

A close-up photograph of a person's hands holding and interacting with a smartphone. The person is wearing a white t-shirt with dark horizontal stripes. The background is a blurred grocery store aisle with green produce bins. The text is overlaid on the left side of the image.

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 Centre

Housekeeping + agenda

- | | | |
|---|--------------|--|
| <ul style="list-style-type: none">• Please keep your <u>microphone on mute and camera off</u>, unless:<ul style="list-style-type: none">• You've been invited to ask a question• When in interactive session | 12.00 -12.05 | Welcome + housekeeping
Acknowledgement of Country |
| | 12.05 -12.25 | Presentation |
| <ul style="list-style-type: none">• When you've been identified, please unmute yourself to speak and also activate your camera, if you like | 12.25 -12.35 | Questions from audience |
| <ul style="list-style-type: none">• You can put your questions in the chat box as we go or raise your hand and will be invited to speak | 12.35 -12.55 | Interactive session (2 x 10 min) |
| | 12.55 -13.00 | Wrap up + next steps |
| <ul style="list-style-type: none">• Please make sure that you have assigned yourself an identifiable participant name | | |

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



INSTITUTE FOR HEALTH
TRANSFORMATION

Deakin University CRICOS Provider Code 00113B



The Prevention Centre partners

Our funding partners



Hosted by



More information at: <https://preventioncentre.org.au/>





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

Share findings

- 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?

Background



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



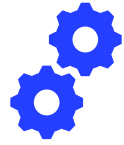
Supermarkets,
corner-stores,
restaurants,
hospitals, sports
centres,
workplaces**



