

College of Public Health and Human Sciences

Moore Family Center Outreach

Healthy Communities Outreach Project



THE FUTURE OF PUBLIC HEALTH IS HERE!

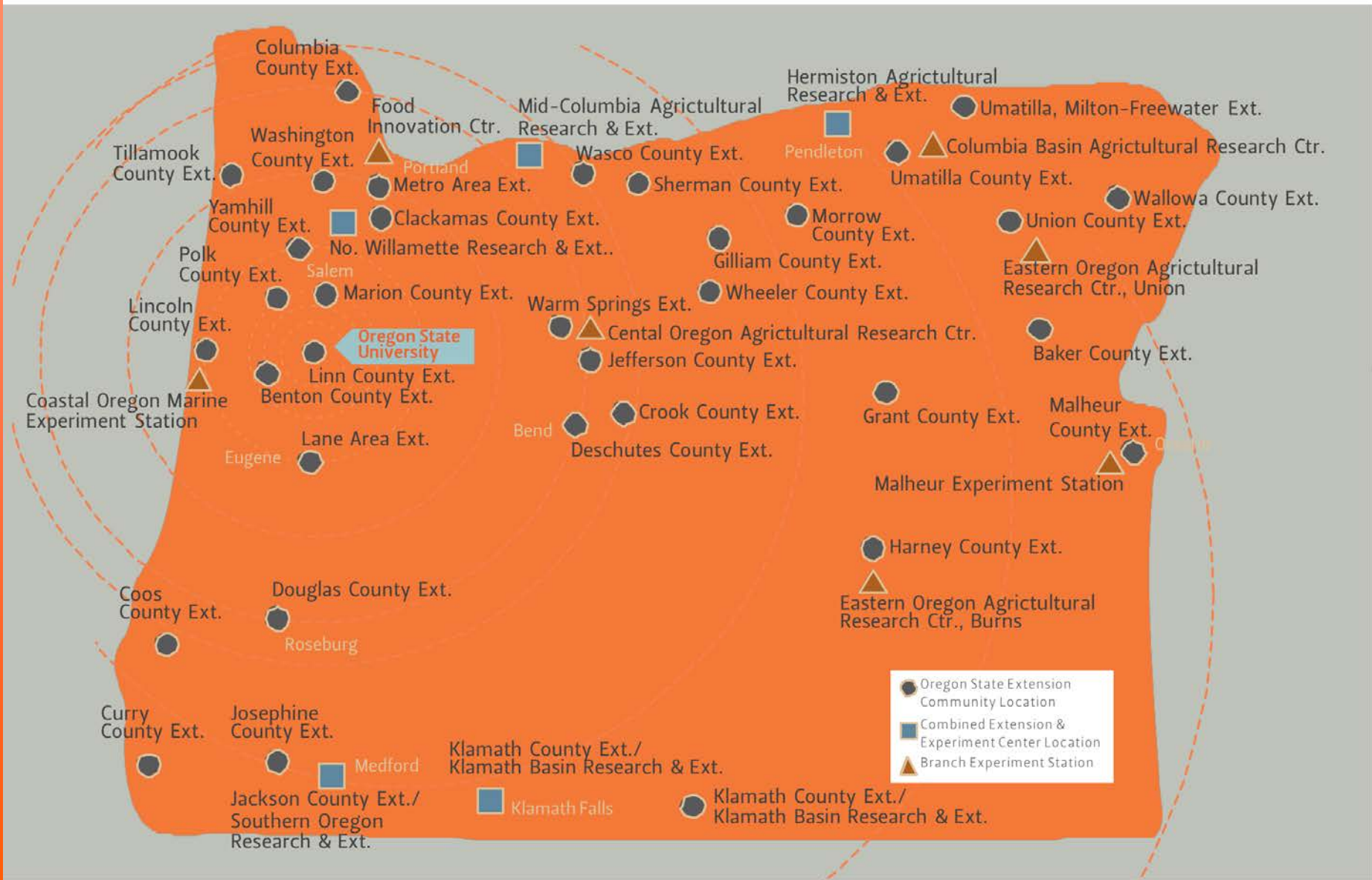
CPHHS Map of Oregon Activities

- In June 2014, the OSU CPHHS became Oregon's first accredited college of public health and human sciences
- Health Extension FCH and 4-H Outreach Programs help the CPHHS lead the change in how people think about and ensure the health and well-being of every person, family and community in Oregon

