

HER- Healthy Food Retailers – Retailers' subgroup call

December 12, 2016

Conversation Retailers and Academic Collaboration Experience - Collin Payne and Pay N' Save

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Retailers' subgroup commissioned paper

Findings and recommendations from a systematic review of
the evidence on healthy food retail interventions

Study Aims:

- Conduct a systematic review of the current evidence on healthy food retail interventions for those who may be the most nutritionally vulnerable—i.e., SNAP and WIC participants.
- Engage a panel of research and retailers' experts to assess the current evidence for scientific strength, effectiveness, feasibility and sustainability.

Overview of Methods:

- Selection of Studies
 - Nineteen studies whose focus was on supermarket and grocery store intervention targeting WIC, SNAP or Low Income populations
 - Key words: grocery stores, supermarket, consumer behaviors, fruit & vegetables
- Data Extraction and Coding
 - Qualitative Analysis:
 - Target audience, study design, intervention strategy, length of intervention, intervention dose, setting, retailer's role in the implementation of the intervention, outcomes, mediators, moderators, consumer data collection, and key findings.
 - Quantitative Analysis:
 - Suitability- appropriateness of study design to determine effectiveness of outcomes
 - Three-point scale
 - Effectiveness – effectiveness of observed outcome measures
 - Four-point scale

Overview of Methods:

- Modified Delphi Process:
 - Eight experts on food retail interventions rated each article on suitability and effectiveness

ID & Setting	Intervention Component and Dose	Design & Duration	Role of Retailer	Outcome	Key Findings	Ranking	Quantitative Evaluation														
[80a] Farmers' Market	- Intervention Component: Bonus incentive program - Dose: \$2 Philly food bucks for each \$5 in SNAP purchases	- Design: Cross-sectional study - Duration: No duration reported	Administered and recorded questionnaire data	Fruit and Vegetable consumption and SNAP sales at market	-Philly food users increased fruit and vegetable consumption. -As a result of Philly bucks, SNAP sales increased by 300%		Design Suitability <table border="1"> <tr> <td>Least</td> <td>Moderate</td> <td>Greatest</td> </tr> <tr> <td>1</td> <td>2</td> <td>3</td> </tr> </table> Outcome Measure Effectiveness <table border="1"> <tr> <td>Not effective</td> <td>Somewhat</td> <td>Effective</td> <td>Strongly effective</td> </tr> <tr> <td>0</td> <td>1</td> <td>2</td> <td>3</td> </tr> </table>	Least	Moderate	Greatest	1	2	3	Not effective	Somewhat	Effective	Strongly effective	0	1	2	3
Least	Moderate	Greatest																			
1	2	3																			
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0	1	2	3																		
[76a] Supermarket	- Intervention Component: Monetary incentive program to buy fruits and vegetables - Dose: 30% or \$60	- Design: Experimental Study - Duration: No duration reported	Provided EBT data to researchers	Fruit and vegetable spending, purchases of F&V targeted by the program	-Self-reports indicated that as a result of the incentive program F&V spending increased; however EBT data indicated that the impact of the incentive program was small		Design Suitability <table border="1"> <tr> <td>Least</td> <td>Moderate</td> <td>Greatest</td> </tr> <tr> <td>1</td> <td>2</td> <td>3</td> </tr> </table> Outcome Measure Effectiveness <table border="1"> <tr> <td>Not effective</td> <td>Somewhat</td> <td>Effective</td> <td>Strongly effective</td> </tr> <tr> <td>0</td> <td>1</td> <td>2</td> <td>3</td> </tr> </table>	Least	Moderate	Greatest	1	2	3	Not effective	Somewhat	Effective	Strongly effective	0	1	2	3
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Summary of Results:

