

Changing the Food Environment: What is Feasible in Small Food Stores

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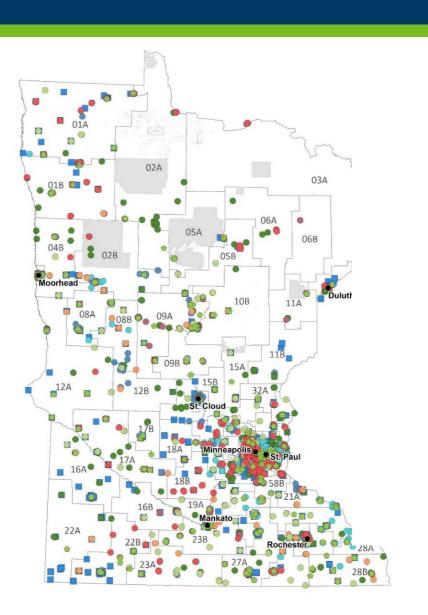
Cedar Room C

Minnesota



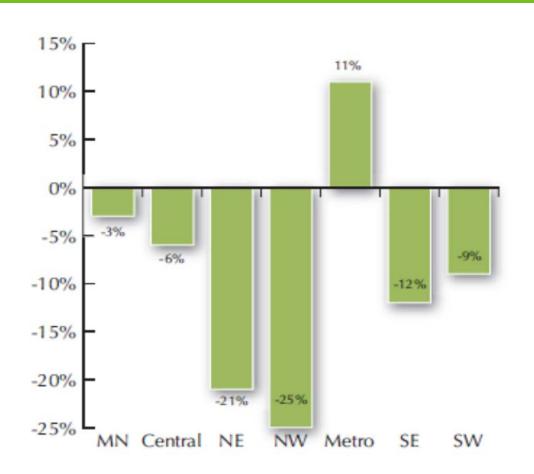
Minnesota Department of Health & SHIP





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Food Retail Landscape in Minnesota



The change in the number of grocery stores by region between 2000 and 2013.

Data: DEED, QCEW

2015 Small Grocers Survey

Can't meet demand for local produce

Can't meet quality level of produce customers wanted







SWITCH UP YOUR SNACK - GRAB AND GO FRUIT!

Good Food Sold Here Partnership

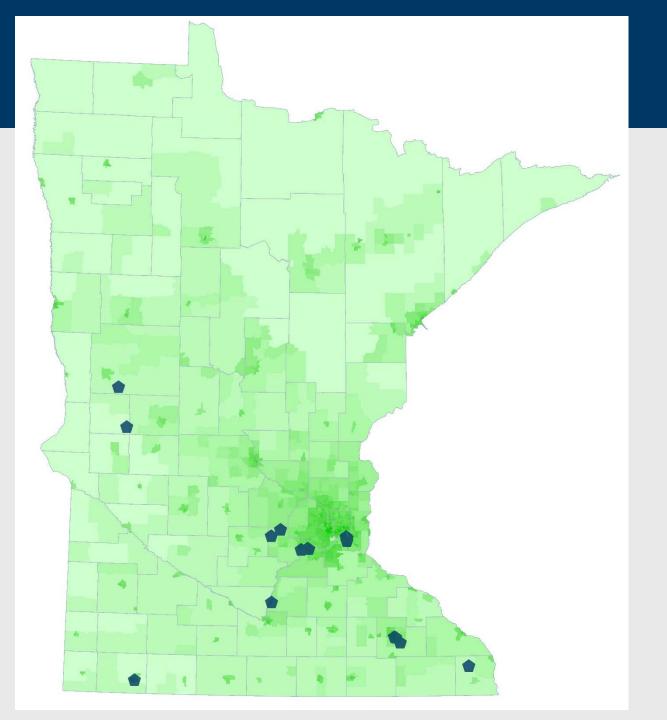
Modify the store environment through:

- Increasing availability of healthy foods and beverages
- Placing new items in locations that encourage purchasing
- Promoting new items with signage



State & Local Public Health Support:

• Provide trainings, resources, and signage



The Pilot - 16 Small Stores

Small store is:

3 or fewer cash registers

Evaluation Goals

Feasibility?

What support is feasible for public health agencies to provide to stores to help change the environment?



Impact?

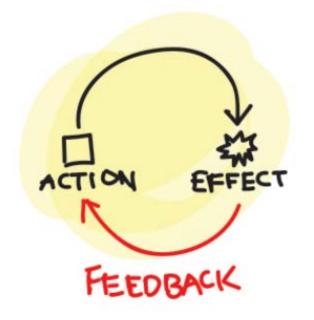
Are stores changing the store environment in regards to products, placement, and promotion?





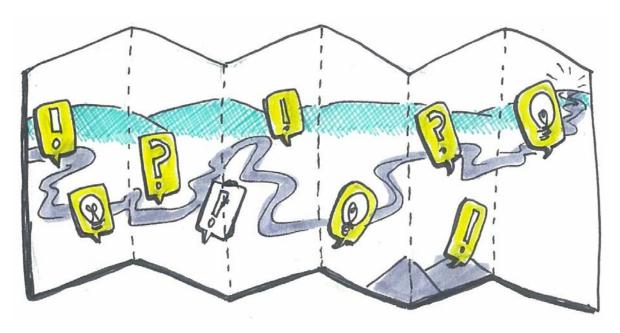
1. Allow enough time for feedback

- Increases project buy-in & fosters relationships
- Craft questions that gather information for decision making



2. Develop an evaluation plan

- Includes evaluation goals, specific questions, and data collection methodology
- Clarifies project scope



Example of Impact Objective, Specific Questions, & Data Collection

Evaluation Objective	Sub Questions	Indicator	Data Collection Methods
Impact: To what extent do Minnesota small stores increase the availability and visibility of fruits, vegetables, and healthy beverages through the intervention?	I-1. Product: To what extent do participating stores increase the availability of fruits, vegetables, and healthy beverages? I-2. Promotion: Did stores display all 4 required promotional signs?	Changes in: Variety of fresh, frozen and canned fruits and vegetables Variety of healthy beverages Presence of signs in store	-Good/Better Practices Tracker - MN-EATs (to a lesser extent) -Good/Better Practices Tracker
	I-3. Placement: To what extent did stores increase the number of healthy items by the checkout? Did stores stock water at eye level?	Changes in: Healthy items by the checkout Stocking water at eye	-Good/Better Practices Tracker
	I-4. Customers: To what extent do customers notice and express satisfaction to the changes in the store? How do customers' awareness of store changes relate to customers' purchasing behaviors of fruits, vegetables, and healthy beverages?	 Customer's awareness of changes in the store Customer's expressed satisfaction of the store changes Customer's purchases 	-Customer Intercept Interview
	I-5. Sustainability: To what extent did store owners/managers/managers perceive that the changes they made are sustainable?	Store owners/managers/managers perception of sustainability of changes	-Post Store owner/manager interview

3. Include both implementation and evaluation in one tool

- Increases the utility of the materials
- Uses evaluation plan to craft sensitive, not overly detailed tools

4. Build Trusting Relationships

• Time, conversation, & listening



Summary of Key Lessons Learned

- 1. Allow for enough time for feedback
- 2. Develop an evaluation plan
- 3. Include both implementation and evaluation in one
 - tools
- 4. Build trusting relationships



Opportunities and Next Steps

Before



After



