



ONIE PROJECT

SNAP-Education 2022
Department of Health Promotion Sciences



HUDSON
COLLEGE OF PUBLIC HEALTH
The UNIVERSITY of OKLAHOMA HEALTH SCIENCES CENTER

ONIE Project

Proyecto **ONIE**

Mission

**The ONIE Project promotes
healthy living through innovative
& creative strategies for
communities, families &
individuals**



Taste the Difference Farmers Market Initiative

Local Food Capacity Building

- ONIE is an established statewide resource for farmers markets & producers
- Co-hosts annual *Oklahoma Local Ag Summit* since 2014
 - Oklahoma Department of Agriculture Food & Forestry
- Conducts bi-annual market manager & producer surveys to identify capacity building needs & potential
- Guide markets and farms through FNS process
- Provide resources & tools



Accepting SNAP Benefits



Increase Customers

Customer Focused Strategies:

- Raise awareness of SNAP-accepting markets
- Provide digital experiences via social media demonstrating key messages
 - Market specific images, live tours, highlight videos
- Invite local organizations to join the market family
- Support & promote the utilization of incentive programs
 - Double Up Oklahoma & OKFresh
- Simplify the shopping experience
 - Guide SNAP customers through the differences from shopping at a grocery store
- Key message: **All are Welcome**
 - Visually demonstrate inclusion & diversity
- Key message: **Taste the Difference**
 - Taste, freshness & quality



Harvest Highlight

A simple guide to LETTUCE



Romaine
Known for its bright green color & satisfying crunch.



Red & Green Leaf
Light & ruffled, adds texture to salads & sandwiches.



Butter/Bibb
Soft, tender leaves with a smooth buttery texture.

How to Prepare



Always rinse fresh lettuce, even bagged varieties, before using.



All types of lettuce can be used to make a tasty salad.



Use lettuce to add a crunch to burgers & sandwiches. It can be shredded & added to tacos.



Use large lettuce leaves to make a delicious wrap.

How to Select



Look for lettuce with clean, crisp, vivid leaves & fresh stems.



Avoid wilted, yellow or slimy leaves. Stems should not be brown or dried out.

How to Store

- Lettuce can last in the fridge up to 10 days. Heads of lettuce last longer than loose leaf lettuce.
- Wrap lettuce in a paper towel, place in a bag & refrigerate to keep lettuce fresh!
- Revive wilted lettuce with a quick soak in an ice water bath.
- Freezing lettuce destroys its crunchy texture. Enjoy while fresh!

Tip

Lettuce loves cool weather. You can find fresh tasty lettuce in winter & spring at your local farmers market.



OSU EXTENSION
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Ingredients:

- 1 lb 90/10 lean ground beef
- 1 Tbsp chili powder
- 4 cups chopped romaine lettuce
- 1 (15.5 oz) can pinto beans, drained & rinsed
- 4 tomatoes, diced
- 1 cup frozen corn
- 2 green onions, sliced
- 1/4 cup queso fresco
- 1/4 cup plain non-fat Greek yogurt
- 1 lime, juiced
- 2 Tbsp minced fresh cilantro
- 1 cup crushed whole-grain tortilla chips

Preparation:

- Heat a large skillet over medium-high. Add beef & chili powder. Cook 8-10 minutes or until cooked through, crumbling meat throughout. Drain excess liquid if needed.
- In a large bowl, add lettuce, beans, tomatoes, corn, onions & queso fresco. Toss to combine. Top with slightly-cooked beef.
- In a small bowl, stir together yogurt, lime juice & cilantro to make the dressing.
- Just before serving, pour dressing over salad & toss to coat. Top with chips & serve.

25 Min | Serves 6

Nutrition Facts	
8 servings per recipe	
Serving size (202g)	
Amount per serving	
Calories	330
% Daily Value*	
Total Fat 10g	13%
Saturated Fat 3.5g	18%
Total 21g	—
Cholesterol 50mg	17%
Sodium 320mg	14%
Total Carbohydrate 35g	13%
Dietary Fiber 7g	25%
Total Sugar 5g	—
Includes 4g Added Sugars 8%	
Protein 25g	—
Vitamin D 0mcg	0%
Calcium 137mg	10%
Iron 4mg	20%
Total 800mg	20%

*Percent Daily Values are based on a diet of other people's secrets.



