



HEALTHY GROCERY

Courtney Stinson, Savor Life Nutrition & Wellness, CWF

Intervention also funding in:

- Year 1: \$10,000
- Year 2: \$2,000
- Year 3: \$8,578

Amount Requested:

\$15,884

Type of intervention:

- Behavior
- Policy
- System
- Infrastructure

Healthy Grocery

Brief Description

For the 4th year of this intervention, the primary goal is to begin to shift the responsibility to grocery store staff so that the program is sustainable.

Nutrition Education and value added services at the grocery store primarily focused on the adult that purchases for the family

Continuation of programs:

- One healthy check out lane
- Periodic demos, samples at store entrance
- Healthy grocery store tours
- Shelf signs, information station, recipes, etc.
- Staff training so produce department can help consumers pick produce and offer ideas on how to prepare/cook it.

Link to Coalition's 1 & 5 year plans

- #3 Improving the availability & consumption of healthy foods
- #1 Increasing the number of individuals working toward & maintaining a healthy weight.

List all the goals of the intervention

1. Beginning to transition responsibility for maintenance of the healthy grocery store intervention from the coalition to Polly's Country Market.
2. Polly's Country Market will continue to adopt change and implement ways to promote healthier food purchase while providing value added services by nutrition professionals.

For the primary goal provide the following information:

| SMART | Goal 1: |
|--|--|
| Specific Goal | We will shift responsibility of maintenance of the information station, shelf tags, and recipes of the month to Polly's staff. |
| How success will be measured | The number of activities that shift from Stinson and her team to Polly's staff and/or activities that Polly's agrees to start funding. |
| Describe what data will be collected and who will collect it | A monthly summary of what activities were done by Polly's staff and a total of the number of hours Polly's staff works on this project. |
| Why do you think the goal is achievable? | We believe the goal is attainable due to the support that Polly's Country Market management has given the intervention. We also believe Polly's staff is capable of maintaining the duties listed above. |
| Is the timeline achievable | May not be completely transitioned, but well underway by the end of Year 4. |

Units of Engagement

- Tours = estimate 5 people per tour x 12 tours a month x 10 months x 1 hours
= 600 units of engagement

Key Evaluation Data

Examples of data other than participants and number of events:

- Monthly summary of transitions, estimate of hours Polly's staff puts into the program
- Shoppers surveys
- Workshop and presentation attendee surveys
- Workshop and presentation pre/post evaluations
- Tally number of newsletters and recipes distributed & recipes taken

Responsible Parties & Organizations

Who will:

- SLN staff will develop materials and show Polly's staff how to use the materials.
- Courtney will be responsible for finding dietetic students and providing any training and managing students
- SLN staff will finalize dates for tours and workshops, will develop marketing materials, will recruit any volunteers needed, will collect the data and analyze the data and will develop plan to improve the intervention.
- Polly's will be responsible for funding maintenance of the information station, shelf tags, healthy checkout lane and recipes of the month.

What organization are involved:

1. Organizations whose approval is required.
 - Polly's Country Market
2. Organizations who have committed to contribute to the intervention
 - A. Produce for Better Health offers a \$5000 grant to have dietetic students work on community programs. An application will be submitted By University of Michigan in May 2015. (to be split between Dexter and Chelsea – details to come)
 - B. Polly's Country Market will provide staff time (amount TBD). Manager Corey Kennedy and others will oversee this.

Marketing Plan

- Be sure to include the 5H logo in marketing material (find it on Wiggio or email Shawn Personke)
- Shawn will help you with “how to” add to the Facebook and Twitter Pages
- Email matt@5healthytowns.org to get events on www.5healthytowns.org
- MARKETING PLAN is:
 - ❑ Social media (facebook, twitter)
 - ❑ Event listing on SLN website
 - ❑ Local newspapers (print and online)
 - ❑ Chelsea Update
 - ❑ Collaborating organizations to also promote shopping guide and events
 - ❑ Signs inside Polly’s

Proposed Budget (Total Budget = \$ 15,887)

How \$15,887 funds from CWF will be used

Budget

- Marketing = \$ 1888
- Compensation = \$13,728
- Materials = \$ 4,751
- Consumables = \$1250
- Mileage = \$704.88

- Total Program \$22,322.38

- Discounted budget – 15,887.00
 - 29% savings

- Why discount
 - Printing Fees
 - Interns/dietetic students
 - Volunteer time

How \$5,000 funds from PBH/UM Grant will be used

- Marketing = \$ TBD
- Compensation = \$ TBD
- Materials = \$ TBD
- Consumables = \$ TBD
- Training = \$TBD

- Total up to \$5,000 if granted

What programs did you use as a model for this intervention?

- <http://www.todaysdietitian.com/news/exclusive0711.shtml>
- Wansink, Brian (2006), “Nutritional Gatekeepers and the 72% Solution”, Journal of the American Dietetic Association, 106:9 (September), 1324-6
- Safety, Nutrition and Health in early Education, by Catherine Robertson
- Supermarket Strategies To Encourage Healthy Eating
http://thefoodtrust.org/uploads/media_items/supermarket-toolkit.original.pdf
- <http://www.fmi.org/docs/health-wellness-implementation-guide/implementation-guide-parts-1-5-v3.pdf?sfvrsn=2>
- How Supermarket Dietitians Build Bridges to Impact Community Health
<http://www.slideshare.net/bashasdietitian/fnce-2013-supermarketrdbridgebruhs?ref=http://www.slideshare.net/bashasdietitian>

Has a similar intervention been done in another 5H Community?

- Dexter has approved an intervention to adopt these programs to the Country Market in Dexter – which Courtney will lead.

Have you communicated with leaders of similar coalitions in other 5H towns?

- The Dexter Coalition RE a similar service with Country Market there.