IGNITE PRESENTATION
Shortcut to Food Hero

ABSTRACT
Shortcut to Food Hero is an icon linked directly to the Food Hero website, installed on the desktops of common area computers at sites working with SNAP-Ed audiences. *Shortcut to Food Hero* is a multidimensional resource that can be incorporated into a long-term, sustainable PSE strategy, creating a built-in resource available for use by the SNAP-Ed audience, site staff, and EPAs.

INTRO:

- By now I'm sure many of you have already read the abstract summarizing the topic of my presentation *Shortcut to Food Hero* and are thinking "wow, this sounds pretty basic and simple." Well you're right! **It is** pretty basic and simple, it's relatively **easy** to develop, but in turn opens up the possibility of many different ways to use it and apply it to a long-term PSE strategy.

WHAT:
- In a nutshell, *Shortcut to Food* Hero is referring to the creation and use of a shortcut icon on the desktops of common area computers at sites where we work with SNAP-ed audiences.

WHERE / WITH WHOM:
- Examples of where I have proposed and am now at different stages of developing and implementing this resource include: several residential sites of the Housing Authority of Jackson County, the Oregon Child Development Coalition in Ashland, and several Southern Oregon Head Start / Early Head Start sites.
- At these sites, I'm primarily working with adults / mainly parents and moms / and overall just under half are Spanish speaking.

HOW:
- Developing this resource is extremely simple and straightforward – **I just asked!**
- With the Housing Authority, I put together a simple proposal and description of my idea and submitted it to my main contact person via email.
- With the OCDC and Head Start sites, I was at these sites for a meeting, saw their computers, and pitched them with a summary of what I wanted to do. From there, my experience has been that once the development of *Shortcut to Food Hero* has been approved, most sites have their IT departments perform the actual installation of the icon on the computer desktops.

SNAP-Ed audience
- With our SNAP-Ed audience, the goal in applying this strategy is to help make the healthy choice the easy choice.
- By placing Food Hero literally at their fingertips, providing them with simplified access to the website, and basic instructional demonstrations on how to navigate it, I believe we're more likely to connect with our target audience and increase use and application of Food Hero.

EPAs

- One of the ways that I'm starting to do this is by integrating an introduction to the Food Hero website as the beginning of my direct ed. sessions at these sites.
- It appeals to my tech-savy audience members who already surf the web for recipes, as well as my beginning cooks and newbie parents. This method definitely enhances my presentations and engages a broader range of participants by adding this multimedia component.
- So what I'm doing is providing a brief introductory demonstration navigating the basics of the FH website, typically including:
o Introducing the shortcut icon, where it's located on their desktop and how it works
o Accessing the *Recipes* tab –Demonstrating ways to sort recipes – Searching recipes by ingredients / categories – Printing single recipes (highlighting the streamlined format of ingredients / directions / Nutrition Facts Label) - *Tips & Tools* tab & information found there
o Spanish translation / toggling ability

Site Staff

- Now the ultimate icing on the cake, solidifying the sustainability of this PSE strategy, I believe is in conducting a site staff training session.
- My recent experience (being that I've only been an EPA for just over a year) is that the staff at these sites are *familiar* with our colorful and helpful newsletters, but most of them also suffer from *inbox overload*, receiving too many great resources and links with too little time to follow through and explore them during that imaginary thing called "free time."
- The support that we need on the ground at these sites to continue to make that connection with our target audience after the conclusion of our lessons, requires "buy-in" from the site staff.
- By providing the same brief introductory demonstration navigating the basics of the FH website with the site staff (let's say during the first 15 minutes of a regular staff meeting), will undoubtedly break the ice with introducing the website as a multidimensional resource and tool and provide that **personal connection** that ultimately paves the way to the "buy in" factor – which is essentially in all of you – my fellow Food Hero Ambassadors.

PROJECT GOALS:

- Due to the simplicity, low cost, and universal benefit of adding the shortcut icon as a permanent resource on the desktops of computers serving our SNAP-Ed population, I've received enthusiastic support and endorsement to propose this at a regional level with our Head Starts, and at a state level with the OCDC.
- Imagine cultivating this same type of connection with DHS / WIC...Expanding into other community sites like senior centers and libraries...or potentially in the future increasing connections with our tech-savy audience with a smart phone app or QR codes...

CLOSING

- I hope my presentation has possibly assisted or motivated some of you to develop and implement the *Shortcut to Food Hero* PSE strategy at your adult ed sites with common area computers.
- Keep up the great work – and **thank you** for motivating and expanding **my** ideas with **your** fantastic experiences and ideas. **Go Team!**