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This institution is an equal opportunity provider and employer.

OSU NEAs:

- FB live market tours
 - Feature produce of the month
 - Variety of products at market
 - Highlight how to use SNAP benefits at the market
- FB live cooking demos
 - Prepare recipe using ingredients from market
 - Review how to select, store & prepare featured produce



Multi-Component Social Marketing Strategy

1:1 Technical Assistance

Free, Family, Fun Events

Oklahoma Local Ag Summit

“How to” Recipe Cards

SNAP Redemptions

Farmers Market Promo Videos

SNAP Branding

Onieproject.org Recipe Finder

Social Media Support

Social Media Ads



Choose

Homemade

Choose Homemade Calendar

- 1st edition in 2003
- Design informed by findings from focus group research
- Available in English & Spanish
- Culturally-tailored content
- Unique recipes
- Photography done in-house
- Distributed state-wide
- Featured recipe of the month
- Corresponding 1-min cooking videos
- Nutrition facts label for every recipe
- Tear-out recipe cards



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Meditation	2 Meditation	3 Meditation	4 Meditation	5 Meditation	6 Meditation	7 Meditation
8 Meditation	9 Meditation	10 Meditation	11 Meditation	12 Meditation	13 Meditation	14 Meditation
15 Meditation	16 Meditation	17 Meditation	18 Meditation	19 Meditation	20 Meditation	21 Meditation
22 Meditation	23 Meditation	24 Meditation	25 Meditation	26 Meditation	27 Meditation	28 Meditation
29 Meditation	30 Meditation					

TIP To grill skewers, broil with grill & turn over 2-3 minutes to cook evenly.

April Fools' Day (April 1st)

Passover Begins at Sundown (April 1st)

Passover Begins at Sundown (April 2nd)

Good Friday (April 2nd)

Earth Day (April 22nd)

Passover Ends at Sundown (April 23rd)

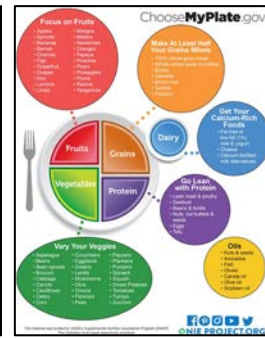
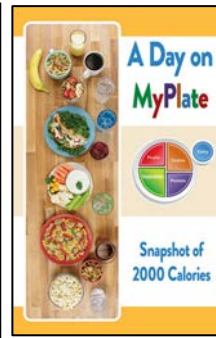
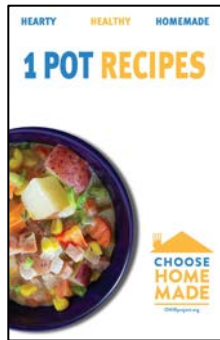
Arbor Day (April 30th)

Passover Ends at Sundown (April 30th)

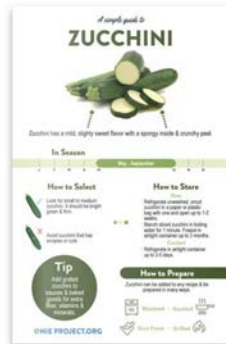
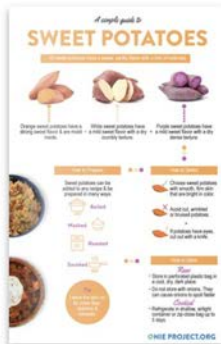
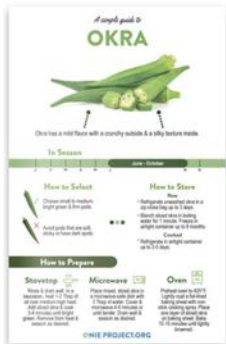


Print Materials

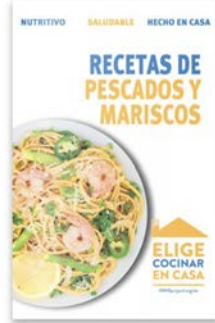
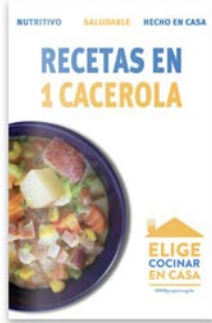
Recipe Booklets



