**Save the Date!**

*Promoting Healthy Weight 2.0*

**Friday, September 29, 2017**

12:00pm – 5:00pm EDST (onsite)
12:45pm – 5:00pm EDST (webcast)

This Project is supported by the Health Resources and Services Administration (HRSA) of the U.S Department of Health and Human Services (HHS) under grant number T79MC09805, Leadership Education in Maternal and Child Health Nutrition, $176,795, 50% funded by the University of Tennessee, Department of Nutrition. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.

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**Presentation Objectives**

At the conclusion of the presentation participants will be able to:

- Describe the upcoming changes in SNAP retailer standards, and evaluate the benefits /challenges that the changes may create for retailers and SNAP participants.
- Discuss storeowners’ perceived barriers and facilitators to stocking and selling healthier foods and beverages in their stores.

**Food Environment & Nutritional Health**

**Food Choice Influencers**
Food Choice Influencers

• Higher BMI and increased chronic disease rates\textsuperscript{1-6}
• Fewer supermarkets
• Increased prepared food sources
• Increased small retail food outlets

• Food availability related to dietary intake and higher youth BMI\textsuperscript{4}
• Some inconsistency in these relationships\textsuperscript{7}
• Additional research is needed in low-income and rural areas

Appalachian Food Environment

Less access to groceries & more access to small stores, prepared food\textsuperscript{14-20}

Higher rates of Obesity\textsuperscript{10-13}

Policy Interventions in the Food Environment

Staple Food Policies

• Mandates retail food outlets to stock a set number/type of “staple” food items
  • Increases access to healthier foods
  • Preserves food choice

• Examples:
  • Minneapolis Staple Foods Ordinance\textsuperscript{21}
  • RWJF Recommendations\textsuperscript{22}

Changes in SNAP Regulations\textsuperscript{23}

2014: Regulations created in Farm Bill
Feb. 2016: Proposed regulations published
Dec. 2016: Final regulations published
2017: Implement regulations in stores
SNAP Retailer Standards

<table>
<thead>
<tr>
<th>Food Category</th>
<th>Old Standard</th>
<th>New Enhanced Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Varieties</td>
<td>Depth of Stock</td>
</tr>
<tr>
<td>Meat, poultry, fish</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Fruits and vegetables</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Breads and cereals</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Dairy</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td><strong>Total number of foods</strong></td>
<td><strong>12</strong></td>
<td><strong>84</strong></td>
</tr>
</tbody>
</table>

- Increased restrictions of what “counts” in each category:
  - Perishable foods
  - Accessory foods
  - Mixed dishes

SNAP Enhanced Retailer Standards

- Perishable items
  - Required in 3 of 4 staple categories
- Prepared hot food
  - Must be <50% of sales
- No accessory foods
  - Snacks, desserts, many beverages, spices
- Mixed dish foods
  - First item determines staple category
- Low access areas
  - Flexibility in implementation enforcement

SNAP Enhanced Retailer Standards

- Hypothesized benefits
  - Increased access
  - Healthier purchasing & consumption

- Potential externalities
  - Loss of SNAP eligibility
  - Decreased access
  - Challenging for small businesses

Policy Implementation Evaluation

- Evaluate impact of the policy on healthy food stocking and purchasing
- Develop strategies to help rural, Appalachian stores comply
- Encourage low-income families to purchase and consume healthier foods