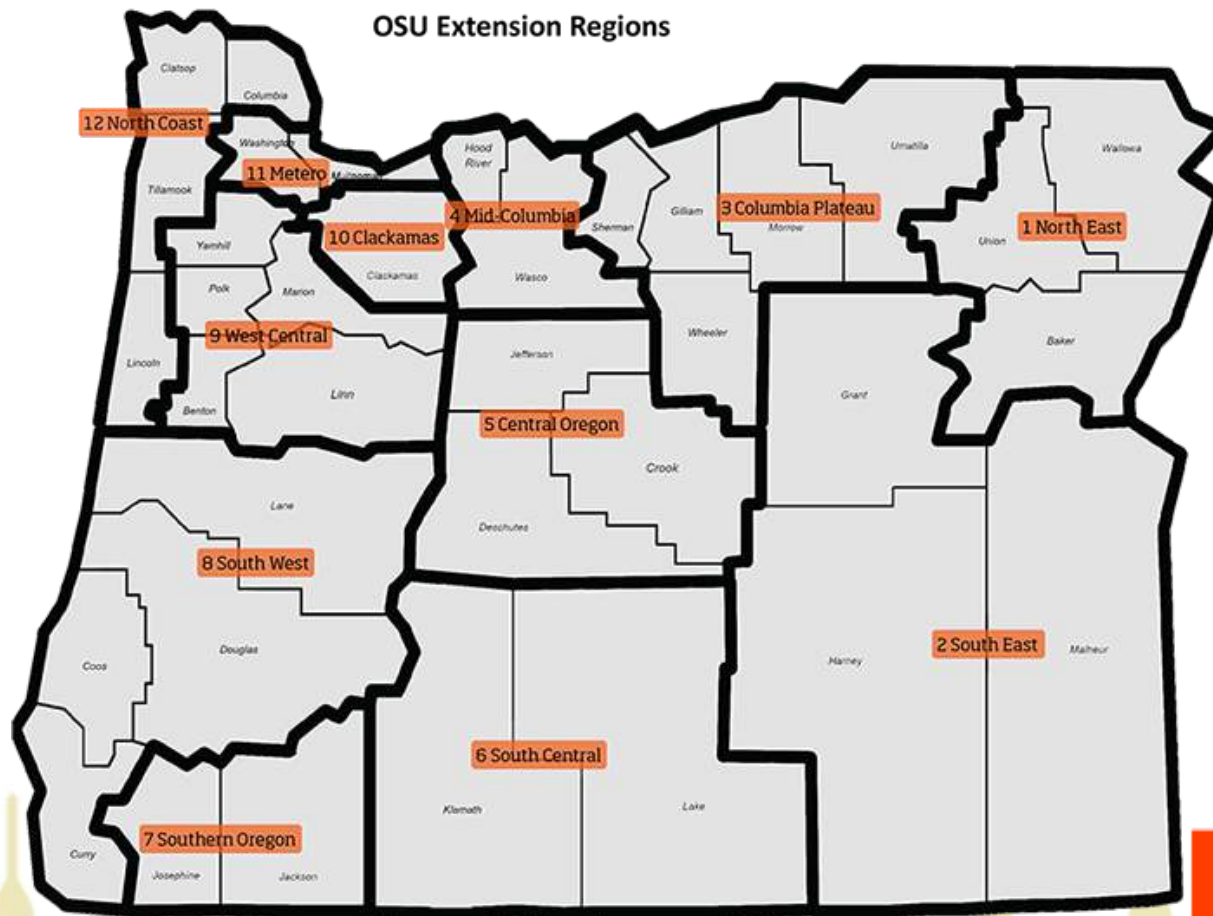


Health Extension is all over the Map

Practice is Our Passion



OSU Health Extension Statewide Regional Map



Moore Family Center (MFC) Outreach Healthy Communities Outreach Project

- Dean Tammy Bray chaired the Oregon Health Improvement Plan (HIP) in 2010. Based on these findings, the MFC-HCO Project was created to empower Health Extension, community partners, and business to collaborate [Oregon Health Improvement Plan \(2010-2020\)](#) and [Oregon's Healthy Future: A Plan for Empowering Communities \(2013\)](#)
- In July 2014, a \$300,000 partnership with Bob's Red Mill, Moore Family Center (MFC) and OSU CPHHS was announced to fund a statewide outreach project in all 12 OSU Extension regions and 36 Oregon counties.
- OSU Extension has been the expressway to Oregon communities for over 100 years that works collaboratively with community partners where people live, learn, work and play.

Regional Healthy Communities Outreach Projects

- Region 1 North East: Local Foods and Healthy Living
- Region 2 South East: Promote Healthy Lifestyle Choices
- Region 3 Columbia Plateau: International Cooking & Walking to Wellness
- Region 4 Mid Columbia: Seasonal Eating, Whole Grains and Physical Activity
- Region 5 Central Oregon: Promoting Whole Grains, Fruit & Veggies
- Region 6 South Central: Get Going and Growing with Grains and Greens
- Region 7 Southern Oregon: Go 4 Real Food with Teens, Greens & Grains
- Region 8 South West: Whole Grain Promotion Campaign
- Region 9 West Central: We Are All Food Heroes
- Region 10 Clackamas: Story of Our Health – Story Walk
- Region 11 Metro: Healthy Eating and Healthy Living
- Region 12 North Coast: Food Hero Harvest to Home Video Project

Community Led – Community Engaged – Community Empowered

Local Foods and Healthy Living