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

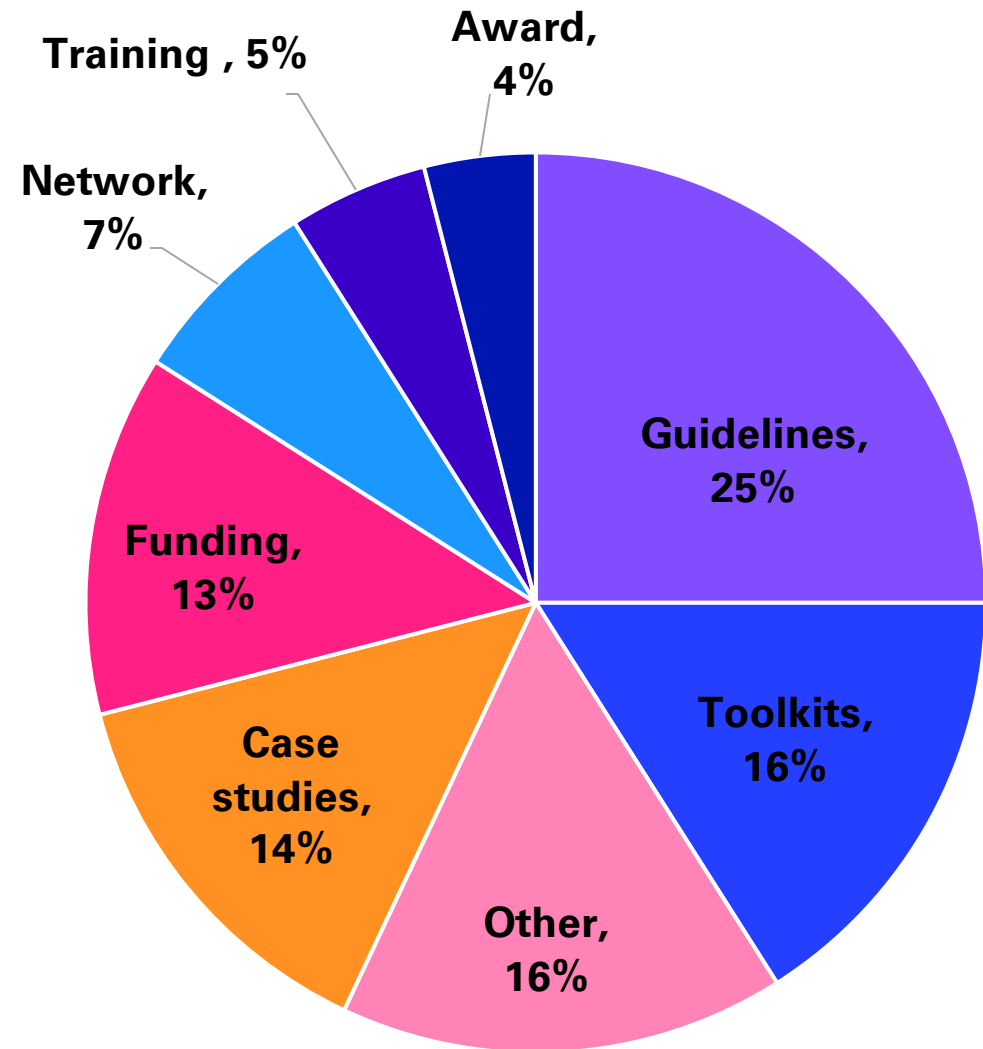


Evaluation

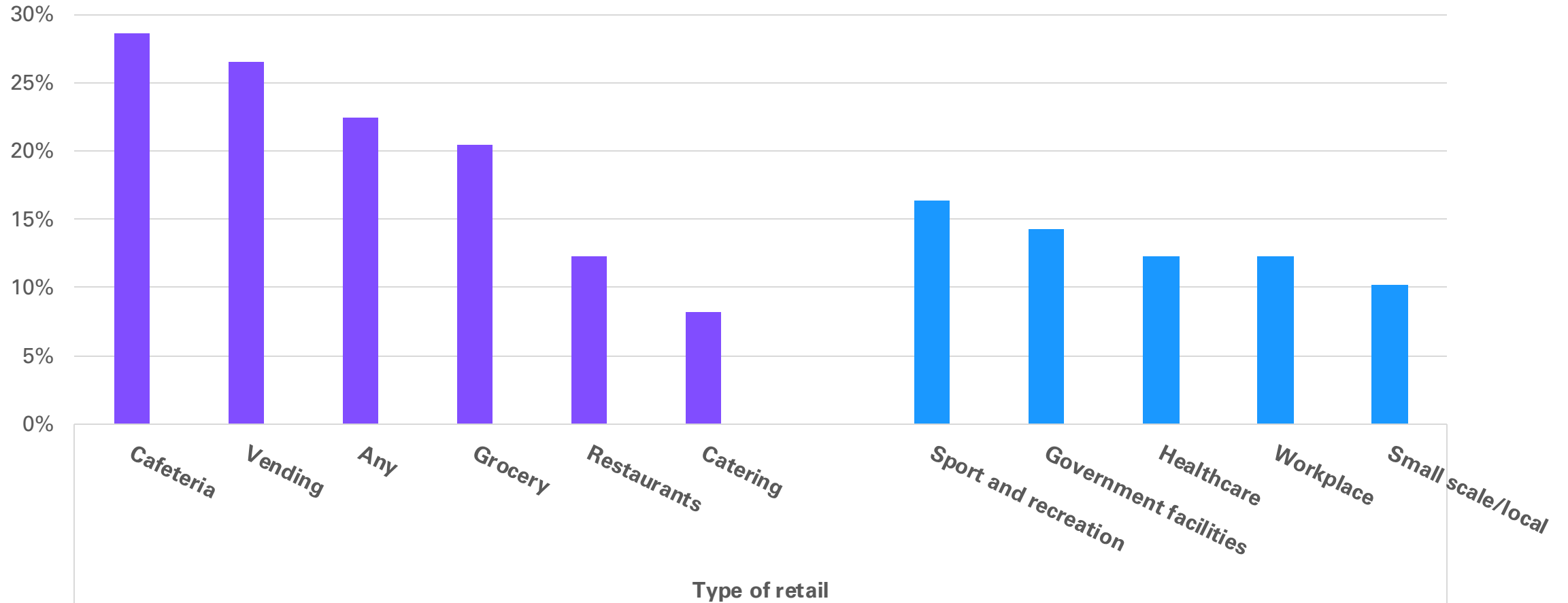
Types of tools

2,575 websites
screened

75 resources
and tools
identified



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



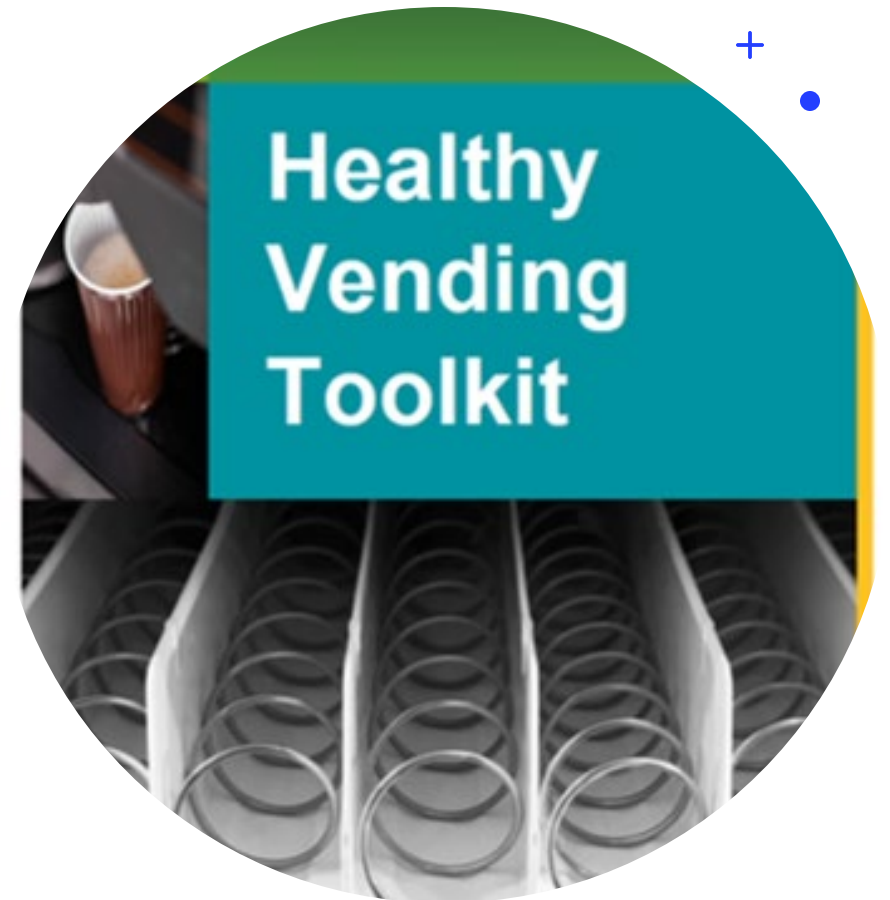
Evaluation methods



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. They do not have to be followed in this order. Some steps may occur at the same time. For a more detailed 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** HealthyEatin
- ✓ **Step 6**  **Develop a Healthy Eating Environment Policy**
- ✓ **Step 7**  **Take Action**
- ✓ **Step 8**  **Evaluate and Celebrate Success**

Group	Role, or how to involve them
People from your organization who are directly involved in or oversee vending	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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

2: Sample Patron Letter to Support Healthy Vending

Date

Name, Title
Address

Dear _____:

Re: Request for Healthy Vending

I am writing to you to as a patron of the vending machines at this site to ask you to support our request to offer healthy food and beverage options in the machines.

Healthy eating plays a large role in the health of people from all ages. Because people are spending more time away from home for work, learning and play, healthy vending is vital to provide individuals access to healthy foods and drinks when other food operations may not be available.

Many Albertan facilities, including schools, workplaces and recreation centres, have already made changes to offer and sell healthier foods within their facilities. Let's join them to create a healthy eating environment to support individuals and families to achieve and maintain health.