Target Population n = 19	Mean Suitability (1-3= greatest)	Mean Effectiveness (0-3= strongly)
SNAP (n = 2)	1.75	1.75
WIC (n =9)	2.07	2.04
SNAP & WIC (n = 5)	1.93	1.52
Low Income (n =3)	1.83	1.46
Mean across studies	1.90 Moderate	1.70 Trending to effective

Intervention Strategies examples

- Monetary incentives (\$60) to buy fruits and vegetables
- Revisions made to WIC program
- Farmers' market was brought to WIC clinics and extension educators provided advice on shopping strategies
- Health education activities at stores
- Promotion and placement marketing activities
- Recipes and food tastings

Outcomes

- Fruits and vegetables consumption and SNAP sales
- Fruits and vegetables spending, purchases
- Juice purchases
- Healthy food availability
- Total amount fruits and vegetables purchased by WIC household

Findings

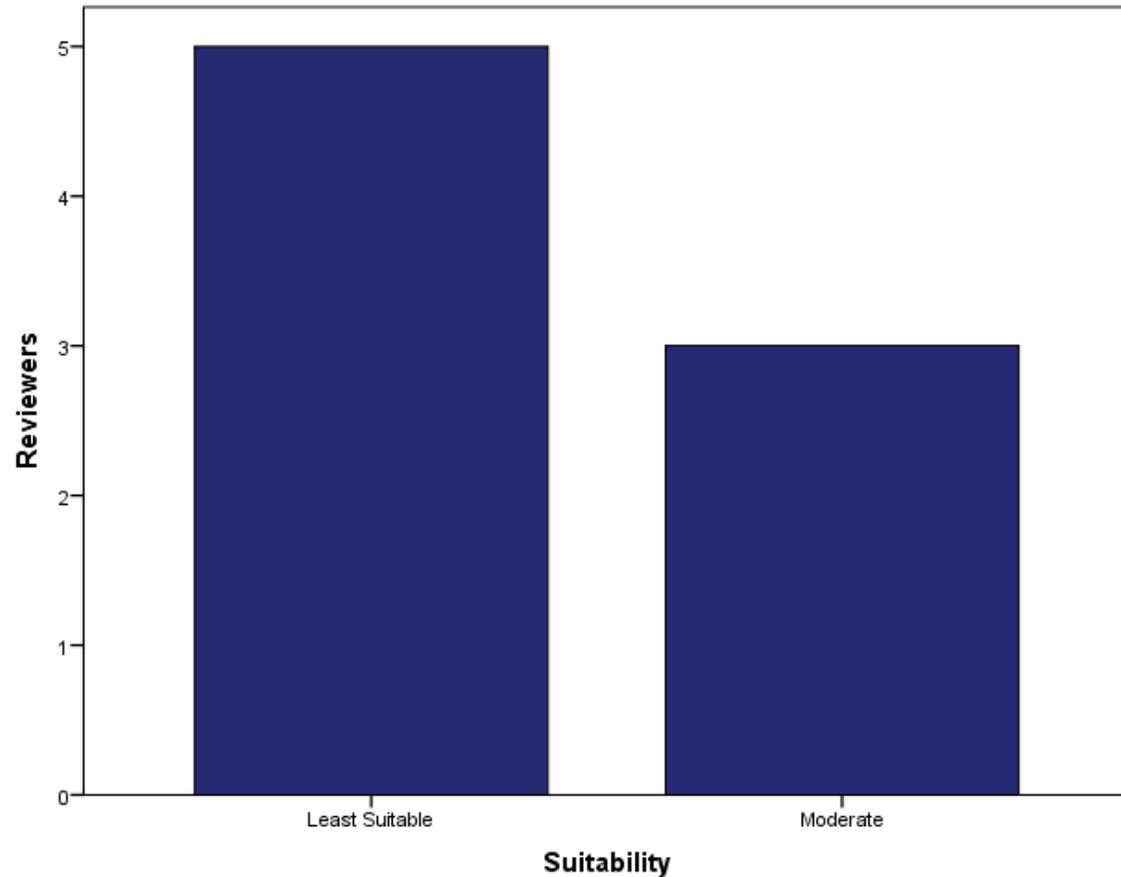
- Incentive program increased consumption of fruits and vegetables.
- Stores stocked more foods approved by WIC after program revisions
- Increased availability of healthy foods
- Food insecurity decreased and fruits and vegetables consumption increased