Region 1 North East: Baker, Union and Wallowa

MFC Outreach Activities

- Youth learned how to grind whole wheat kernels into flour and bake healthy snacks and breads at the Wallowa County Fair
- Whole grain tastings at community events, schools, county fair

MFC Outcomes

- Over a 1000 youth and their families (5000) participated in a 2 day health fair to increase use of healthy snacks and physical activity
- Over 500 families experienced whole grain grinding at the county fair



Promote Healthy Lifestyle Choices

Region 2 South East: Grant, Harney and Malheur

MFC Outreach Activities

- Create afterschool and out-of-school enrichment programs
- Youth developed a whole grain display to use with Bob's Red Mill samples at spring health fairs

MFC Outcomes

- 77% of 4-H Teens as Teachers felt better equipped to shop, prepare and teach youth about whole grains after nutrition education training



International Cooking / Walking to Wellness

Region 3 Columbia Plateau: Gilliam, Morrow, Sherman, Umatilla and Wheeler

MFC Outreach Activities

- Teach food safety with food prep when chopping ingredients for whole grain pizza night
- Create more ways to include physical activity during cooking classes that can be done with families at home



MFC Outcomes

- 50 Head Start Latino Families came together weekly to cook and do physical activity to help reduce obesity by 10%

Seasonal Eating, Whole Grains and Physical Activity

Region 4 Mid-Columbia: Hood River and Wasco

MFC Outreach Activities

- Train YA4-H! Youth Advocates for Health Teens as Teachers
- Create tasting tables and seasonal eating with adult SNAP-Ed
- Teach out-of-school and in-school food science and exercise classes

MFC Outcomes

- Hummus was served at Hood River and Wasco County school district Tasting Tables for Back to School nights for several hundreds of youth/families



