

LOGIC MODEL PROJECT ON GROCERY STORE BY NEELAM



Program Name: Part 2B. Identifying Priorities - Priorities, goal, logic model on Grocery store- Fred Mayer

Strengths, limitations and consequences: Grocery stores are valuable resources to a neighborhood because they provide access to healthy, nutritious food. People regularly go grocery shopping, making supermarkets a prime venue to engage and educate the community about healthy eating and nutrition. Though healthier options were available at the grocery store, there was little in-store promotion of these healthier options. Healthier and non-healthier choices are shuffled together, so more time consuming and difficult to search them for consumers. At baking sections more calorie dense food available with no information on fat. Limited access due to the low visibility of low fat – variants in dairy, meat, baking, ready to eat meal and higher prices of fresh fruit, vegetables, lead to low consumption of it. On the other hand, fat and sugar provide dietary energy at very low cost, increased exposure to these “empty calorie,” energy-dense snack foods and sugar-sweetened drinks at store results in increased consumption of it. Consequently lead to obesity and weight management issues, nutritional deficiencies, diabetes, and other chronic diseases.

Challenges and addressing it: The primary challenge at the grocery store is to create a demand for healthier foods over low cost unhealthy sugar-sweetened snacks and beverages. Changing consumer perception that healthy foods are not always expensive and tasteless is a vital aspect of increasing the demand.

A store put unhealthy food items in prime locations, like near the register or at the entrance of the store, the challenge is to convince store owner or manager to stock healthy food options at prime locations. They may resist changes to the store layout for fear of a decrease in sales, and they need a return on investment for increasing access to more healthful foods. So communicating to store owner the expected business-related benefits of the program would be helpful.

Previous attempts for increasing healthy purchases in the store was not fully resolved because they have focused mostly on stocking the healthy choices but have not generated the demand for it. They have not targeted the consumer behavior and environment in which they take a decision. These challenges can be addressed by using store's existing facilities to improve access to healthy food choices such as easy visibility, display boards and point-of-purchase marketing strategies and also to increase consumers' knowledge, self-efficacy and behavioral intentions about healthy food through educational messages. The logic behind is that increasing the exposure and awareness of the consumers to healthier options, put them in a better position to make healthful dietary choices that not only improve healthier food purchases but also increases sales and consequently profit.

Strategies: To increase accesses and awareness of consumers:

In-store marketing:

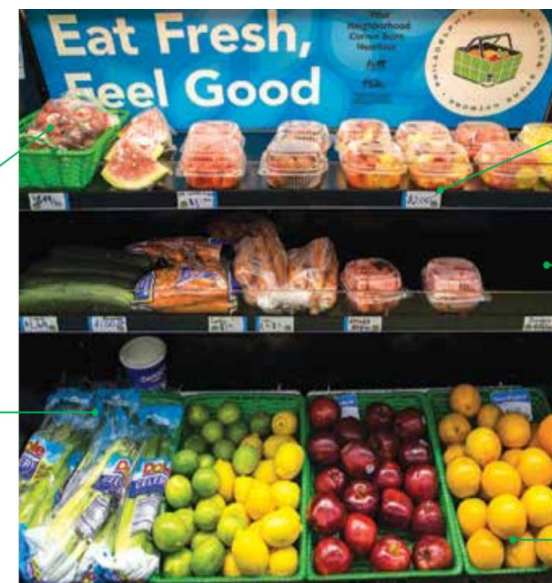
- ✚ Use of shelf space, shelf position, and endcap displays to promote healthy items.
- ✚ Rearranging shelf space and stocking healthy food at eye level to encourage customers to purchase healthier options.
- ✚ Clear, visible and more stand out labeling of low-sugar, high-fiber cereals (< 7% of the daily value of sugar; >10% of the fiber), whole wheat bread, bagels and low-fat milk (skim, 1%, and 2%).



Place produce, like bananas, at register to sell faster.

Keep produce fresh and baskets full.

Push produce to the front of the baskets and pile it high.



Display prices for customers. This can help increase sales.

Items that do not last long should be just below eye-level to sell fast.

Items that last longer, like citrus fruits, should go at the bottom.


