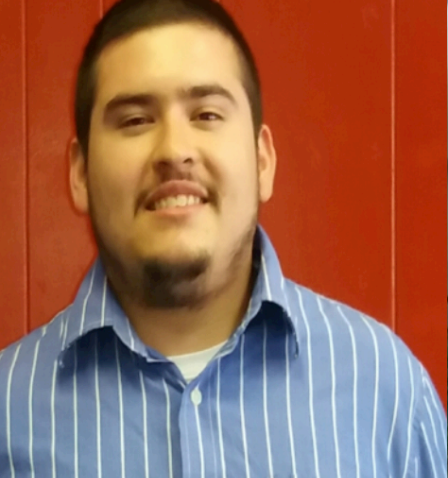
Volunteer Committee Member

Project role: support the project as a local volunteer

- Review, tailor, and finalize focus group and interview questions
- Support outreach and recruitment
- Support dissemination of findings within their community
- Work with EOHLA and OSU Extension Services to guide/shape implementation plan



Our Methods





Our Project: Question Tailoring

Unaffiliated Member Final Review
Questions to Breakdown & Agenda for Vol. Mtgs. 2 Vol. Mtgs. 2

1. How often do you cook meals at home?
2. What baking supplies do you not have at home that you would like to have?
3. What makes it easier or more difficult for you to cook healthy? Does anyone have things they like to do for cooking, but also struggle with?
4. I heard you say your "go-to" favorites are foods like [food one, two, three].
Generally, how would you go about making something like [food one, two, three] healthier, but still something you know your family will eat? What do you add or take out? What do you consider when you think about doing this?
 - o Spin off a traditional family favorite?
 - o Find brand new recipes that are healthy? Where do you find these?
 - o Ask a friend or family member about their favorite healthy recipes?
5. Which of these messages do you think is best for encouraging families to cook and try new recipes together/eat healthy/what could work better? (could be a written exercise).
6. Which of these messages do you think is best for encouraging families to cook and try new recipes together/eat healthy/what could work better? (could be a written exercise).
7. What about the idea of passing healthy recipes down to children and other family. Do any of these slogans speak to this idea?
8. Would you like us to have cooking classes to help you understand how to cook them? If so, when would you like them held (time of day, etc.)?
9. What ways could OSU work with the population to make healthy eating and Food Hero more accessible (cooking classes, food hero monthly distribution, internet, tailor website to kids, etc.)?
10. If it were your job to help families find healthier ways to cook and eat, how would you go about reaching them?
11. Does your family eat the things you would like them to eat? Do they have the same idea of healthy eating as you? Is this important to your family?
12. Do you use recipes when cooking? Y/N If yes, Where do you find the recipes you use? When you are searching for information about food/cooking/recipes, how do you find that information? Where do you go?
13. Would you like the Food Hero website tailored to kids (would you cook these recipes with your children)?
14. What foods would you like recipes for?
15. Which of these slogans speaks most to you? What do you like about it?
16. Have you heard of Food Hero Before?
17. What are your general impressions of the Food Hero website? Recipe books?
18. Do you use the food hero website to look up recipes, healthy eating tips, etc.?
19. What would you like to see added to the food hero website?
20. First impressions of this grocery bag (show grocery bag): "Our family eats our fruits and veggies?" What do you like/dislike? Would you use it? Would you purchase it if it were for sale?



Focus Group & Interview Participation

| Question | MAL | MORROW | UMATILLA | Total # Participants |
|-----------------|------------|---------------|-----------------|---------------------------------|
| Focus Groups | 12 | 8 | 6 | 26 |
| Interviews | 7 | 6 | 9 | 22 |


Our Project: Interviews & Focus Groups






Early Results: Mean Age of Participants

| County | Mean Age |
|---------------|-----------------|
| MALHEUR | 36.50 years |
| MORROW | 42.42 years |
| UMATILLA | 37.40 years |



Early Results: How many years have you lived in this community?

| County | Mean # of Years |
|---------------|------------------------|
| MALHEUR | 16.16 years |
| MORROW | 14.86 years |
| UMM | 8.57 years |



Early Results: How many school-aged (0 - 18) children do you have at home?

| County | Mean # of children |
|---------------|---------------------------|
| MALHEUR | 2.58 |
| MORROW | 2.43 |
| UMATILLA | 2.53 |



