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

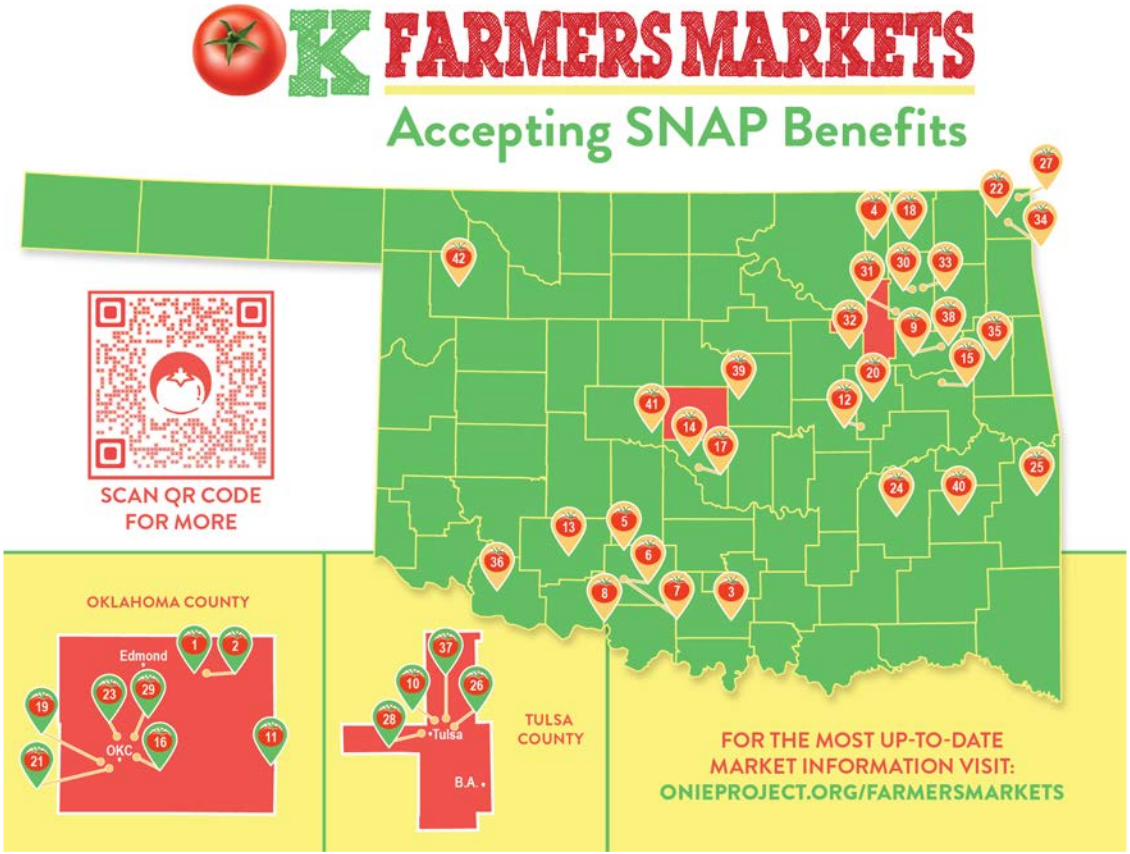
The ONIE Project promotes healthy living through innovative & creative strategies for communities, families & individuals

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



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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