- ✚ Increase selection of ready-to-eat/pre-cut fruits and vegetables at produce section.
- ✚ Use shelf talkers or window clings to provide guidance on healthier products at point of sale.
- ✚ Use of store layout to maximize customer exposure to healthy and profitable items. Displaying healthy options near checkout counters, and by entryways, so they are visible from outside when customers first enter the store.
- ✚ Point-of-purchase and point-of-decision labeling to favor healthy foods and beverages such as labeling on the store shelves and posters promoting healthier food items. Making nutrition information readily available for ready-to-eat foods promoting healthy food options by offering a health message on the product itself, the product shelf, or other signage or with the logo of a respected organization like American Heart Association.
- ✚ Use of promotional strategies such as coupons, contests, and Buy One Get One Free offer on healthier products
- ✚ Placing advertisements in daily and weekly newspapers.
- ✚ 25 % increase in the purchase of healthy food through this marketing effort.

Nutrition education and awareness.

- ✚ Nutrition education for store owners, staff, and community members – what foods and nutrients to eat more and less of, and why eating healthy is essential. It also helps food service people to set menu to achieve specific goals like reduced calories, fat, sodium, etc., or increased nutrients and fiber.
- ✚ Tasting events and healthy cooking demonstration to increase sales of specific foods or products highlighting healthy foods that are available in stores, and provide customers with the opportunity to try new foods and explore ways of preparing these foods. Accompanied by take-home materials such as recipes and activity sheets, as well as by in-store coupons promoting the highlighted foods.
- ✚ Organizing tasting events every week on a monthly featured food category or theme such as seasonal fruits, local vegetables, whole grains, and low-fat dairy.
- ✚ Provide print nutrition education materials such as healthy recipes and information about specific nutrients about fiber, sodium, calcium, etc. shopping on a budget, feeding families and children, and selecting and storing fresh produce.
- ✚ Offer materials at the point of purchase, in targeted store areas like produce section or specialty food isles, during supermarket tours or nutrition or cooking classes and electronically through website and coupon promotions.
- ✚ Store Tours to provide more hands-on information about nutrition and healthier selections. Partnering with local organizations and schools for store tour events. Promote selections in the store as well as to provide nutrition education. Guide shoppers towards the purchase of healthy foods and to save money by comparing unit prices, and make healthier choices by learning how to read food labels and ingredient lists, and how to navigate product claims made on packaging. Store tours once in a month.

Lettuce Leaf Burritos with Tropical Salsa

PREP TIME: 15 MINUTES SERVES 4



INGREDIENTS:
 1 head lettuce (Romaine or Iceberg)
 1 avocado, halved and pitted
 ½ medium green pepper, chopped
 1 15.5-oz can pineapple in its own juices or light syrup, drained
 1 medium onion, chopped
 3 medium tomatoes, diced or 1 15.5-oz can chopped no salt added tomatoes
 1 teaspoon lemon or lime juice
 Salt and pepper to taste (optional)

GET COOKING!
 1. Wash and separate lettuce leaves. Keep the larger leaves to be used as burrito shells.
 2. Chop remaining lettuce.
 3. Place chopped lettuce, avocado and green peppers in whole lettuce leaves.
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4. Mix pineapple, onion, tomato, lemon juice and seasonings. Add to each lettuce leaf.

MIX IT UP!
 • Skip the lettuce leaf and roll it up in a whole wheat tortilla. Substitute mango for the pineapple. Add brown rice or cooked sliced chicken breast to the lettuce wraps. Add a can of no salt added beans (drained and rinsed).
 • Use spicy peppers instead of green peppers.
 • Add chopped cilantro to the salsa.

FRESH FROM THE FARM!
 Find local lettuce May through November, local tomatoes May until the end of October, local onions mid-July until November and local peppers July until October.

NUTRITION FACTS
 serving size:
 7 filled leaves
 138 Calories
 6g Fat
 0g Saturated Fat
 15mg Sodium
 23g Carbohydrates
 6g Fiber
 3g Protein

Prep the ingredients and let the kids fill the wraps!

