Tools For Implementing Healthy Food Retail Practices

Dr Tara Boelsen-Robinson
Tara.b@deakin.edu.au

Brought to you by the Nourish Network
Project funded by The Australian Prevention Partnership Partnership Centre
Housekeeping + agenda

- Please keep your **microphone on mute and camera off**, unless:
  - You’ve been invited to ask a question
  - When in interactive session

- When you’ve been identified, please unmute yourself to speak and also activate your camera, if you like

- You can put your questions in the chat box as we go or raise your hand and will be invited to speak

- Please make sure that you have assigned yourself an identifiable participant name

<table>
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<th>Time</th>
<th>Session</th>
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<tr>
<td>12.00 -12.05</td>
<td>Welcome + housekeeping</td>
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<td>Acknowledgement of Country</td>
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<tr>
<td>12.05 -12.25</td>
<td>Presentation</td>
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<td>12.25 -12.35</td>
<td>Questions from audience</td>
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<td>12.35 -12.55</td>
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<td>12.55 -13.00</td>
<td>Wrap up + next steps</td>
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Acknowledgment of Country

We acknowledge the Traditional Owners of Country throughout Australia and recognise their continuing connection to land, waters and culture.

We recognise that Country has always been a place of sharing, teaching and learning.

We pay our respects to Elders past, present and emerging, and extend our acknowledgement to any Aboriginal and Torres Strait Islanders with us today.
Acknowledgements

• **The Australian Prevention Partnership Centre** funded this project and we have been supported by Dr Michelle Irving

• Contributors: Anna Peeters, Nicole Ward, Miranda Blake, Adyya Gupta, Julie Brimblecombe, Cathy Mah

• Vanessa Clarkson, Margaret Rozman and the Nourish Network
The Prevention Centre partners

Our funding partners

[Logos of various government and health organizations]

Hosted by

[SaxInstitute logo]

More information at: [https://preventioncentre.org.au/](https://preventioncentre.org.au/)
Healthy Eating Advisory Service
implementation support

A free Victorian service that provides:

• Online retail food and drink assessments
• Training
• Phone and email advice
• Resources
• Case studies
• Marketing material

Coming in 2020- online implementation training and coaching

www.heas.health.vic.gov.au

1300 22 52 88
Aims of this session

• What we found
• What seemed to be missing
• Examples of comprehensive tools in different contexts

Interactive session

• What else would be important to know about these tools?
• What is missing from current tools?

Share findings
Creating healthy food retail environments is a key leverage point to improve the quality of population diets. Many resources and tools have been developed to support retailers shifts to healthy food provision. Understanding what resources currently exist means we can avoid duplicating the same resources, and identify gaps for further development.
Project aim:

What resources are available to support retailers to shift to healthier food environments and what are the gaps in resource provision?
Project outcomes

- Linking stakeholders to existing tools
- Development of tools
- Peer-reviewed publication
Methods

Google Advanced Search on gov and NGO websites

Australia, UK, USA, Canada, New Zealand, Hong Kong, Singapore and South Africa

Supermarkets, corner-stores, restaurants, hospitals, sports centres, workplaces**

Toolkits, guidelines, funding mechanisms, networks, awards/schemes, and training

**Schools, pre-schools and aged-care facilities were excluded
Information extracted on:

- Setting
- Targeted user
- Aspect of food environment aimed at
- Socioeconomic position
- Environmental sustainability
- Stakeholder engagement
- Evaluation
Types of tools

2,575 websites screened

75 resources and tools identified

- Guidelines, 25%
- Toolkits, 16%
- Other, 16%
- Case studies, 14%
- Funding, 13%
- Network, 7%
- Training, 5%
- Award, 4%

75 resources and tools identified.
Type of retailer and setting

**Results don’t add up to 100%**
Content

- 23% mentioned environmental sustainability
- 29% considered business outcomes
- 37% considered communities of low socioeconomic position
Spotlight on 3 toolkits

- Stakeholder engagement processes
- Implementation strategies
- Evaluation methods

Focus on international examples
Toolkit for vending machines in Canadian Health Services

- Developed for and by Alberta Health Services
- Exemplar of:
  - How to engage different types of stakeholders
  - At different times in the process
  - Sample documents
- PDF available [here](#)
Engaging stakeholders

Overview: Steps to Make your Healthy Vending a Success!

This toolkit will go through the steps below to help you take action on healthy vending. Not all steps need to be followed in this order. Some steps may occur at the same time. For a summary step-by-step checklist see the Healthy Vending Checklist on the next page.

