Increasing Access to Staple Foods in Small Food Retailers in Low-Income, Rural, Appalachian Communities

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Study Design

22 week, multi-level pilot intervention designed to sustainably increase **access to** and **demand for** healthier, staple food options in small, rural retail settings
SSTN Study Design

Delayed Intervention (Comparison)

N=6 stores, 60 families

Store Only

N=6 stores, 58 families

Store + Family

N=6 stores, 60 families
To determine if store and family/customer focused strategies, and/or store-only focused strategies improved stocking of healthier, staples foods/beverages more than stores that did not receive any intervention.
• 18 small stores
• Economically distressed communities
• Low grocery store access
• Important to study rural areas
Store-only Intervention

Financial Incentives for Initial Stock (10-13 new items)

Store + Family Intervention
Financial Incentives for Initial Stock (10-13 new items)

Training Videos for Storeowners
Financial Incentives for Initial Stock (10-13 new items)

Training Videos for Storeowners

Store Equipment Incentives
Financial Incentives for Initial Stock (10-13 new items)

Training Videos for Storeowners

Store Equipment Incentives

Weekly Stock Monitoring & Feedback
Financial Incentives for Initial Stock (10-13 new items)  
Training Videos for Storeowners  
Store Equipment Incentives  
Weekly Stock Monitoring & Feedback  
Point of Purchase Promotions
Financial Incentives for Initial Stock (10-13 new items)

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Weekly Stock Monitoring & Feedback

Point of Purchase Promotions

Weekly In-Store Sessions
Store-only Intervention

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Point of Purchase Promotions

Weekly In-Store Sessions

Social Media & Text Messaging

Store + Family Intervention
Evaluation Components

• Process evaluation of all intervention components
• Impact evaluation at baseline and post-intervention
• Storeowner assessments:
  • Overall store stocking of healthier, staple items
  • Storeowner psychosocial variables
  • Food sales (storeowner reported)
Overall the intervention was well implemented
- All 18 stores completed the intervention
- All stores viewed training videos & earned store equipment incentives
- 132 in-store promotional sessions were conducted in store + family stores
- 4,042 unique interactions between program staff and store customers
- 95% of families remained in text intervention
Results: Store Stocking

Increase in Healthier Food Stocking From Pre- to Post-Intervention

<table>
<thead>
<tr>
<th>Store +Family</th>
<th>Store-Only</th>
<th>Comparison</th>
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<tbody>
<tr>
<td>12.0 + 8.5*</td>
<td>8.3 + 5.4</td>
<td>1.5 + 3.1*</td>
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*Statistically significant difference between the S+F and comparison groups (p=0.03)
Results: Storeowner Psychosocial Variables

- No differences among groups in storeowner self-efficacy for stocking healthier, staple items (p=0.22)

- No differences among groups in storeowner outcome expectations for sales of healthier staple items (p=0.78)
The Store + Family intervention group was most effective at enhancing stocking of healthier, staple items suggesting the value of community-based programming to support store owners.
Policy & Program Relevance

- Elements of Shop Smart Tennessee will be scaled up to a regional sample of SNAP-Ed programs
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