Thank you for your consideration,

Name
Position
Organization





Encouraging Healthier Takeaways in Low-income Communities:

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



Click your way through the sections



Based on research by the Cities Institute, London Metropolitan University, October 2014



MAYOR OF LONDON



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



- 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



The Healthier Catering Marketing Mix

Product

- New healthier products
- Healthier swaps
- Healthier cooking practices
- Better quality smaller portions

Benefits: Saves money, or is cost neutral, brings in new customers

Price

- Price healthier options cheaper than unhealthy alternatives
- Charge extra for unhealthy alternatives
- Use meal deals and loyalty card schemes

Benefits: Increases turnover – at least on healthier options

Promotion

- Free healthier sides
- Healthier menus and advertising panels
- Attractive packaging of healthier products
- Personal selling of healthier alternatives

Benefits: Sales of healthier varieties likely to increase

Place

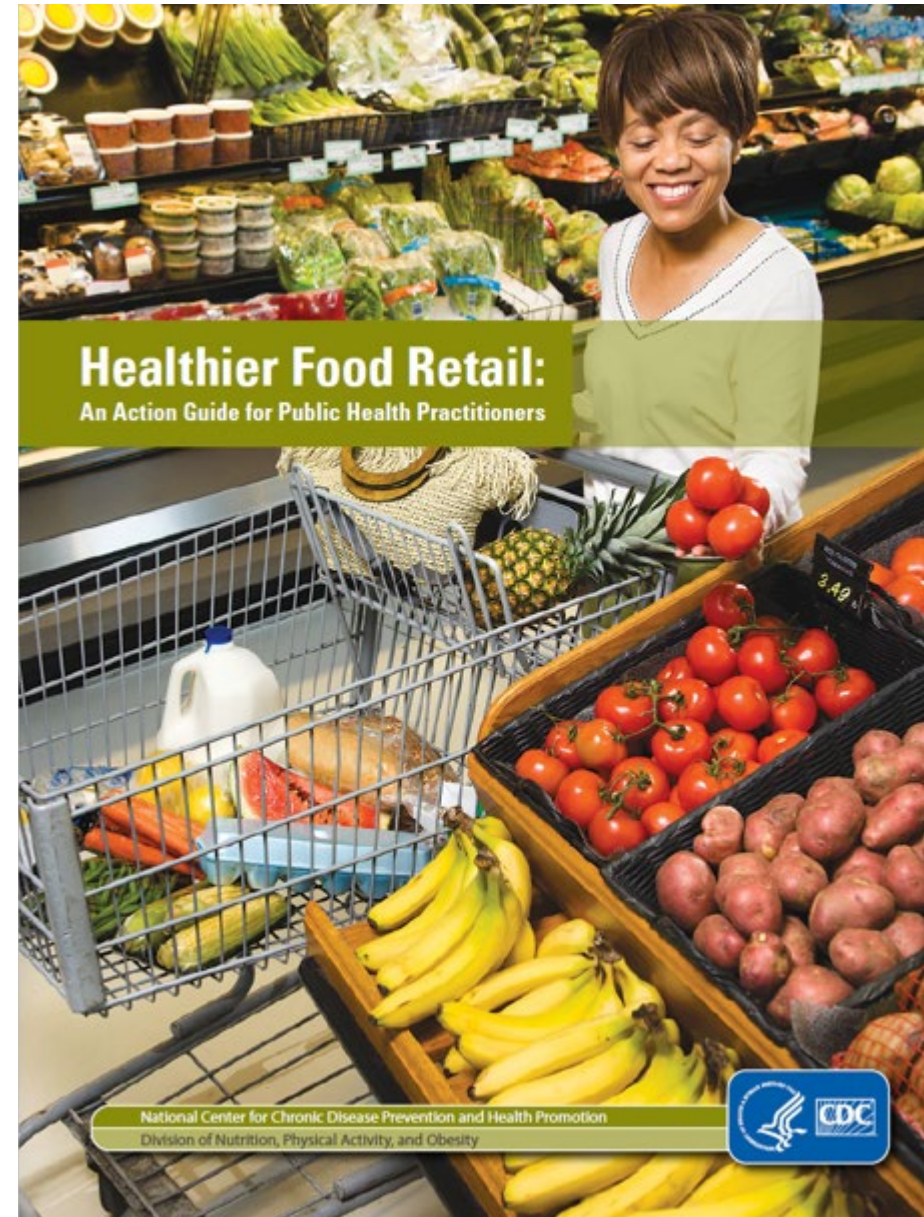
- Place healthier options in more visible locations
- Hide or reduce access to unhealthy options
- Reduce the size of containers or serving implements