Intervening in the Food Environment:
The ‘Health in a SNAP’ Program

Intervention Region

[Map of Intervention Region]
~70% or more of food retailers accept SNAP

Demographic and Food Environment Indicators

<table>
<thead>
<tr>
<th>County</th>
<th>Knox</th>
<th>Campbell</th>
<th>Claiborne</th>
<th>Cocke</th>
<th>Morgan</th>
<th>Scott</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poverty Rate</td>
<td>15.6%</td>
<td>22.7%</td>
<td>24.0%</td>
<td>27.8%</td>
<td>23.4%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Population Size</td>
<td>451,324</td>
<td>39,752</td>
<td>32,213</td>
<td>35,662</td>
<td>21,648</td>
<td>21,950</td>
</tr>
<tr>
<td># Grocery Stores</td>
<td>50+</td>
<td>150+</td>
<td>48</td>
<td>44</td>
<td>36</td>
<td>44</td>
</tr>
<tr>
<td># Convenience Stores*</td>
<td>50+</td>
<td>150+</td>
<td>48</td>
<td>46</td>
<td>36</td>
<td>44</td>
</tr>
<tr>
<td># Discount Stores*</td>
<td>48</td>
<td>44</td>
<td>41</td>
<td>44</td>
<td>36</td>
<td>44</td>
</tr>
<tr>
<td># Drug Stores*</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Child Obesity Rate</td>
<td>32.9%</td>
<td>45.9%</td>
<td>48.3%</td>
<td>45.4%</td>
<td>41.2%</td>
<td>46.2%</td>
</tr>
</tbody>
</table>

*Based on original data collected and verified by the research team in partnership with East Tennessee Regional Health Office and the State of Tennessee Health Department.

Health in a SNAP: Study Phases

- **Phase 1**: Formative Research
  - Intervention Development
  - Baseline Data Collection

- **Phase 2**: Intervention Delivery
  - Comparison
  - Store + customer

- **Phase 3**: Post Intervention Data Collection
  - Sustainability Assessment

- **Phase 4**: Intervention Implementation
  - Post Intervention Data Collection
  - Sustainability Assessment

~70% or more of food retailers accept SNAP

Demographic and Food Environment Indicators
Health in a SNAP: Study Phases

Phase 1
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Formative Research: Storeowner Perspectives

Methods: Data Collection
- Maximum variation sampling
- 10 Semi-structured interviews
- Lasting 12-36 minutes
- Audio recorded
- Transcribed verbatim to preserve emic terminology

Methods: Data Analysis
- Iterative review
- Identify emerging themes
- Develop codebook
- Direct content analysis using NVivo 11
- Establish credibility

Themes
- Laissez-faire relationship with distributors
- Customer profile & preferences
- Promotional strategies
- Prepared food service
- Convenience

Role of the store within community
Theme 1
• Laissez-faire relationships with distributors

Implication for Intervention
• Increase storeowners’ awareness of SNAP standard items already carried by vendors

Representative Quote
• “No, they don’t ever suggest anything [regarding new items seen at food shows].” – Female, rural store manager

Theme 2
• Customer profile and preferences

Implication for Intervention
• Gather customer input in intervention development and implementation

Representative Quote
• “Yeah we just do whatever they want, just always trying to make the customer happy.” – Female, rural store supervisor

Theme 3
• Promotional Strategies

Implication for Intervention
• Integrate signage, product placement, and staff recommendation strategies

Representative Quote
• “We can try to engage and we can have signs, ya know, instead of the signs for smoking and tobacco.” – Male, rural store clerk

Theme 4
• Convenience (location, availability, time)

Implication for Intervention
• Focus on healthier grab-and-go items

Representative Quote
• “Something easy and fast [regarding customer food and beverage choices].” – Female, rural store manager

Theme 5
• Prepared food service

Implication for Intervention
• Incorporate healthier items into deli and restaurant menus

Representative Quote
• “BBQ started to do very well and eventually we started to add more items and now we have a menu.” – Male, rural store manager

Theme 6
• Role of the store within the community

Implication for Intervention
• Validates rural convenience stores as a perfect target

Representative Quote
• “It’s kind of like Cheers, but food...everybody knows your name and if we don’t we will find out.” – Female, rural store staff/head cook
References

1. Laska SN, Reicks M, Chandonia G, Morris P, Pitts SBJ, Kaufman P. Rural poor have less access to supermarkets, large grocery stores.
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20. Cobb LK, Gibson DM. The neighborhood food environment and adult weight status: estimates from longitudinal data.

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Community Partners
- Storeowners
- Extension Agents
- Community members

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Thank you.

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Intervention Strategies

- Storeowner
  - Storeowner training videos
  - Stocking sheets & gift cards for “starter stock”
  - Structural incentives
  - Sale alerts

- Customer
  - Point of purchase promotions
  - In-store interactive sessions
  - Text messaging

Next Steps

Additional formative research
Intervention development
Intervention implementation & evaluation

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