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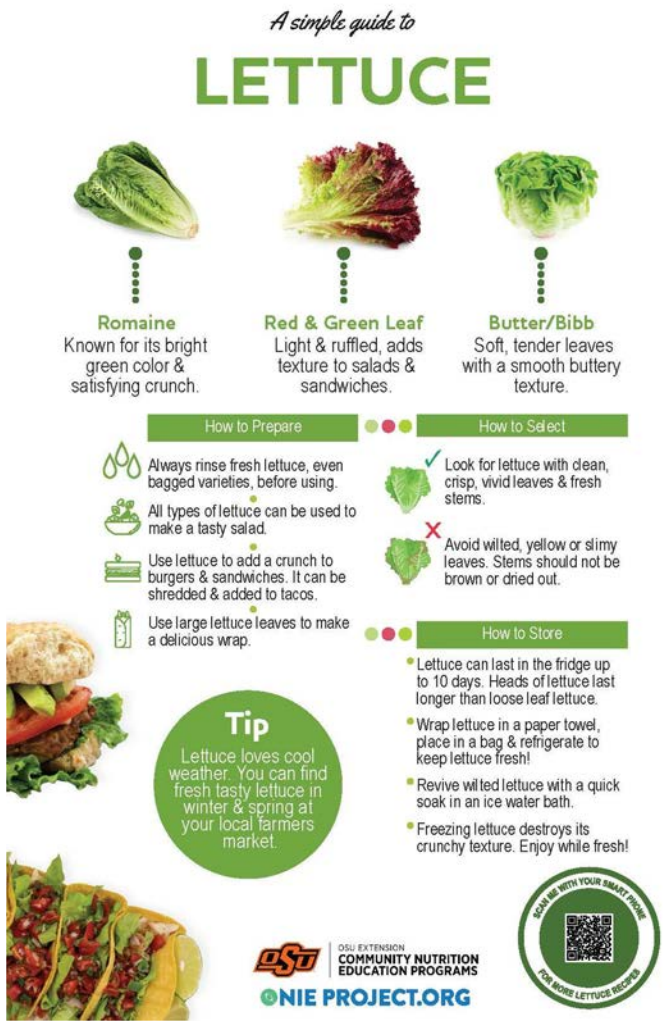
Harvest Highlight

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



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:

1. 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.
2. In a large bowl, add lettuce, beans, tomatoes, corn, onions & queso fresco. Toss to combine. Top with slightly-cooled beef.
3. In a small bowl, stir together yogurt, lime juice & cilantro to make the dressing.
4. Just before serving, pour dressing over salad & toss to coat. Top with chips & serve.

25 Min | Serves 6

Nutrition Facts

6 servings per recipe
Serving size (302g)

Amount per serving
Calories 330

	% Daily Value*
Total Fat 10g	13%
Saturated Fat 3.5g	18%
Trans Fat 0g	
Cholesterol 60mg	17%
Sodium 320mg	14%
Total Carbohydrate 35g	13%
Dietary Fiber 7g	25%
Total Sugars 5g	
Includes 0g Added Sugars	0%
Protein 25g	
Vitamin D 0mcg	0%
Calcium 137mg	10%
Iron 4mg	20%
Potassium 869mg	20%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

1 for 1 certified

Are calories & sodium close to a match?

This recipe is 1 for 1 certified & meets a lower sodium standard.

OSU EXTENSION COMMUNITY NUTRITION EDUCATION PROGRAMS
NIE PROJECT.ORG
This institution is an equal opportunity provider and employer.

SCAN ME WITH YOUR SMART PHONE TO VIEW THIS RECIPE ONLINE

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

ONIE PROJECT

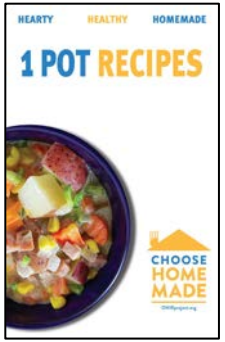
Choose Homemade

Choose Homemade Calendar

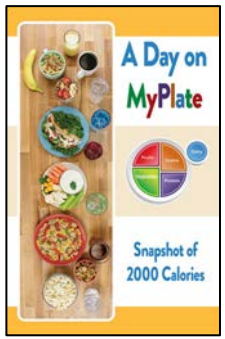
- 1st edition in 2003
- Design informed by findings from focus group research
- Available in English & Spanish
- Culturally-tailored content
- Unique recipes
- Photography done in-house
- Distributed state-wide
- Featured recipe of the month
- Corresponding 1-min cooking videos
- Nutrition facts label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