Recipes Cards



Spanish Publications



MyPlate Cooking Class Curriculum

- Informed by formative research (2012)
- **Actual Product:** Tailored hands-on cooking experience & nutrition education series
- **Augmented Product:** Cooking skill builders related to healthy cooking behaviors
- **Behavior Promoted:** Healthy homemade cooking
- **Pilot:** Dissemination in collaboration with OSU Extension Service & Chickasaw Impa' Kalimpi' program
- **Evaluation:** Pre- & Post-Intervention Assessment of Eating Habits (Standardized Instrument)



Lesson 1: My Plate: Keeping Oklahoma families strong, one plate at a time

Lesson 2: Making Sense of Nutrition Labels

Lesson 3: Stretching your Dollars Makes “Cents”:
1 shopping list, 5 recipes

Lesson 4: Change it Up: A Healthy Twist to Favorite Family Recipes

Lesson 5: A Day on MyPlate: A Snapshot of 2,000 Calories

Optional Lessons:

- **Lesson 6:** Make Your Own Baby Food
- **Lesson 7:** Getting Kids in the Kitchen

Choose Homemade Campaigns

Fall Choose Homemade Campaign 2021



It's the Little Wins!



ADDING VEGETABLES...
THAT'S A WIN!

Find simple, tasty & healthy
recipe ideas at onieproject.org



2021 Fall Campaign Videos

Click on each video to view on YouTube



Campaign Strategy

Promotion

- Three six-week waves of digital advertising in English & Spanish.
 - Spring & Summer campaigns will re-introduce creative from previous years
 - Fall campaign will be new creative
- Reach is achieved through digital outreach.

Behavior Focus:

- Increasing vegetables at the dinner time meal.

Outcome Behavior Change & Recall

- Pre & post assessments through self-reported behavior & attitudes toward

Ongoing

Digital Outreach

Bi-weekly live videos on ONIE Project & Projecto ONIE



ONIE Project was live.
July 15 · 🌐

Ways to help get kids more involved in the kitchen. Prepare healthy, simple and delicious snacks that kids will love! #ChooseHomemade



👍❤️😄 66 4 Comments 11 Shares 19K Views

👍 Like 💬 Comment ➦ Share 🌐

Most Relevant ▾

Write a comment... 🗨️ 😊 📷 📺 🗿

ONIE Project · 2:30
Check out more healthy, simple and delicious recipes at <https://onieproject.org/recipes/> Recipes included in this video are: <https://onieproject.org/recipes/mini-pizzas/> <https://onieproject.org/recipes/banana-berry-parfait/> <https://onieproject.org/rec...> **See More**

ONIEPROJECT.ORG
Healthy Recipes - ONIE Project

Like · Reply · Commented on by **Martha Williams** · 5w

ONIE Project · 0:49
Find more ideas here! <https://onieproject.org/little-helping-hands-how-kids-can-help-in-the-kitchen/>

ONIEPROJECT.ORG
Little Helping Hands - How Kids Can Help in the Kitchen - ONIE Project

ONIE Project
August 2 at 10:50 PM · 🌐

Recipe of the week: Healthy Beefy Taco Salad!
#RealRecipesForRealLife #ChooseHomemade



ONIEPROJECT.ORG
Healthy Beefy Taco Salad Recipe - ONIE Project Learn More

👍❤️😄 2.4K 121 Comments 1K Shares

👍 Like 💬 Comment ➦ Share 🌐

Most Relevant ▾

Write a comment... 🗨️ 😊 📷 📺 🗿

Keith Skrzypczak
Where's the beef? ...
Like · Reply · 3w
Most Relevant is selected, so some replies may have been filtered out.

ONIE Project (Author)
We use ground beef! 😊 Click on the recipe to see all the ingredients.