Low suitability and Moderate Effectiveness

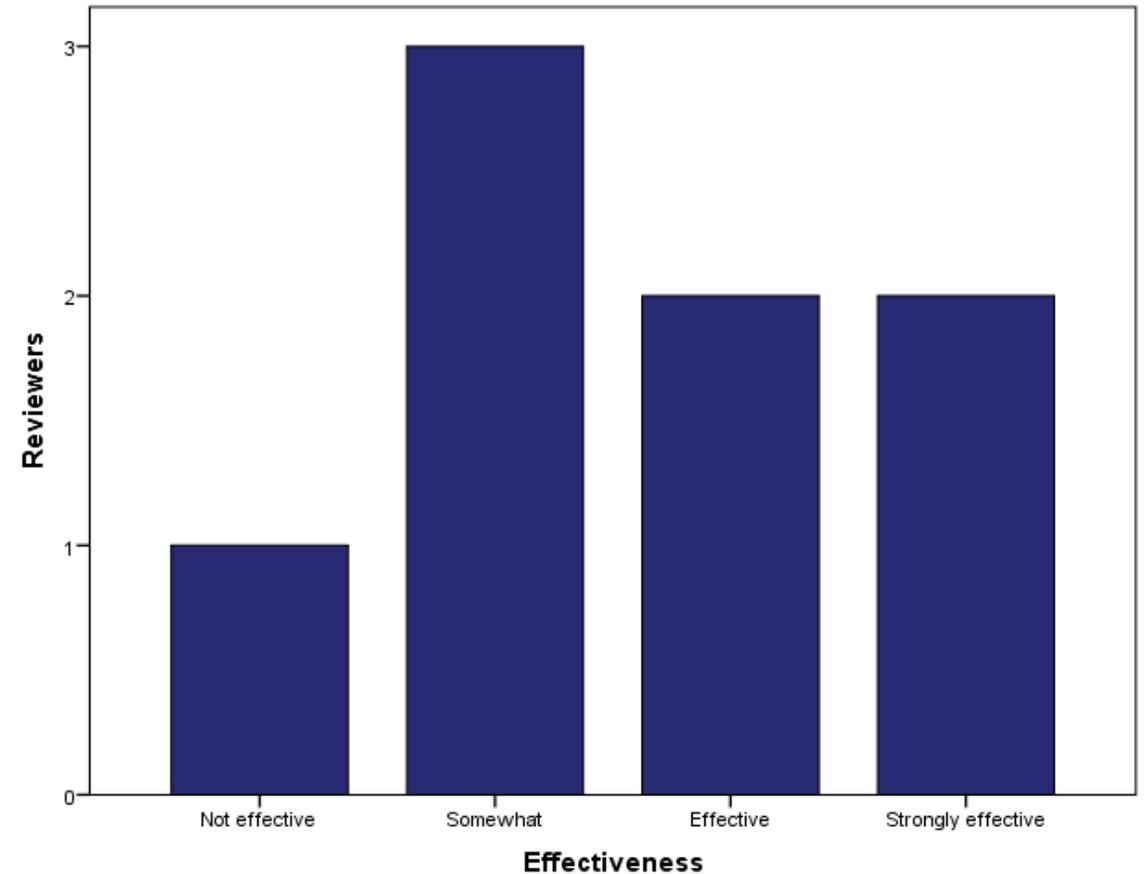
SNAP

Young, C. R. (2013). Improving fruit and vegetable consumption among low-income customers at farmers markets: Philly Food Bucks, Philadelphia, Pennsylvania, 2011. Preventing chronic disease, 10.