Promoting Whole Grains, Fruit and Veggies

Region 5 Central Oregon: Crook, Deschutes and Jefferson

MFC Outreach Activities

- Demonstrated smoothie/grain bike during county fairs
- Promoted physical activity and whole grain healthy snacks with the grain bike at Saturday Farmers Markets
- Offered an after school cooking club to strengthen healthy eating and physical activity using the “Kids in the Kitchen” lesson on whole grains including grinding wheat berries on the grain bike

MFC Outcomes

- Every school received a grain kit and learned how to prepare whole grains. “Nourishing Boomers and Beyond with Whole Grains” taught ages 50 and older strategies for healthy whole grains and physical activity



Get Going and Growing with Grains and Greens

Region 6 South Central: South Central - Klamath and Lake

MFC Outreach Activities

- The teaching team displayed cut-outs of what whole “grains and greens” look like as part of monthly Food Hero tastings shared in the cafeteria line

MFC Outcomes

- There was less food waste in the cafeteria with Food Hero Grains and Greens tastings in the cafeteria line with students in grades K-5
- Over 9500 youth/adults participate
- Over 500 people shared food tastings with President Ray at the KBREC Radio 100 year celebration



Go 4 Real Food with Teens, Greens & Grains

Region 7 Southern Oregon: Jackson and Josephine

MFC Outreach Activities

- Promote nutrition and physical activity through local and afterschool programs, in low income housing units
- Create Go 4 Real Food Campaign through hands-on food skills
- Trained 12 YA4-H! Youth Advocates for Health with the Teens as Teachers program

MFC Outcomes

- 400 school children liked eating whole grains breakfast



Whole Grains Promotion Campaign

Region 8 South West: Coos, Curry, Douglas and Lane

MFC Outreach Activities

- Food Hero video shoot with Oregon family making Brown Rice Bowls
- Finished 2 minute videos will be shown on the OSU Food Hero website with statewide and national outreach

MFC Outcomes

- 650,000 people attending Star Wars movies saw Food Hero videos encouraging healthy choices and the Food Hero website [Click to watch the commercial](#)



We Are All Food Heroes

Region 9 West Central: Benton, Linn, Marion, Polk and Yamhill

MFC Outreach Activities

- Weave Food Hero campaign into FCH and 4-H programs
- Encourage non-traditional leaders to become “Food Heroes” to promote the “We Are All Food Heroes” message
- Train Region 9 staff and discussion groups to improve health equity and environmental change

MFC Outcomes

- 34 Food Hero events reached over 6,500 youth and adults showing that anyone can become a Food Hero eating whole grains



Story of Our Health – Story Walk

Region 10: Clackamas

MFC Outreach Activities

- “The Story Walk” book project partners with business to promote local resources and expose the local community to whole grains, fruits, vegetables, and physical activity

MFC Outcomes

- A whole town and it’s schools, library, city council, Chamber of Commerce said yes to healthy foods and physical activity
- Hundreds of youth and families enjoyed healthy eating and physical activity time outdoors as part of each community book reading outreach activity
- An annual event each May celebrates the six Story Walks in the community to encourage physical activity

We Are What We Eat FOODS & ANIMALS OF THE NORTHWEST



an
interactive
story!

Written & Illustrated by Kristy Stephens

Follow along and participate with the actions of the native animals!

Healthy Eating and Healthy Living

Region 11 Metro: Multnomah and Washington

MFC Outreach Activities

- Develop whole grain foods and school gardening lessons for youth and adults
- Team with Masters Gardeners to develop a 10-lesson vegetable garden program for youth from low-income public housing projects
- Portland area teens practiced grinding their own wheat berries and making whole grain pancakes “from scratch”

MFC Outcomes

- 2,500 youth and families said yes to whole grains to work on healthy choices and childhood obesity



Food Hero Harvest to Home Video Project

Region 12: North Coast - Clatsop, Columbia, Lincoln and Tillamook

MFC Outreach Activities

- Food Hero video shoot with Oregon family enjoying the My Personal Pizzas they made with whole wheat crust
- Other Food Hero recipes included; Corn Pancakes, Overnight Oatmeal, and Brown Rice Bowls

MFC Outcomes

- There were over 1,000,000 viewings of the Food Hero video at theatres

[Click to watch the commercial](#)



Phase 1 Outcomes

Healthy Communities Outreach Project

Region 1 North East: Over a 1000 youth and their families (5000) participated in a 2 day health fair to increase use of healthy snacks and physical activity.