Like · Reply · Commented on by **Anna Restuccia** · 2w

↩️ View 1 more reply

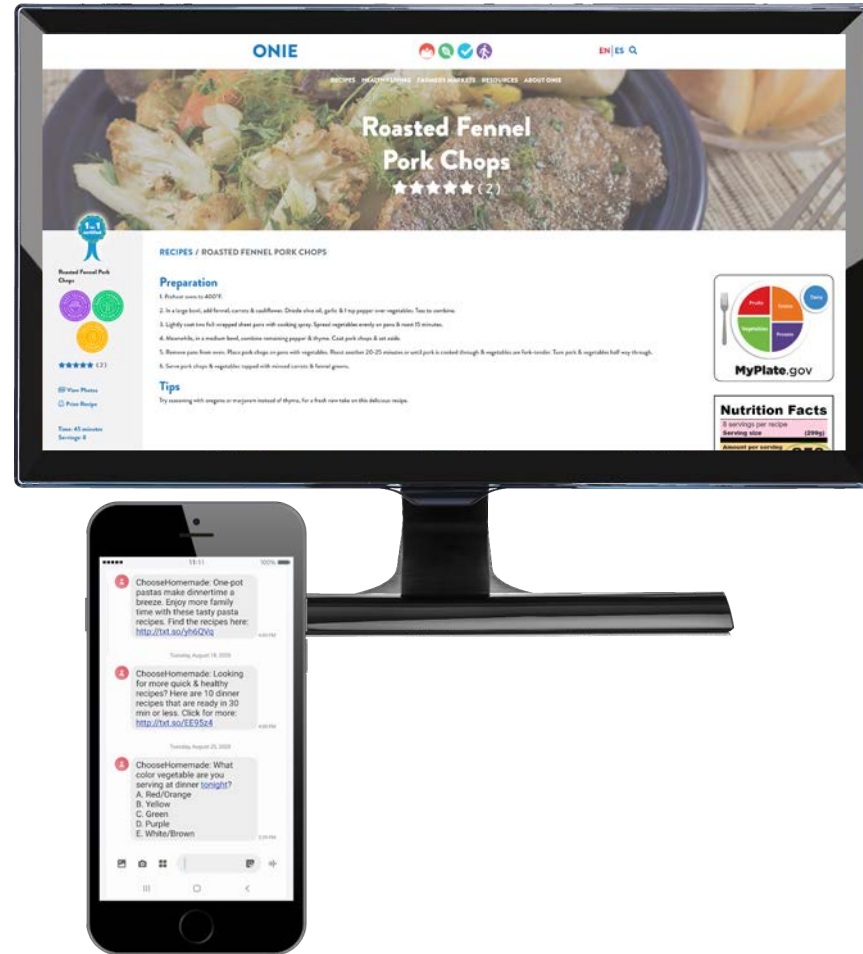
Mareia Jackson Townley
Look good ...
Like · Reply · 2w 🗿 1

Continually monitor performance & refine media strategy

Engage followers

onieproject.org

- **Recipe Finder**
 - Hundreds of unique recipes available in English & Spanish
 - Search by recipe type, ingredient, or prep time
- **1- Minute Cooking Videos**
- **Weekly Healthy Living Blogs**
- **OK SNAP-Accepting Farmers Markets**
 - Interactive Map with market contact information
- **Resources**
 - Order **FREE** print materials
- **New Features**
 - Interactive MyPlate
 - Recipe Badges



Tasty Text

Actual Product: Texts messages (SMS) disseminating ONIE resources (recipes & blogs)

Behavior change: Increase vegetable consumption at dinnertime meals.

Program Strategy:

- Bi-weekly text messages to participants with information about ONIE & resources about healthy living, recipes & events *#TastyText*

Enrollment: 769

- English (481) Spanish (288)





Click to view video on YouTube

Spring 2022 Campaign

Promoting Tasty Text behavioral nudge

Physical Activity Let's Get Moving



Let's Get Moving

Social Marketing Strategy

Free family fun
promotion

Engaging
Text
Messages

Completion
Medals

Providing
resources to
continue behavior

Event Branding
/ Matching t-
shirts

Providing
Preparation
Resources

Welcoming
environment

Engaging
Social Media /
sharing posts





ONIE PROJECT

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