Suitability $M = 1.37$ ($SD = 0.52$)



Effectiveness $M = 1.62$ ($SD = 1.06$)

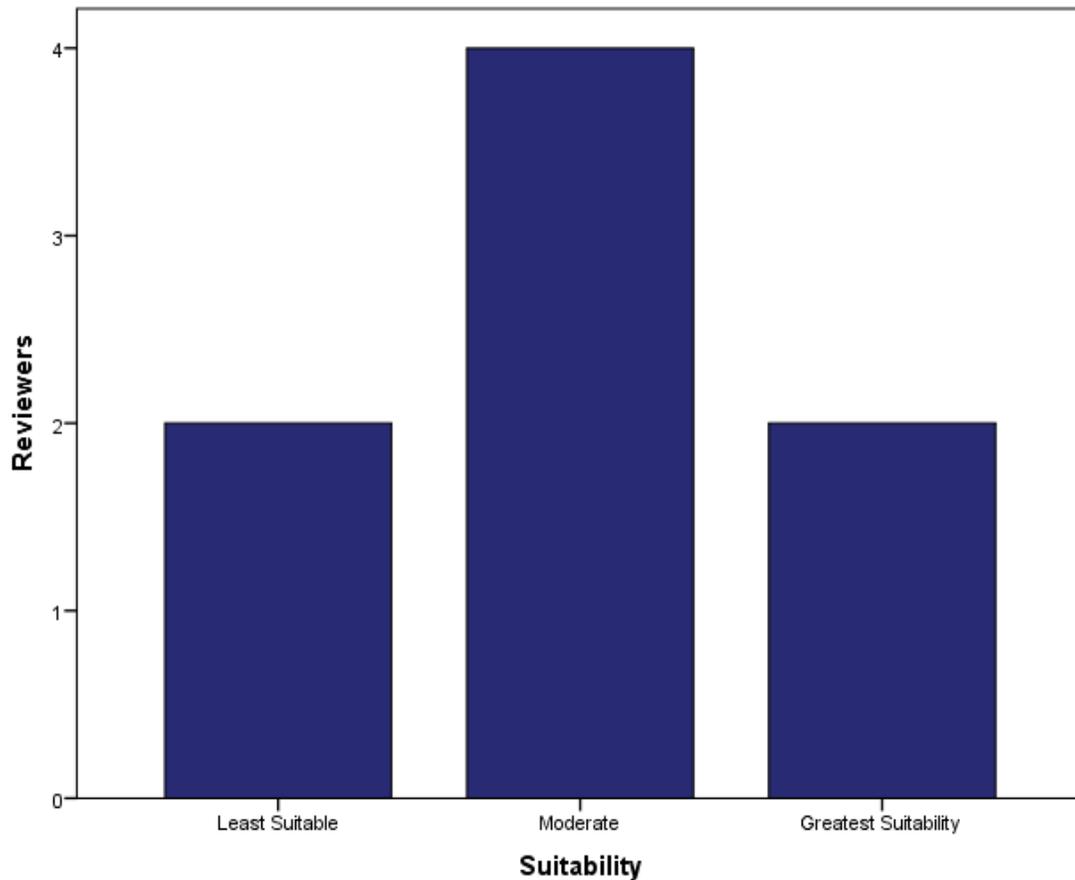


Moderate Suitability and Low Effectiveness

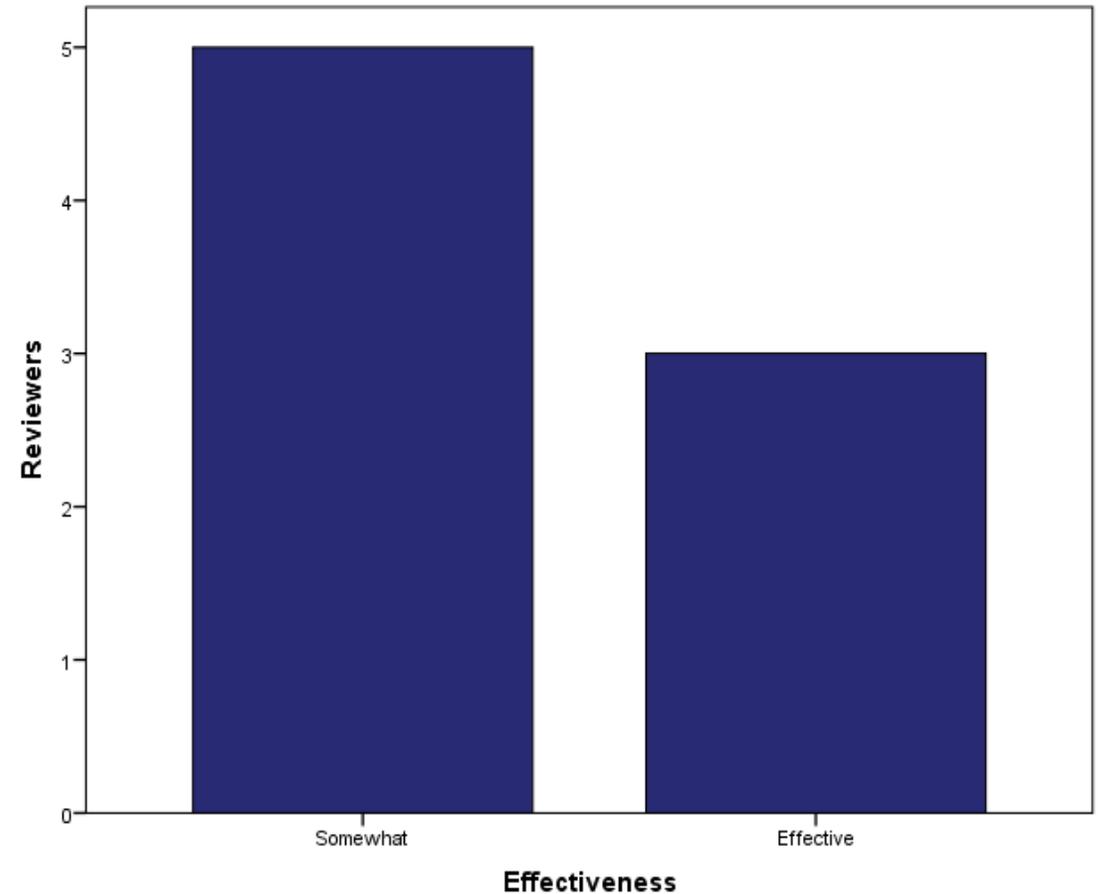
SNAP and WIC Lindsay, S. (2013).

Monetary matched incentives to encourage the purchase of fresh fruits and vegetables at farmers markets in underserved communities. Preventing chronic disease, 10.

Suitability $M = 2.00$ ($SD = 0.76$)