Food Hero Awareness



Early Results: Have You Heard of Food Hero (Statewide)?

| Question | English | | Spanish | |
|----------|---------|-----|---------|-----|
| Yes | 37.91% | 218 | 29.31% | 68 |
| No | 53.74% | 309 | 49.14% | 114 |
| Not Sure | 8.35% | 48 | 21.55% | 50 |
| Total | Total | 575 | Total | 232 |



Early Results: Have you heard of Food Hero (Our Sample)?

| # | Answer | % | Count |
|---|----------|--------|-------|
| 1 | Yes | 22.45% | 11 |
| 2 | No | 65.31% | 32 |
| 3 | Not Sure | 12.24% | 5 |
| | Total | 100% | 48 |



Eating Habits & Impact



Early Results: Do you think your eating habits impact your family?

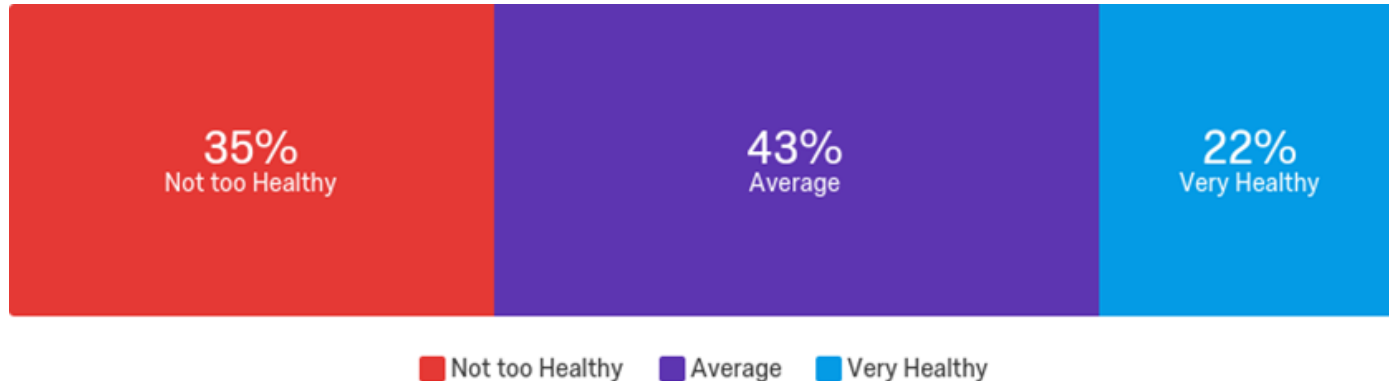


Yes No No response



Early Results: Self-Reported Current Habits

On a scale from 1 - 10 (1 least healthy, 10 most healthy) how would you describe your current eating habits?





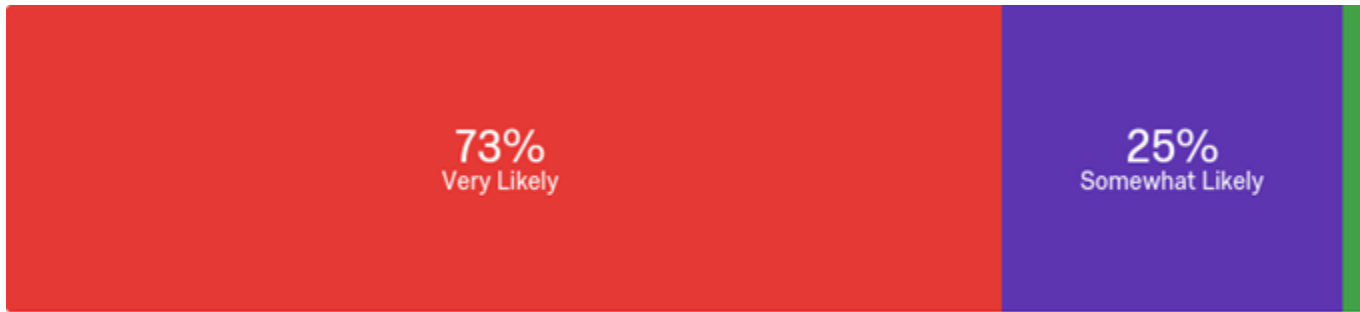
Early Results: Families Want to Eat Healthy, but Face Barriers