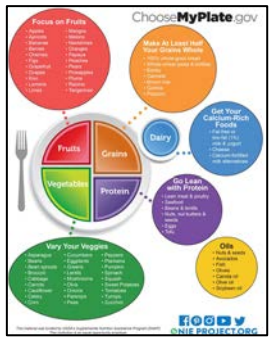
Print Materials

Recipe Booklets

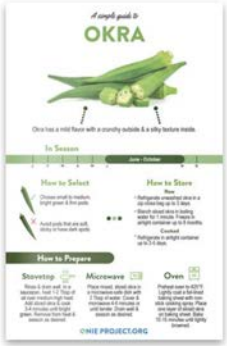


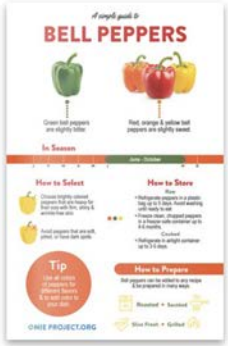
MyPlate Curriculum





Recipes Cards





Spanish Publications

PROYECTO ONIE

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

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Choose Homemade

Campaigns

Fall Choose Homemade Campaign 2021

It's the Little Wins!

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:

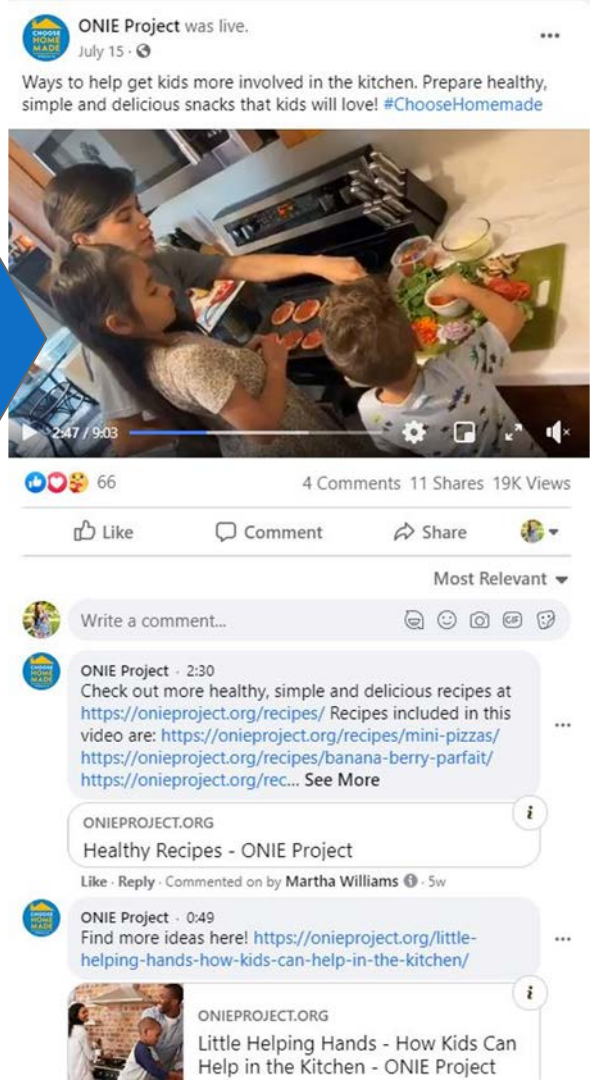
- Increasing vegetables at the dinner time meal.

