Whole Grain Heroes Video Project
Our Program

SNAP-ED Nutrition Education Program
Works to improve the diet and food-related behaviors and physical activity levels of low-income Oregonians.

- Program is administered by OSU Extension Service in Oregon in partnership with Oregon DHS.
- In 2014, SNAP-Ed educators reached 2,463 adults and 47,956 youth in nutrition education classes.
- Over 15 million impressions were made in 2014 through the FoodHero.org website and social marketing campaign.
Our Project Partnerships

OSU Moore Family Center For Whole Grain Foods, Nutrition and Preventative Health

Goal is to take a multidisciplinary approach to understand the role of all foods, including whole grains, in health promotion and disease prevention.

- Research and Community Outreach
- $300,000 made available to local county Extension programs through the Healthy Communities Outreach Project RFP in 2014-2015
- HCO projects focused on collaborative regional projects to address nutrition and healthy living.
Whole Grain Hero Video Project

Project Goals & Objectives
North Coast and Southwest regions teamed up to develop simple, how-to videos featuring local families making whole grain recipes together.

• Empower and inspire families to prepare meals together with whole grains
• Model easy ways that kids can help in the kitchen
• Raise awareness of OSU Extension Service 4-H and SNAP-Ed programs in the community
• Increase visits to FoodHero.org in the targeted region
• Video format informed by Food Hero focus groups with target population
Recruiting Local Families
Video Shoot
Video Shoot Team

Justin Smith- Producer
Darryl Lai- Producer, Editor
Jenny Rudolph – Director
Sandra Carlson – Assistant Director
Ryan Creason- Camera Operator
Drew Olson- Gaffer
Oliver Day- Production Designer
Jill Burch – Hair and Makeup Artist
Kelcie Smith - Hair and Makeup Assistant
Jennifer Pettit – Set Assistant
Hallie Hopkins – Set Assistant
Video Dissemination

Movie Theaters

- Astoria, Lincoln City, Newport, Seaside, Springfield, North Bend, Roseburg
- 65 Auditoriums, plus the Lobby TV screens
- Dates: June 12-Aug 6, 2015
- Estimated total attendance: 537,000

Online Media Buy

- Pre-roll video, which link to the Food hero site.
- Geographically targeted to the North Coast and Southwest region.
- Dates: June 12-August 10
- Total estimated impressions: 700,000
Media Buy Results

Online Media Buy

- 30 Second Pre-roll Video Commercial
- Linked to the Food hero site when “clicked”
- Media Buy Dates: June 12-August 10
- Total Impressions: 524,690 in the targeted region.
- 80.81% of people watched the commercial all the way through. This is significantly higher than the industry benchmark of 70%
- 753 people clicked to go directly to the Food Hero site

<table>
<thead>
<tr>
<th>Creative</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Play Starts</th>
<th>1st Quartile</th>
<th>Mid Point</th>
<th>3rd Quartile</th>
<th>Completes</th>
<th>Completion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Stream Video</td>
<td>524,690</td>
<td>753</td>
<td>0.14%</td>
<td>525,643</td>
<td>484,171</td>
<td>458,419</td>
<td>440,059</td>
<td>423,978</td>
<td>80.81%</td>
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</table>
Media Buy Results
Food Hero Web Analytics

<table>
<thead>
<tr>
<th></th>
<th>Summer 2014</th>
<th>Summer 2015</th>
<th>Increase over prior year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hits in Region</td>
<td>928</td>
<td>1629</td>
<td>75.5%</td>
</tr>
<tr>
<td>% of Total Statewide Hits</td>
<td>17.5%</td>
<td>20.5%</td>
<td>3% points</td>
</tr>
<tr>
<td>New Users in Region</td>
<td>335</td>
<td>530</td>
<td>58.2%</td>
</tr>
<tr>
<td>% of Total New Users Statewide</td>
<td>14.9%</td>
<td>16.5%</td>
<td>1.6% points</td>
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</tbody>
</table>
Future Use

• Each county SNAP-Ed Unit received a thumb drive with all the videos
• Oregon DHS State Office will distribute them to local offices to use in the waiting rooms.
• Available on the Food Hero YouTube Channel for sharing via social media
• Available (linked) on the “Media” section on Foodhero.org
• Possible future media buys utilizing Moore Family Center HCO funds
Visit FoodHero.org
Thank You!

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