

**Pilot: School based family engagement strategy to influence "Food Hero" health behaviors at home**

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**TOPIC/TARGET AUDIENCE:** General public health professionals working in elementary schools

**ABSTRACT:** The Federally funded Oregon Supplemental Nutrition Assistance Program - Education (SNAP-Ed) uses its research-tested Food Hero social marketing campaign to provide community education along with policy, systems and environmental change activities aimed at increasing all forms of fruit and vegetable consumption among limited-income Oregonians. During the 2016-17 school year, Oregon SNAP-Ed was working in 253 low-income schools. However, our school-based programs are challenged to influence health behavior at the home level.

The Linn-Benton SNAP-Ed unit designed Food Hero Bingo, an activity to engage students and involve parents in supporting positive health behaviors at home. The Food Hero Bingo consists of 25 nutrition and physical activity related behaviors that focus on increasing healthy eating and active living.

The formative evaluation and lessons learned will be shared from piloting the bingo activity with over 1200 youth over spring break. Preliminary findings support taking the next steps to continue the development of the tool, which will be shared statewide with other SNAP-Ed units and included in the public Food Hero community tool kit on-line.

**OBJECTIVE(S):**

- Participants will be able to describe an innovative youth activity tool used to engage parents in supporting positive practice of healthy food and physical activity behavior at home.
- Participants will be able to describe if this parent engagement strategy to connect a school-based initiative to the home level was effective or not.

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