

Oregon's SNAP team

Oregon's SNAP team has worked collaboratively to plan and implement a variety of successful fruit and vegetable promotion activities. The SNAP partners include:

- [Department of Education Child Nutrition Programs](#)
- [Department of Human Services WIC Program](#)
- [Food Stamp Program](#)
- [Oregon State University Extension - Food Stamp Nutrition Education Program](#)

Representatives from the Fruit and Vegetable Program and Oregon's Farm Direct Nutrition Program also participated in the bi-monthly SNAP meetings.



National SNAP vision statement

Cross-program collaboration among USDA Food and Nutrition Services (FNS) programs is a standard operating procedure and SNAP a routine process. FNS programs work in concert to deliver consistent nutrition education messages through all program channels to reach America's children and low-income households and communities.

USDA, FNS State Nutrition Action Plans can be viewed at:
www.fns.usda.gov/oane/snap/snap.htm

Action plan: promote healthy eating and active lifestyles

Goal 1: To implement cohesive, synergistic efforts that promote healthy eating behaviors among individuals served by Oregon's SNAP partners.

- Obj. 1: All SNAP partners will participate in the Fruits & Veggies—More Matters™ campaign launch.
- Obj. 2: By June 30, 2009, SNAP partners will use two coordinated messages about fruits and veggies.
- Obj. 3: By June 30, 2009 there will be six fruit and veggie activity linkages implemented between SNAP partners.

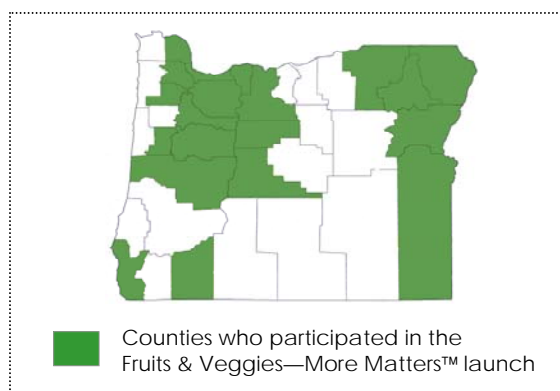
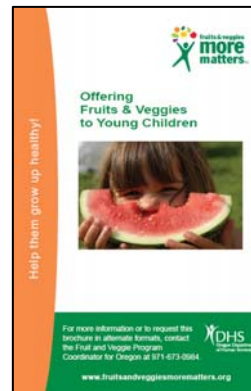


Goal 2: To implement cohesive, synergistic efforts that promote physical activity as part of a healthy lifestyle by Oregon's SNAP partners.

- Obj. 1: By June 30, 2010, SNAP partners will use two coordinated physical activity messages in wellness policies or in programming.

Fruits & Veggies—More Matters™ launch, March 2007

- The 2006 SNAP team developed and shared a plan for promoting the launch. The SNAP partners, together with grocery stores across the state, hosted activities to increase public awareness of this new campaign.
- SNAP partners distributed 30,000 copies of the brochure “Offering Fruits & Veggies to Young Children” statewide in conjunction with the launch. WIC coordinated the development, pilot testing and publication of the brochure.
- Schools offered colorful fruit and vegetable salad bars and featured the new logo. Some schools offered tasting tables of less commonly known fruits and vegetables to elementary students.
- The Food Stamp Nutrition Education webpage now links to most of Oregon’s nutrition assistance and nutrition education programs at: egov.oregon.gov/DHS/assistance/foodstamps/nutrition.
- Twenty of 36 Oregon counties (55%) reported launch activities reaching over 85,600 people across Oregon. Many partners came together to host events in their communities, including SNAP partners, schools and the Northwest Pear Bureau.



Coloring contest!

As a part of the Fruits & Veggies—More Matters™ launch, OSU Extension sponsored a kids coloring contest.

The winning drawings of Oregon produce were used to create a poster and a set of 12 recipe cards.

SNAP partners and the Farm Direct Nutrition Program gave out:

- 5,000 posters
- 120,000 English recipe cards
- 24,000 Spanish recipe cards



Farm Direct Nutrition Program 10th anniversary

In 2007, the 10th anniversary celebration of the Farm Direct Nutrition Program brought together WIC, OSU Extension, farmers’ markets, the Oregon Department of Agriculture and local partners for media events promoting fruits and veggies in Bend, Eugene, Grants Pass and Beaverton.

Oregon’s first Fruit & Veggie Summit

Attendance at the October 8, 2007 Summit was excellent with almost 160 people participating from SNAP programs all across Oregon. Evaluation responses are all positive and plans are being made to replicate this event in future years. This event is an outstanding example of cross-program collaboration.