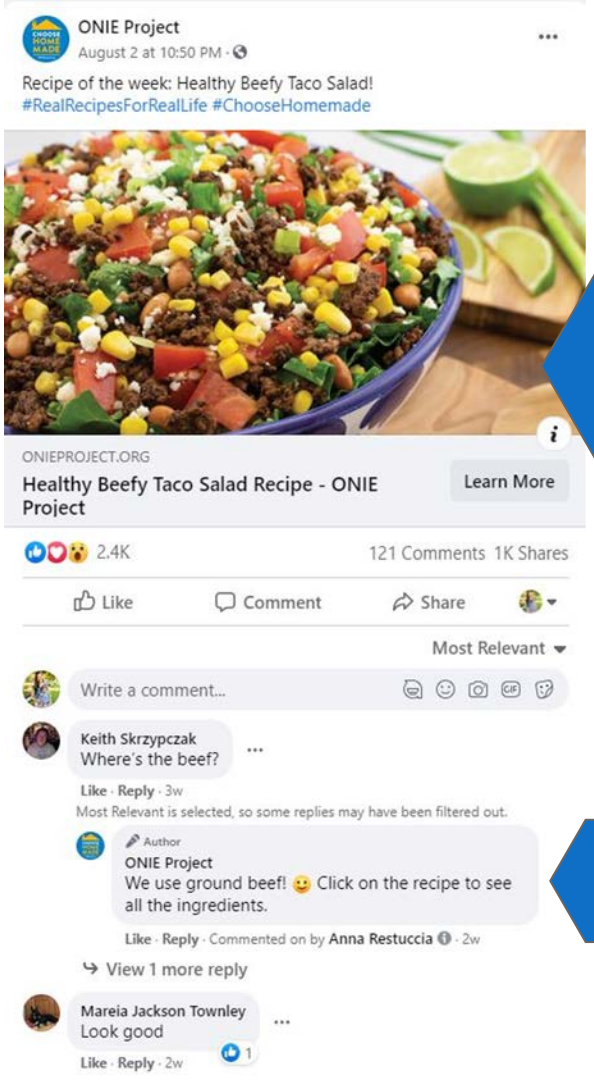
Outcome Behavior Change & Recall

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

Ongoing
Digital Outreach

Bi-weekly live videos on ONIE Project & Proyecto ONIE





Continually monitor performance & refine media strategy

Engage followers

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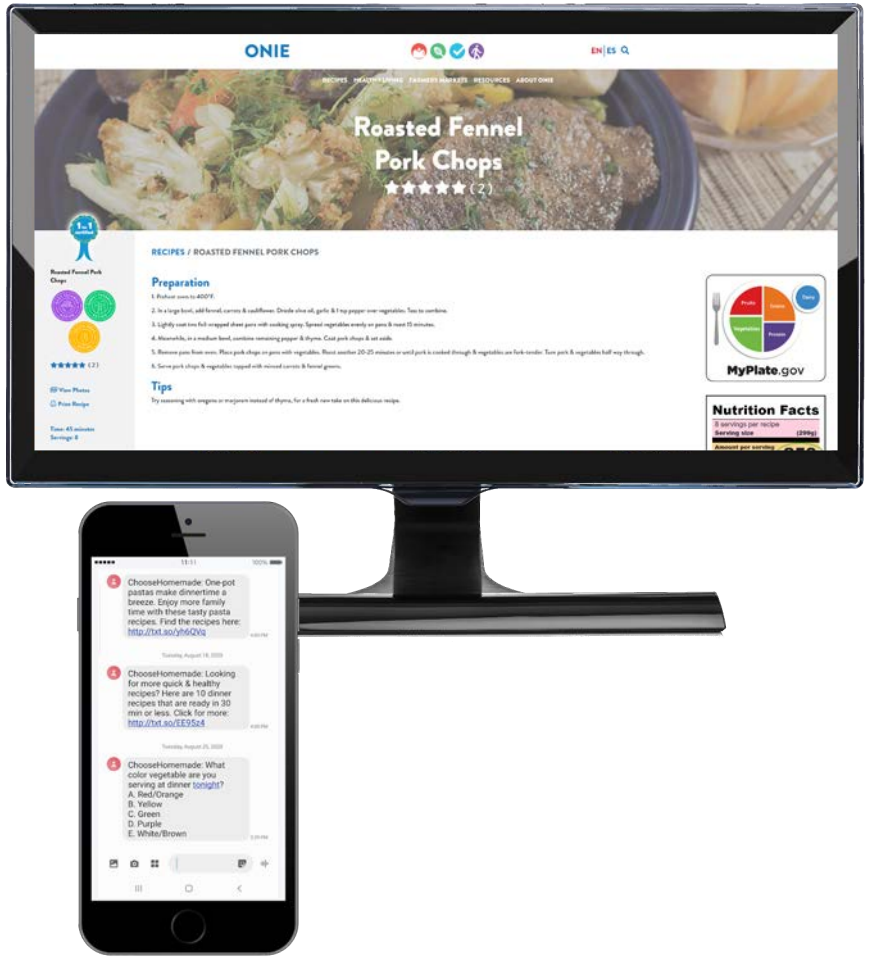
onieproject.org

- **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



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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)

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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