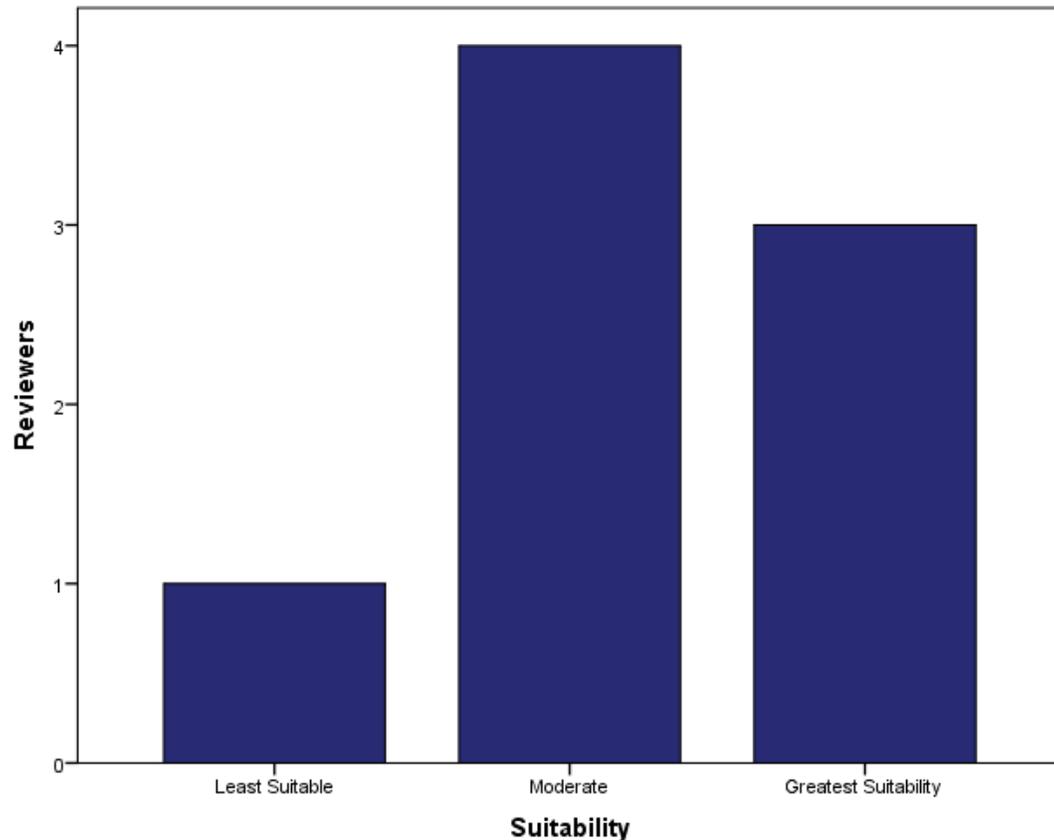
Effectiveness $M = 1.37$ ($SD = 0.52$)



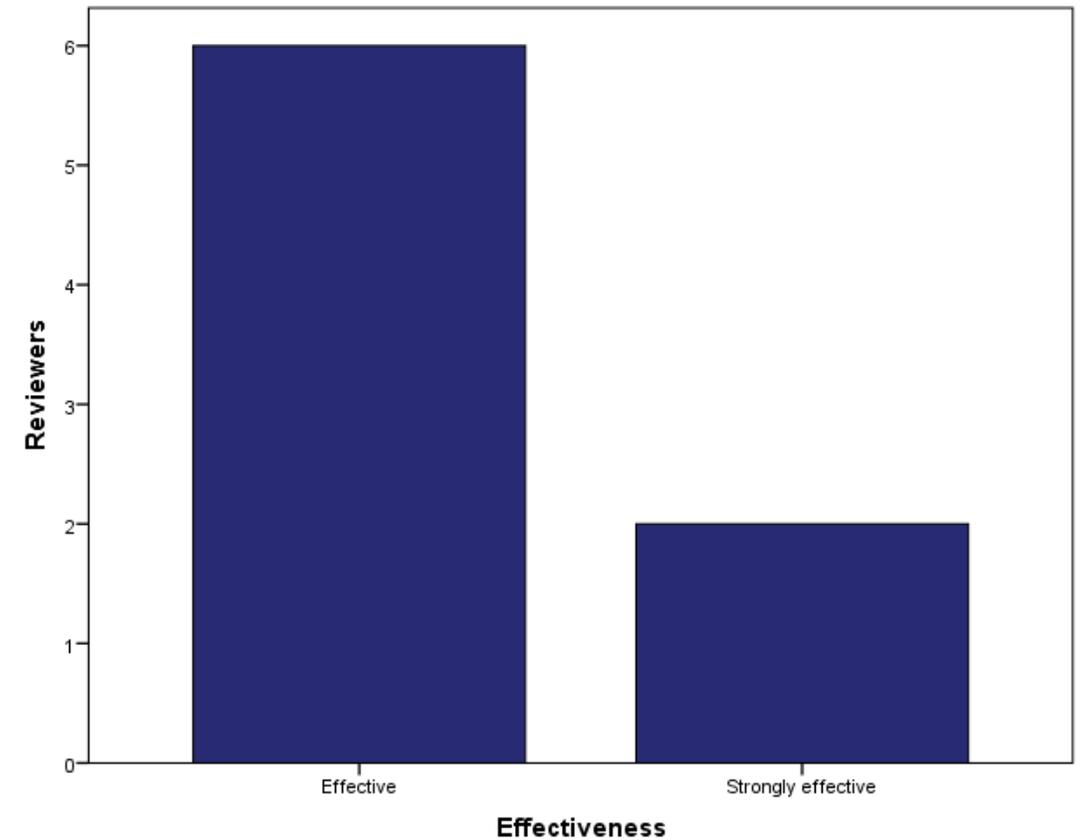
High Suitability and Moderate Effectiveness WIC

