

Healthy Food Retail PSE Project Implementation

Summary of Key Findings

BUILDING CAPACITY FOR OBESITY PREVENTION STUDY

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Summary of Key Findings

The Building Capacity for Obesity Prevention Project (BCOP) is a partnership between Case Western Reserve University, Prevention Research Center for Healthy Neighborhoods; The Ohio State University, SNAP-Ed program; and the Ohio Department of Health, Creating Healthy Communities Program (CHC). The aim of this researcher-practitioner collaborative project is to develop diagnostic tools that can be used by SNAP-Ed and CHC practitioners as they implement and sustain four different nutrition-related policy, systems, and environment (PSE) interventions. The targeted interventions include: *Farmers' Markets*, *Healthy Food Retail*, *Farm to School*, and *healthy eating policies in childcare*.

This report focuses on analysis of qualitative data collected from 9 counties in Ohio (4 rural, 5 urban) in 2015. Data collection included 18 interviews conducted with 11 CHC and 9 SNAP-Ed practitioners as well as 23 focus groups conducted with community residents including 47 CHC Coalition members and 127 SNAP-Ed participants or SNAP eligible residents regarding healthy food retail PSE projects. The data that are the focus of this report provide rich information about factors perceived to influence successful implementation of healthy food retail PSE projects in corner stores. The term corner store in this report refers to corner stores, convenience stores and gas stations.

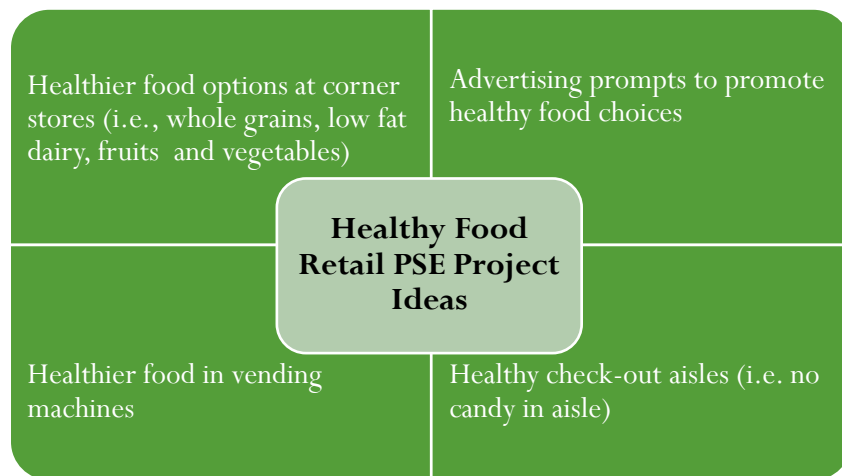


FIGURE 1. EXAMPLES OF HEALTHY FOOD RETAIL PSE PROJECTS

The qualitative data revealed that successful healthy food retail PSE projects are dependent on factors related to *organizational and practitioner capacity*, *community perceptions*, and *logistical factors*. Each of these factors includes themes and sub-themes that are described in greater detail in the following pages.



**Community Nutrition and Public Health
Organizational and Practitioner Capacity**

- Practitioner awareness, perceptions, and motivations for healthy food retail PSE projects in corner stores.
- Organizational budgets, staffing, and skills to support implementation of healthy food retail PSE projects.



Community Attitudes and Perceptions

- Community awareness, motivations, and challenges to implementing healthy food retail PSE projects in corner stores.



Logistical Factors

- Convenience, transportation and cost of implementing healthy food retail PSE projects in corner stores.
- Distribution and sourcing systems that affect implementation of healthy food retail PSE projects in corner stores.

FIGURE 2. FACTORS INFLUENCING IMPLEMENTATION OF HEALTHY FOOD RETAIL PSE PROJECTS



Theme

Definition

Example Quote

1

Community
Nutrition and
Public Health
Organizational and
Practitioner
Capacity

Having the budgets, staff, resources, work plans, and community support systems to implement healthy food retail PSE projects.

“We have... the internal resources, budgets, and materials [for healthy food retail activities].”

(SNAP-Ed Rural Interview)

“We have funded several projects in this area... we’re not actually doing the projects but working with community organizations to do that.”

(CHC Urban Focus Group)

2

Networks &
Relationships

The networks and relationships (i.e., social capital) from which practitioners and community members can draw on to implement and support healthy food retail PSE projects.

“...there’s different ways...to kind of go about it... just, you know, making those connections with those city partners and as well as the owner... to make that happen and make it a priority.”

(CHC Urban Interview)

“I’ve worked with them... particularly the health department on healthy food retail.”

(SNAP-Ed Urban Interview)

3

Logistical Factors

Factors associated with convenience, transportation, cost, and space that can facilitate implementation of healthy food retail PSE projects.

“That’s [transportation] a huge issue, . . . especially with low-income families . . . that’s why I want it to be geared towards these gas stations and convenience stores because they’re everywhere, and it’s so much easier to get to that versus a produce stand if it’s further away, but again, if the produce stand was there, at the gas station, then they would have that access and it wouldn’t be a problem . . .”

(CHC Rural Focus Group)

4

Community Attitudes & Perceptions

Community factors such as awareness, motivations, implementation challenges, and messaging that influence implementation of healthy food retail PSE projects.

Interviewer: why . . . did you choose healthy food retail?

“Because I think everybody would want to take advantage of healthy foods if they could afford to and if they could get it you know, retail where it would be reasonable they’d [community residents] do it.”

(CHC Rural Focus Group)

5

Corner Store Capacity

Corner store owners' perceptions, incentive programs, resources, and sustainability that support implementation of healthy food retail PSE projects.

"I think along those lines if the fear of waste is always a barrier that owners are afraid to face. They are afraid they are not going to sell what they buy and that, you know, they need the demand before they buy..."

(CHC Urban Focus Group)

GOOD

FOOD



HERE

EAT RIGHT OHIO

Sample Indicators for Assessing Readiness and Capacity to Implement Healthy Food Retail PSE Projects

Once the most important themes for successful implementation of healthy food retail PSE projects in were identified, the BCOP team worked to create indicators that can be included in the diagnostic tool to assess readiness and capacity to implement healthy food retail PSE projects. These indicators were reviewed by leaders from SNAP-Ed and CHC as well as by experts in healthy food retail. Below are two sample indicators for each theme. In summer 2016, these and related indicators will be incorporated into a tool for SNAP-Ed and CHC practitioners to use for planning and goal setting.

Community Nutrition and Public Health Organizational and Practitioner Capacity

- To what extent does your organization have the skills and resources needed to evaluate the success of healthy food retail PSE projects?
- To what extent does your current annual organizational budget have funds to support implementation of healthy food retail PSE projects in your service area?

Networks and Relationships

- In the past year, to what extent did you collaborate or partner with food retailers to develop marketing tools (e.g., signs, point-of-purchase labels) to raise awareness about healthy food choices available in the stores?
- In the past year, to what extent did you establish relationships with one or more funding entities from whom you or your partners could seek funding to support healthy food retail PSE projects in your service area?

Logistical Factors

- To what extent are there corner stores available in low-income neighborhood in your service area?
- To what extent are prices of fresh produce or other healthy food options at corner stores, in your service area comparable to prices at supermarkets?

Community Attitudes and Perceptions

- To what extent are corner stores trusted by SNAP recipients and other low-income consumers?
- To what extent are community stakeholders in your service area aware of healthy food retail projects taking place in your service area?

Corner Store Capacity

- To what extent are there incentive programs (e.g., tax incentives, financial assistance) to support the owners of corner stores who are interested in implementing healthy food retail PSE projects in your service area?

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