Region 2 South East: 77% of 4-H Teens as Teachers felt better equipped to shop, prepare and teach youth about whole grains after nutrition education training

Region 3 Columbia Plateau: 50 Head Start Latino Families came together weekly to cook and do physical activity to help reduce obesity by 10%.

Region 4 Mid Columbia: Hummus was served at Hood River and Wasco County school district Tasting Tables for Back to School nights for several hundreds of youth/families.

Region 5 Central Oregon: Every school received a grain kit and learned how to prepare whole grains. “Nourishing Boomer and Beyond with Whole Grains” taught ages 50 and older strategies for healthy whole grains and physical activity

Region 6 South Central: There was less food waste in the cafeteria with Food Hero Grains and Greens tastings in the cafeteria line with K-5. over 9500 youth/adults participated.

Phase 1 Outcomes

Healthy Communities Outreach Project

Region 7 Southern Oregon: 400 school children liked whole grain breakfast

Region 8 South West: 650,000 people attending Star Wars movies saw Food Hero videos encouraging healthy choices and the Food Hero website

Region 9 West Central: 34 Food Hero events reached over 6,500 youth and adults showing that anyone can become a Food Hero eating whole grains

Region 10 Clackamas: A town said yes to healthy foods and physical activity

Region 11 Metro: 2500 youth and families said yes to whole grains to work on healthy choices and childhood obesity

Region 12 North Coast: Over 1,000,000 saw Food hero video at theatres

Statewide Outcomes:

- Over 100,000 Oregonians tried whole grain foods and said they would try to eat a whole grain food everyday!
- Over 36,000 families did “grain grinding” at county fairs across Oregon
- Over 1,200,000 people saw the whole grain Food Hero video during the Star Wars debut during the holidays

Moore Family Center (MFC) Outreach Healthy Communities Outreach Project Leaders



Moore Family Center (MFC) Outreach Healthy Communities Outreach Project Leaders

Region 1 North East: Robin Maille, Ann Bloom, Carole Smith

Region 2 South East: Barbara Brody

Region 3 Columbia Plateau: Jenny Chavez

Region 4 Mid Columbia: Lauren Kraemer, Lynette Black

Region 5 Central Oregon: Katie Ahern, Stephanie Russell

Region 6 South Central: Patty Case, Jamie Davis, Lauren Daniels, Diane Silberstein