- Q: How many of you said you would be likely to change steps or add/take out some ingredients to make a dish healthier? Tell me more?
- A*: This is very possible, if I can add or substitute an unhealthy ingredient for a healthier one, I will do that.. One of the big motivations for that are my kids. They love healthy foods.
- A*: Sometimes you don't have the ingredients you want so you have to make it work. Sometimes you don't want to go the store. I try to consider health when cooking. My son is 5 years old and he isn't a good eater. And food availability is hard, because sometimes we can't find the Mexican ingredients we like to use in America.
- A*: I cook healthy foods and I make my two daughters eat it, but the boys won't eat it. I have to choose between sending them to bed without a meal, or making them something they will eat.

* *Quotes are paraphrased from Spanish responses for readability.*

Early Results: Adding Veggies to Go-To Favorites

- How likely are you to: Take a traditional/familiar family recipe, and add/take out some ingredients (example, adding in more vegetables) to make it healthier?



Very Likely Somewhat Likely Not too Likely Not at all Likely No response

Early Results: Using New Recipes for Old Favorites

- How likely are you to: Find a new recipe, similar to your favorite, that is healthier



Very Likely Somewhat Likely Not too Likely Not at all Likely No response



Other Barriers

Limited Time:

- I would like to go to the cooking classes to know how to cook healthy, but I don't have time.
- I like the 30 min or less cooking time on these Food Hero recipes! I can use these to plan ahead with the limited time I have in the week.
- Cooking together is hard! Doing this is a little tough, because of my schedule.

** Quotes paraphrased from original Spanish for readability.*



Early Results: Lots of Enthusiasm for Food Hero!

- “We are going to be fans of Food Hero from now on!”
- “The Food Hero materials are very good, I want to put them into practice.”
- “The materials on the website are very interesting, I had never seen this before. The directions for preparing broccoli were very easy, and look like it would be quick. The Mobile App is very good.”
- “I have no problem understanding the recipes in Spanish.”
- “Everything looks tasty, I didn’t notice the nutrition info on the back at first, but it is good to have.”
- “These recipes are fantastic! The veggies ingredient labels are easy to read. I won’t have to spend a lot of money cooking this kind of recipe, they are both pretty and healthy.”

** Quotes paraphrased from original Spanish for readability.*

Takeaways & Conclusions

- Partnerships are KEY.
 - Eovalcree
 - Community Leaders & Volunteers
- This work is wanted.
- Implementation is complicated.
- This work needs to be continued
- Equity resources



Next Steps

- Complete data analysis and share findings with key partners.
 - Valley Family Health Care
- Convene leadership/volunteer committee to shape implementation plan.
- Use findings to adapt & refine Food Hero programming for these communities.





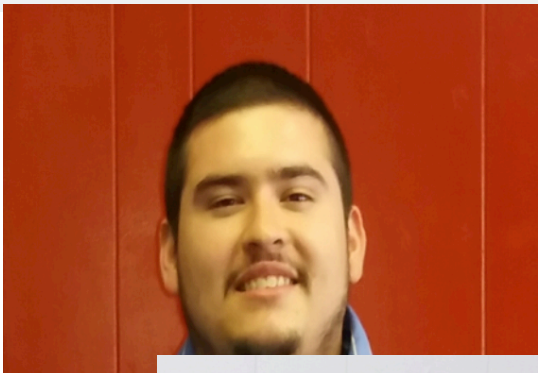
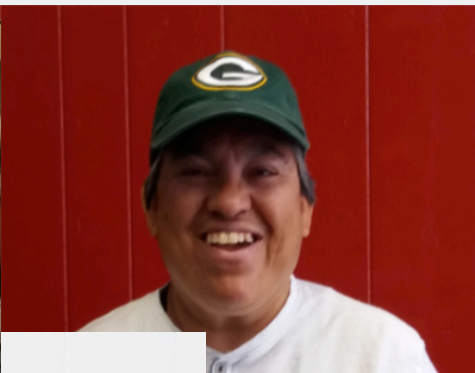
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For More Information:

If you are interested in learning more about our process, and seeing final results for this study, please e-mail John Adams at:

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