

# The Nebraska Healthy Food Retail Recognition pilot program: partnerships, measurement, and early lessons learned.



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The Center is a Omaha based independent non-profit research organization providing research, evaluation and partnership in: childhood obesity prevention, food insecurity, and local food systems

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- 1,218 SNAP retailers in Nebraska
  - No formal support or incentive for SNAP retailers to sell healthy foods
  - In 2015, it was found that nearly half of SNAP grocery stores assessed in 1422 communities carried no more than 2 out of 5 healthy food groups:
    - Fruits
    - Vegetables
    - Lean meat and meat alternatives
    - Whole grains
    - Low-fat or fat-free milk

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- SNAP participants bring federal dollars to local economies.
  - Many Nebraskans, including SNAP participants, want to buy healthier food, but are limited in their choices due to access and budget.
  - This program will strive to address barriers found across four food system categories: find (physical), afford (economic), choose (cultural) and use (knowledge).

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To create a Nebraska Healthy Food Retail Recognition Program for retailers serving target populations with an *emphasis* on Supplemental Nutrition Assistance Program (SNAP) retailers to increase access and promotion of healthy foods in their retail outlet.



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- Phase 1: Collect Information
  - Phase 2: Plan & Design
    - Standards
    - Brand
    - Marketing materials
  - Phase 3: Review & finalize

- The pilot program includes:
  - Stocking goals
  - Brand and marketing materials
  - Technical assistance
  - A focus on food budgets and skill-building for SNAP/SNAP-eligible participants

*Choose*  
**HEALTHY  
HERE**





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- Phase 4: Pilot launch

- LPHDs selected 1 - 2 retail outlets for pilot
- Program is voluntary
- Rural and urban
- SNAP and WIC
- Grocery and convenience stores

- Case (intervention) and control stores
  - Non-intervention stores
  - Matched by NEMS score, SNAP, WIC, population, # of registers
- Consumer survey
  - Developed from NEMS-P, tailored to NE HFR program
  - Asks about:
    - foods or beverages purchased from grocery store
    - intentions for the foods purchased
    - beliefs and attitudes regarding grocery store
    - some demographic questions
- Testing for differences between consumers on find, afford, choose, and use

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- Engage community partners (e.g., local grocers industry association and retailers)
  - Recognition – not certification
  - Be adaptable to community needs
    - Dollar General
    - Convenience store
    - Ethnic food store
    - SNAP/WIC
    - Urban vs rural
  - Stocking goals vs minimum standards

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