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Intervention strategy on Health Impact Pyramid – The strategy targeted both levels-individual and organizational level. Individual-level by seeking to change consumer behaviors and 2) the organizational level by attempting to modify store environment in a new way to increase the accessibility of healthy options. First intervention strategy falls on 2nd tier -Changing the Context to Encourage Healthy Decisions. It represents

interventions that change the environmental context to make healthy options the default choice, regardless of education, income, service provision, or other societal factors. Second intervention strategy falls on the 5th tier that represents providing education to the individual.

Targeted population: Leaders and members of organizations that promote and support healthy store initiative. Residents that buys food from Fred mayor's grocery store.

Change agents: Store owner, manager, staff, and chef are the critical people who can drive and promote these changes.

Keys to Successful strategies:

- 1) **Building relationships with store owners:** Understand the owners' needs and concerns. Store are businesses and need to make money. It is crucial to position healthy products as a strategy for increasing profits. The store owner will also help in making sure that healthier options that are promoted are in stock as sales of advertise products will rise. A collaborative partnership with store owner is essential for program buy-in and sustainability.
- 2) **Identifying change agent:** Change agent that store owners can identify with and who speak appropriate language according to store's culture.
- 3) **Planning program activities according to the layout of the grocery store:** Store has different sections for different products which vary in size and layout. While designing program activities, considering the organizational layout and space and developing strategies by store owner's wishes is crucial.
- 4) **Stocking the promoted food:** Stocking foods and beverages recommended by the Dietary Guidelines for Americans, including fruits and vegetables, lean protein foods, fat-free and low-fat dairy products, whole grains, and snacks with limited amounts of calories, saturated fats, sodium, and sugars. Maintain the increased availability of promoted foods.
- 5) **Consumer interaction:** Customer interest to try healthy products can be built by providing opportunities to taste new foods and products through cooking demonstrations, taste tests, and free product sampling and recipes,. Encourage people to try new products and answer questions about nutrition. Customer interaction is crucial to the success of the program

RESOURCES REQUIRED

Staff: Identifying a person, could be the manager of the store who can lead and support the effort. Other staff members will be needed to perform the responsibilities like project coordination, manage community involvement like demonstration and testing of healthy products, materials development, and implementation. Interact with consumers to explain the promotional and educational messages and answer inquiries. Monitor store compliance with poster and shelf labels availability and visibility standards. Monitor availability of promoted food and beverages.

Training and technical guidance: Training to store owner, change agent, manager, staff members to efficiently buy, stock, price, and market healthier products.

Materials: Cost to modify existing or developing new materials like Shelf labels (lower in fat, lower in sugar, higher in fiber, healthy choice). Informational posters, fliers promoting healthy foods

Reach & sustainability: This program has the potential to reach a large number of consumers in the neighborhood because most food purchase decisions are made in the supermarket and are unplanned. Marketing tactics employed inside grocery stores have tremendous potential to help shift families purchases towards healthier options. A unique aspect of this project is that it is directed specifically at changing the behavior of consumer by changing the environment in which consumers make decisions. Efforts to improve healthy food consumption through health messages, food tasting,