Region 7 Southern Oregon: Cheryl Kirk, Susan Hunt

Region 8 South West: Mandy Hatfield, Rose Jepson-Sullivan

Region 9 West Central: Tina Dodge Vera, Tonya Johnson

Region 10 Clackamas: Beret Halverson, Erin Devlin

Region 11 Metro: Maureen Hosty, Maureen Quinn, Lynn Steele

Region 12 North Coast: Jenny Rudolph, Sandra Carlson, Nancy Kershaw

Moore Family Center (MFC) Outreach Healthy Communities Outreach Project Support

Tammy Bray, Dean – College of Public Health and Human Sciences

Emily Ho, Endowed Director – Moore Family Center

Renee Carr, Endowed Outreach Coordinator – Moore Family Center Outreach

Mary Arnold, College of Public Health and Human Sciences

Marc Braverman, College of Public Health and Human Sciences

Mary Cluskey, College of Public Health and Human Sciences

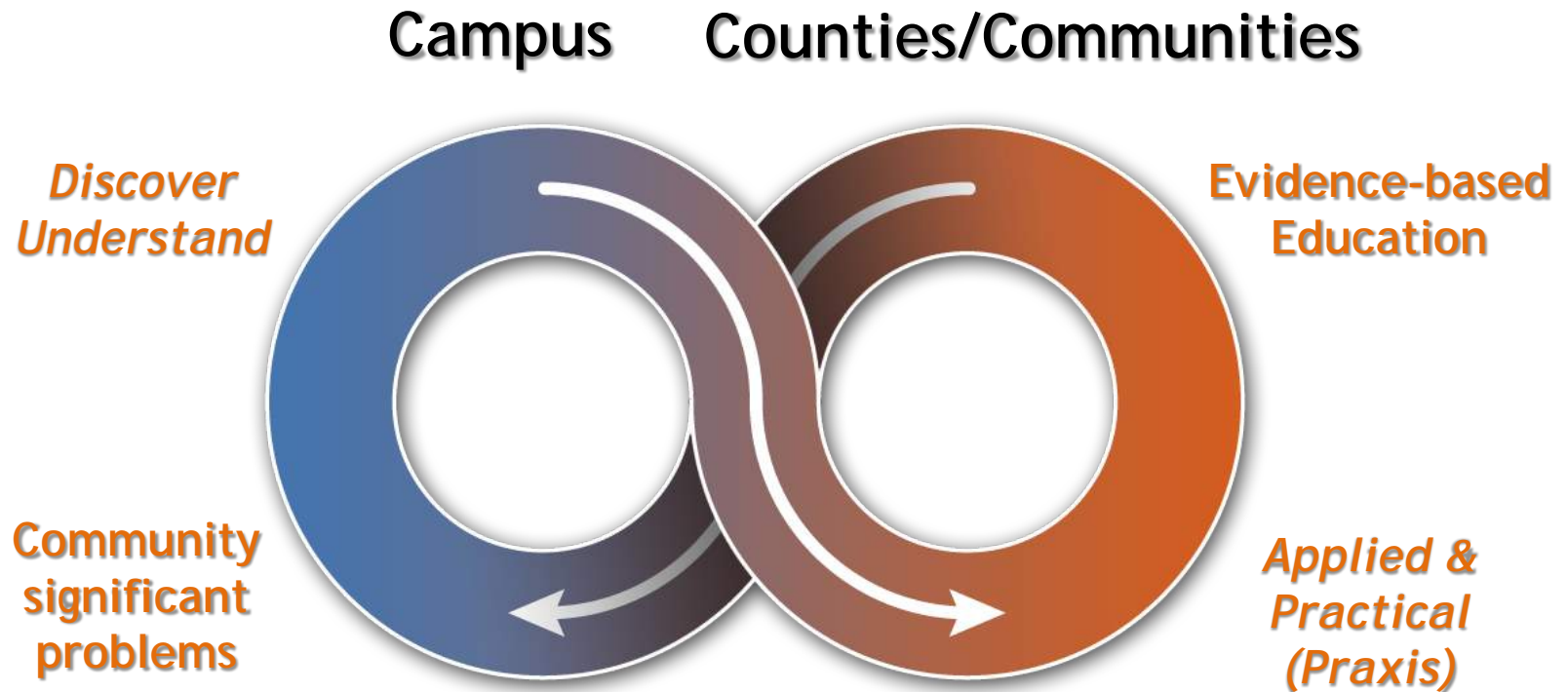
Norm Hord, College of Public Health and Human Sciences

Deborah John, College of Public Health and Human Sciences

Siew Sun Wong, College of Public Health and Human Sciences

Special Thanks: Tobi Page – OSU CPHHS/MFC Outreach; Joanne Lyford – OSU Extension SNAP-Ed; Michelle Bump – OSU CPHHS/MFC Dietetic Internships; Alex Chenault, Lauren Cohen, Derek Sinnott, Eliza Wendel, and Skylar Bruner – OSU CPHHS/MFC Interns

Interaction of OSU Campus Faculty and Extension Faculty across Oregon



College of Public Health and Human Sciences 2014 – 15 Moore Family Center Healthy Communities Outreach Project



OSU College of Public Health and Human Sciences

- Oregon's only accredited college of public health and human sciences.
 - Teaching, Research and Outreach
- Leading the change in how people think about and ensure life-long health and well-being for every person, family and community in Oregon and beyond.
- Home of Moore Family Center for Whole Grain Foods, Nutrition and Preventive Health.
- OSU CPHHS is the only accredited public health college with Extension FCH/4-H community outreach built-in.