Benefits: Sales of healthier varieties likely to increase



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](#)



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Evaluation frameworks

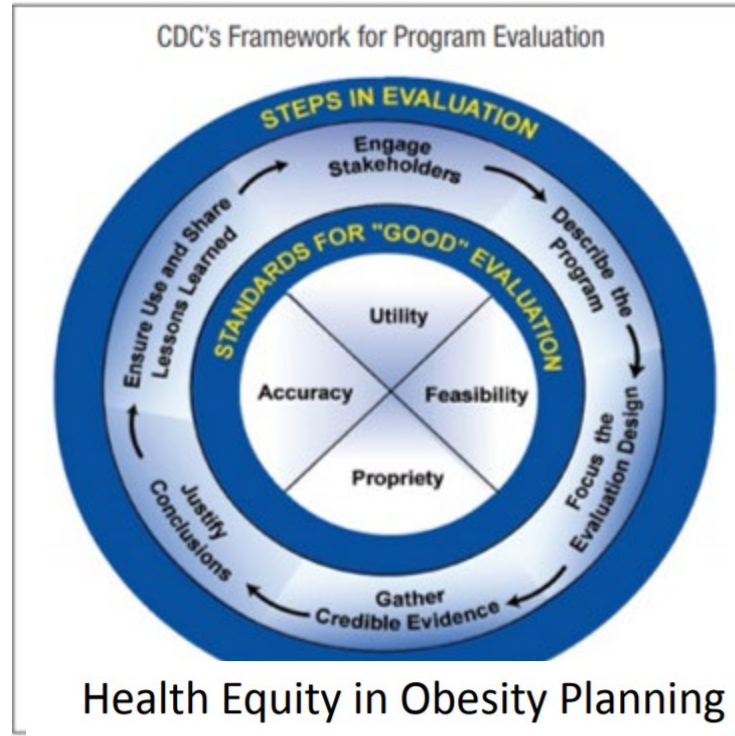


Figure 4: *The Health Equity in Obesity Planning Process*, a general planning process developed from multiple planning processes and models for this toolkit.



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

Example Evaluation Questions	Evaluation Type ^{†††}	Potential Indicators	Potential Data Sources
<p>What barriers and facilitators were experienced in the planning and implementation of the initiative?</p>	<ul style="list-style-type: none"> ▶ Process 	<ul style="list-style-type: none"> ▶ Barriers, such as: <ul style="list-style-type: none"> » State or city regulations » Community and food retailer perceptions » Zoning issues ▶ Facilitators, such as: <ul style="list-style-type: none"> » Community support » Programmatic guidelines » Adequate distribution systems and sourcing of healthier foods 	<ul style="list-style-type: none"> ▶ 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



Reflections – what currently exists?



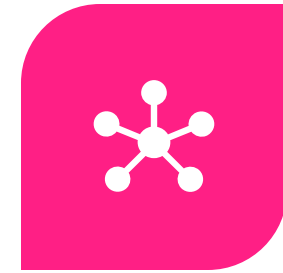
Many guidelines and toolkits to draw from internationally



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



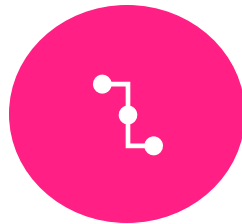
Evaluation guidance



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

>> Slide available in chat box to download and refer to during group discussion

- Will not be recorded and shared
- On entry - unmute if needed, and share your video if you like. Take a few minutes to introduce yourselves
- Choose a note taker before discussing questions
- Question prompts will be sent through to the breakout rooms. You can also download this slide to refer to as well
- The breakout rooms will close with a 60 second warning
- You will return to the main session momentarily and then be moved to brand new rooms
- After both sessions you will return to the main session and note takers can share key points in the chat box

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

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**THANK YOU FOR YOUR
INTEREST +
CONTRIBUTIONS**