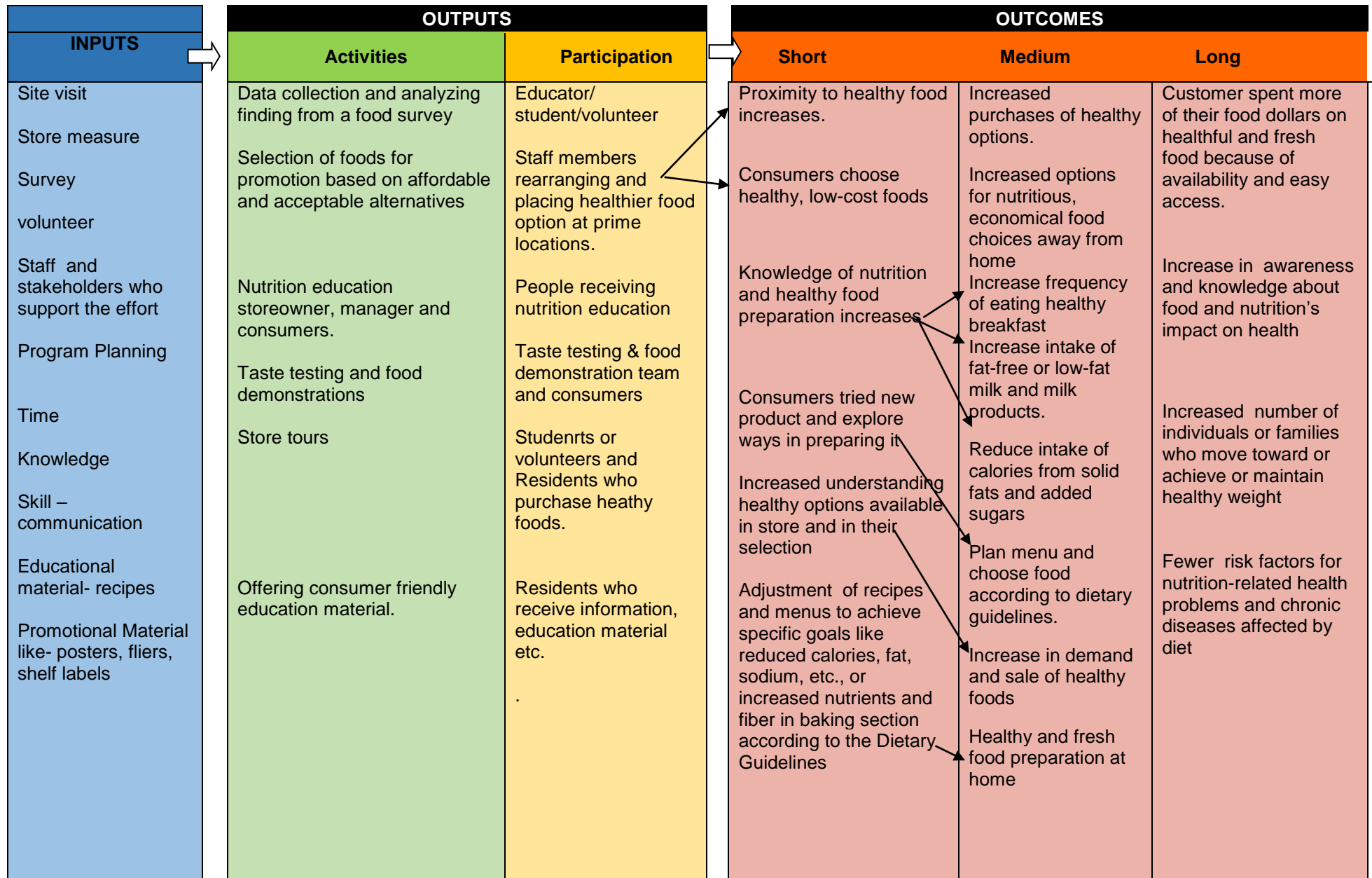
profits and
customer demand for
healthy products increased

and point-of-purchase decision making regarding household food choices can increase demand for it and consequently, generate profit which is a strong motivator for the store owner to continue this program. For consumers, availability and consumption of healthy alternatives over unhealthy one will help in reducing the risk of nutrition-related health problem and chronic illnesses that are affected by diet. This intervention is sustainable as it has combined demand- as well as supply-side strategies, that influences customers and management toward more healthful food purchases.

S.M.A.R.T Goals: Promotion of healthy foods and beverages through nutrition education and awareness. Nudging consumers towards healthy foods and beverages through environmental changes by imparting nutrition education and increasing nutrition awareness. Offering education material to favor healthy foods and beverages and providing more accurate information to consumers and encourage the selection of healthy foods and beverages

Program Name: Promotion of healthy foods and beverages through nutrition education and awareness

Situation: People regularly go grocery shopping, making supermarkets a prime venue to engage and educate the community about healthy eating and nutrition. This intervention tried to improve access to healthy food choices by increasing consumers' knowledge, self-efficacy and behavioral intentions about healthy food through educational messages



Assumptions: Nutrition education and messages will increase consumer awareness and hence healthy purchase. Increase in healthy foods would reduce risk of chronic diseases. Promotion of healthy food will increase demand for healthier product and consequently increase sales and profit.

External Factor: Investment, Stakeholder input, Changing food environments, Escalating food costs.