Step 1: Build an Action Team
Step 2: Assess your Vending Environment
Step 3: Develop an Action Plan and Set Goals
Step 4: Create a Communication Plan
Step 5: Create Vending Machine Guidelines
Step 6: Develop a Healthy Eating Environment Policy
Step 7: Take Action
Step 8: Evaluate and Celebrate Success

<table>
<thead>
<tr>
<th>Group</th>
<th>Role, or how to involve them</th>
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| People from your organization who are directly involved in or oversee vending | • Help create a list of new products for the vending machines.  
• Find out prices of healthy vending options.  
• Meet once every 1-2 months to plan and implement the program.  
• Track sales of food products.                                           |
| Management /leaders                        | • Track changes in profit and decide how it may change the vending budget.  
• Negotiate contracts with vendors.  
• Model healthy choices.  
• Encourage employees to get involved in the project.                             |
| Customers /machine users                   | • Model healthy choices.  
• Taste-test and rate new products.  
• Suggest items that they are willing to try.  
• Provide input/feedback on which items they like the best, etc.            |
| Vendor /Vending company representative     | • Share your organization’s expectations, goals for change and healthy vending guidelines with vendors.  
• Source healthy products.  
• Supply vending units (For example: refrigerated) to meet needs.  
• Share product lists and tips from other machines or sites where healthy options are offered.|
| Health partners from your organization, community groups or Alberta Health Services | • Share success stories from other groups.  
• Suggest healthy vending resources and templates.  
• Provide input on changes and evaluation.                                           |

Your action team may decide you need to increase support for healthy vending. See the Sample Patron Letter to Support Healthy Vending, which you can adapt to provide to site managers, vendors, or others.
Sample letter

- For managers and leaders to sign to show vendors there is support
Encouraging Healthier Takeaways in Low-income Communities:

Tools to support those working to encourage healthier catering amongst fast food takeaways

Toolkit for designing and implementing initiatives in independent UK takeaways

- Developed by local government, researchers and environmental health partners
- Exemplar of:
  - Designing approach to suit the context
  - Business sustainability
  - Needs in low-income areas
- PDF available [here](#)
Serving low-income communities

Challenges faced by takeaways in low-income communities

- Highly competitive market
- Limited menus
- Lack of equipment and/or cooking skills
- Supply chain access difficulties

Integration of low-income considerations throughout
- Design of interventions
- Engagement strategies
- Choosing business models
Cost-neutral changes that promote healthy options

- Specific recommendations on marketing mix
- Embedded video links of successful case studies from the perspective of the retailer
Action Guide for US grocery stores, small stores and farmers markets

• Developed by Centre for Disease Control

• Exemplar of:
  • Assessment of food environment
  • How to ask the right evaluation questions
  • Indicators and data sources
  • Examination of distribution systems

• PDF available [here](#)
Evaluation frameworks
Evaluation case studies

Evaluation in Action: State and Local Healthier Food Retail Evaluation Efforts

The program evaluations described below provide examples for four of the six healthier food retail strategies described in this guide, i.e., grocery store, small store, farmers market, and mobile food vending initiatives.
# Questions, indicators and data sources

<table>
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<tr>
<th>Example Evaluation Questions</th>
<th>Evaluation Type</th>
<th>Potential Indicators</th>
<th>Potential Data Sources</th>
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<tbody>
<tr>
<td>What barriers and facilitators were experienced in the planning and implementation of the initiative?</td>
<td>Process</td>
<td>Barriers, such as: State or city regulations, Community and food retailer perceptions, Zoning issues</td>
<td>Activity records or progress notes from council meetings or public sessions, Meeting minutes or other documentation from planning boards or community meetings, Legislative and regulatory archives, Market surveys or reports from food retailers, Surveys/interviews with retailers, distributors, producers, or customers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Facilitators, such as: Community support, Programmatic guidelines, Adequate distribution systems and sourcing of healthier foods</td>
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Reflections – what currently exists?

- Many guidelines and toolkits to draw from internationally
- Cover most retail-types and settings
- Many designed for country-specific contexts
- A small number comprehensive of resources
Reflections – what seems to be missing?

- Integration of environmental sustainability
- Evaluation guidance
- Co-design and retailer engagement processes
- Inequalities in diet quality and role of food retail
- Role of broader food supply chain
- Evaluated their own tools
QUESTIONS FROM THE AUDIENCE?

Please raise hand or add question to chat box to be read out
Interactive session

Questions to Discuss (2-3 min per question)

Session 1 (10 minutes)
1a. What are the opportunities for you and your organisation with the tools shared today?
1b. What are the gaps in healthy retail resources from your perspective?

Session 2 (10 minutes)
2a. Can you see yourself using these tools, and how can the Nourish Network facilitate this?
2b. Should similar tools be produced for the Victorian/Australian context?
Wrap up + next steps

• Note takers please share your key points in the chat box to everyone – you can do that now.

• We will leave the meeting room open for 5 minutes to allow note takers to share any key points.

• Other participants are welcome to add any points.

• We will share the slides, presentation, interactive session summary, and a list of top resources from Tara’s review on the Nourish Network website – link will be emailed in the next week.

• We will circulate a short survey to gather feedback on the webinar and help us with our planning for future sessions.
THANK YOU FOR YOUR INTEREST + CONTRIBUTIONS