Andreyeva, T., Luedicke, J., Tripp, A. S., & Henderson, K. E. (2013). Effects of reduced juice allowances in food packages for the women, infants, and children program. *Pediatrics*, 131(5), 919-927.

Suitability $M = 2.37$ ($SD = 0.52$)



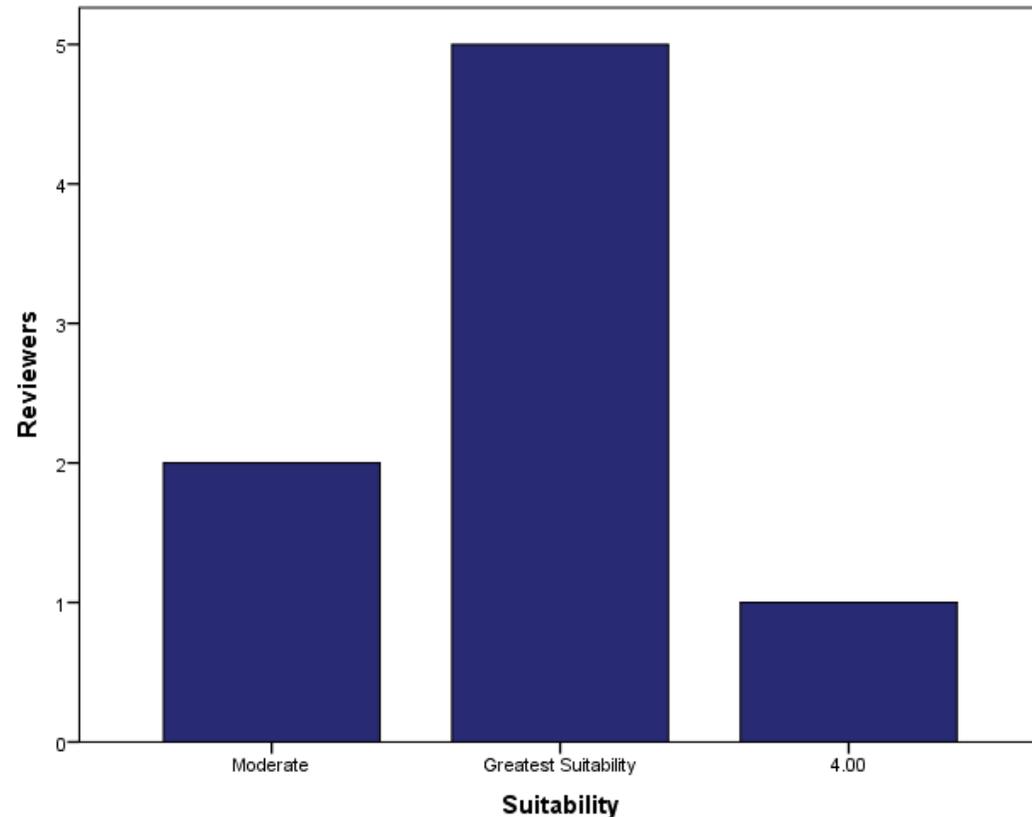
Effectiveness $M = 2.37$ ($SD = 0.52$)



