



A Community Driven Healthy Retail Initiative and Social Marketing Campaign in Georgia

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Our Work

- The Public Health Institute **Center for Wellness and Nutrition** builds partnerships to change communities and create safer environments where healthy choices are accessible to all.
- The **Center for Wellness and Nutrition** is a national leader in developing campaigns, programs, and partnerships to reduce obesity and promote equity in the most vulnerable communities across the country.
- The **Center for Wellness and Nutrition** has over 12 years of experience engaging with over 800 different types of retail food stores.

HealthMPowers

Mission: To empower healthy habits and transform environments where children live, learn and play.

- A non-profit organization established in 1999 to promote healthy eating and physical activity in schools
 - Based in Metro Atlanta, services across the state of Georgia
- **HealthMPowers** in partnership with the **Center for Wellness and Nutrition** expanded into the community sector in 2016
 - By collaborating with schools, food outlets and the community we can help shape vital and vibrant neighborhoods.



<http://healthmpowers.org>



HealthMPowers Partnership: Community Sector

- Funded by **SNAP-Ed** as a Community Initiative in 2016
- Current intervention counties:
 - Baldwin
 - Savannah/Chatham
 - Washington
- Collaborating with existing coalitions, community leaders, food retailers and committed citizens
- Focuses on increase access to fruits, vegetables and water and physical activity



Limited Access to Healthy Food



Problems to Address:

- Small food stores are more prevalent in low-income communities.
- Food insecure populations are commonly challenged with more health, economic and educational risk factors.

Solutions to Explore:

- Increasing the amount of shelf space dedicated to healthy foods can positively impact consumption
- Increased knowledge about healthy eating is associated with increased sales of fruits and vegetables

Assessing the Community

Local data was collected to inform the social marketing campaign and recruit retail partners:

Retail Stores

- 234 Shopper Intercept Surveys completed
- 17 store environments assessed

Social Marketing Campaign

- 6 adult focus groups
- 4 youth focus groups completed
- Red flag testing of the social marketing campaign

Engaging Local Leaders

- 13 key informant interviews completed with partners and stakeholders



Findings from Community Assessment

- Most stores did not sell any fresh fruits and vegetables at all
- Few shoppers indicate that they used Nutrition Facts labels when deciding what to purchase
 - Although, Most shoppers reported that they often think about healthy food choices
 - Healthy meals with budget-friendly ingredients were important to shoppers



Social Marketing Campaign



- Focuses on three behaviors:
 - Increasing fruit and vegetable consumption
 - Increasing water consumption
 - Increasing physical activity
- Placement and Promotion:
 - Billboards
 - In-Store Marketing
 - Schools
 - Posters at Partner Organizations
- Complementary Nutrition Education Classes

Healthy Retail Changes



- Increased stocking of a variety of fruits and vegetables
- Prominent placement of bottled water and fruits and vegetables
- Healthy signage around healthier products
- Supported customer surveying
- Act as a health beacon in the community



Next Steps

Post data collected in July 2017:

- Access changes in community
- Social marketing message recall
- Environmental assessment
- Recommendations based on post assessments

Expansion:

- Recruit additional retailers
- Implement additional strategies at intervention sites
- Expand the program into other counties in 2018





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