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



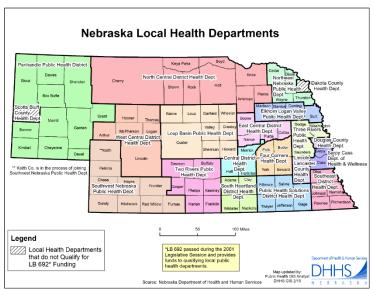
- SNAP participants bring federal dollars to local economies.
- Many Nebraskans, including SNAP participants, want to buy healthier food, but are limited in their choices due to access and budget.
- This program will strive to address barriers found across four food system categories: find (physical),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



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.



- 6 Local Public Health Departments
- Nebraska DHHS
- Center for Disease Control and Prevention
- Emspace Group
- Nebraska retailers
- Nebraska Grocers Industry Association
- University of Nebraska Lincoln
- Nebraska Extension
- Gretchen Swanson Center for Nutrition





- 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





- 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



- 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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