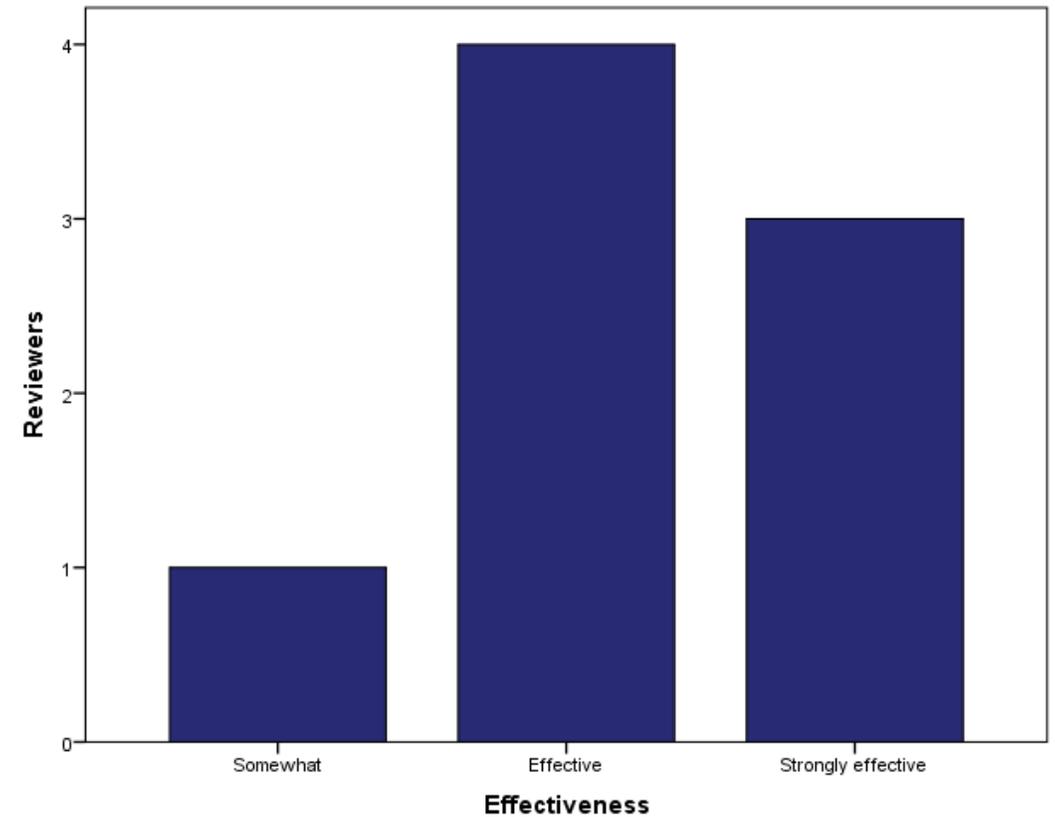
High Suitability and Moderate Effectiveness Low-Income

Cawley, J., Hanks, A. S., Just, D. R., & Wansink, B. (2016). Incentivizing Nutritious Diets: A Field Experiment of Relative Price Changes and How They are Framed (No. w21929). National Bureau of Economic Research.

Suitability $M = 2.87$ ($SD = 0.64$)



Effectiveness $M = 2.25$ ($SD = 0.70$)



Next steps

- Update
- Plan for next year
- Guiding principles – GRAC
- HER conference abstract
- Next meeting – Feb 22nd. Need a speaker!!!!

Happy Holidays!