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

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Cedar Room C
Minnesota Department of Health & SHIP

SHIP strives to help Minnesotans lead longer, healthier lives by reducing the chronic diseases caused by tobacco use and exposure, poor nutrition and physical inactivity through Policy, Systems and Environmental (PSE) approaches.
Food Retail Landscape in Minnesota

2015 Small Grocers Survey

- Can’t meet demand for local produce: 54%
- Can’t meet quality level of produce customers wanted: 49%

The change in the number of grocery stores by region between 2000 and 2013. Data: DEED, QCEW
WHAT CAN WE DO?
SNACK WELL, FEEL GOOD.

SWITCH UP YOUR SNACK - GRAB AND GO FRUIT!
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
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?
How do we evaluate a project that is community driven, unique to each store??
4 Key Evaluation Lessons Learned
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

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

- 5.1: What is the likelihood you would be able to consistently and accurately capture the data?
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
Any Questions?

Thank you!

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