Region 1



Region 2



Region 3



Region 12



Region 11



Region 10



Region 9



Region 8



Region 7



Region 6



Region 4



Region 5

Moore Family Center 2015 Healthy Communities Outreach Project

- \$300,000 partnership with Bob's Red Mill and OSU Moore Family Center to fund 12 Regional Projects across the state of Oregon.
 - OSU Extension FCH and 4-H faculty work collaboratively with community partners in all 36 Oregon Counties promoting "Whole Grain Foods."
- Reaching out to every person, family and Oregon community to empower and equip them where they live, work, learn and play.
- OSU CPHHS Teaching, Research and Outreach is community-based education through outreach and engagement put into action.
- Health.oregonstate.edu/moore-center

Oregon State
UNIVERSITY

Community Partners

- Oregon Wheat Growers League
- Wallowa County Fair Board
- Community Connections, Union, Baker and Wallowa Counties
- Grant School District
- Alameda Elementary
- Good Shepherd Hospital
- Extension Research Center
- Wheeler County, Fair and Rodeo Board
- Wheeler County, Community Schools Coordinator
- Two Boys Grocery
- Mid-Columbia Housing Authority
- Gorge Grown Food Network
- Hood River County School District
- Hood River Migrant Education
- FISH Food Bank
- North Wasco County School District
- Neighbor Impact Food Bank
- Indian Health Service and the Warm Springs Community Wellness Program
- Kid's Club in Crook County
- WIC in Jefferson County
- Klamath Falls City Schools
- Oregon Wheat Growers League
- The Grants Pass Family YMCA
- The Housing Authority of Jackson County
- Sodexo
- Josephine County Prevention and Treatment Coordinator
- ACCESS and the Rogue Valley Food System Network
- Cascade Middle School
- Bethel School District Nutrition Services
- Local 4-H and FCH Programs (West Central)
- Cesar Chavez Elementary School
- Sunrise Elementary School
- GROW Healthy Kids& Communities Action Team
- OSU Extension Family Food Educator Volunteers
- Molalla Public Library
- Northwest Dental
- Molalla Area Chamber of Commerce
- Farm-to- School
- Portland Public Schools Nutrition Services (PPS NS).
- I Have a Dream Foundation
- Local 4-H and FCH Programs
- CCA Regional Food Bank
- Clatsop County Department of Public Health
- Columbia Pacific Food Bank
- The Public Health Foundation of Columbia County
- Lincoln County School District
- Samaritan Pacific Health Services
- Tillamook County Health Department
- Tillamook County Department of Human Services
- Neighbors for Kids
- Oregon Food Bank Tillamook County Services

College of Public Health and Human Sciences OSU Health Extension FCH and 4-H Program Staff



THE FUTURE OF PUBLIC HEALTH IS HERE!

CPHHS and MFC Outreach

- The OSU College of Public Health and Human Sciences (CPHHS) and OSU Health Extension are the community outreach link across rural and urban Oregon through hands-on learning to help ensure well being and life-long health for every person, family and community
- The MFC – Healthy Communities Outreach Project, Phase I has been completed in every corner of the state. We are ready for Phase II of the Project to measure change and impact across all 12 regions and 36 Oregon counties



Moore Family Center Outreach Healthy Communities Outreach (HCO) Project

Founders of Bob's Red Mill – Bob and Charlee Moore Special Thanks

- In July 2014, Bob's Red Mill graciously matched funds in partnership with Moore Family Center and OSU CPHHS
- The \$300,000 funds a statewide outreach project with county-based OSU Health Extension faculty in all 12 regions and 36 counties across Oregon

**Thank you Bob & Charlee for
helping to make this possible!**



