Healthy Supermarkets
Community of Practice

28 April 2022
Event etiquette

• Please stay on mute unless speaking
• Please give yourself an identifiable participant name
• Please use the chat for all questions and comments
• Please have your camera on if you are comfortable
Healthy Supermarkets Community of Practice

Agenda – what to expect today

1. Overview of the Healthy Supermarkets CoP
2. Nourish Network update
3. Needs Assessment results
4. Guest speaker
5. Stretch break
6. Community health updates
7. Breakout rooms facilitated by VicHealth
8. Q & A session
9. Community Announcements
10. Moving forward
Introducing our presenters

Dr. Christina Zorbas  
Deakin University

Freddy Thuruthikattu  
Health Promotion Officer, Ballarat Community Health

Irene Dunne Pfeiffer  
Health Promotion Officer, Eastern Health

Benjamin Brewin  
Senior Health Promotion Officer, Eastern Health
Healthy Supermarkets Community of Practice Overview

• Established 2019 by Healthy Greater Bendigo

• Based on high levels of interest in the Eat Well @ IGA project in Bendigo

• Supporting the health promotion workforce to come together and share best-practice learnings and ideas

• Currently led by VicHealth & included within the Nourish Network
We’re here to create a healthier Victoria, for those who experience greater structural barriers to good health.

Our focus is promoting good health and preventing chronic disease.

We’re here to influence conversations about health and wellbeing in Victoria, and take action when it’s needed most.

Our work makes a difference. For the communities we support, the organisations we partner with, and the people of Victoria.
IT’S TIME TO THINK LOCAL, FOR LOCAL.
Open Challenges

Challenge
Improving young people’s access to healthy food

VicHealth is calling on startups to support young people to access healthy food that is affordable and culturally appropriate in their communities. This is an opportunity to learn startup and co-design principles to drive the development of youth-led solutions that address the barriers young people face to accessing healthy, affordable, and culturally appropriate food.

—— READ MORE

Challenge
Exposing unhealthy food advertising targeted at young people

Develop prototypes that uncover and expose invasive marketing practices of harmful industries, particularly the ultra-processed food industry. Harmful industries are the brands, companies or organisations who profit from products that are harmful to health and wellbeing.

—— READ MORE
VicHealth Local Government Partnership (VLGP)

**Aim:** Partner with Vic local governments to improve children and young people’s health and wellbeing through Municipal Public Health and Wellbeing Plans (MPHWP) 2021–25.

**How it works:**

- **Modules** were created with more than 45 expert partners.

- These modules consolidate best practice, evidence informed policy, program and practice changes that Local Government can implement to improve the health and wellbeing of children and young people in their community.

- Funding, capacity building, Communities of Practice and evaluation also form part of the package.

- Module topics support delivery of VicHealth’s Action Agenda and align to the VPHWP 2019–23.
VLGP phases

2021
Planning & engaging children and young people through Foundation modules

• Connecting the Dots
• Leading the Way


2022 – 2025
Implementing action on children and young people’s health priorities through Core and Stretch modules

Core Modules
• Building Active Communities
• Creating Connected and Supportive Communities
• Building Better Food Systems for Healthier Communities

Stretch Modules
• Promoting everyday creativity at a local level
• Strengthening tobacco control at a local level
• Increasing alcohol harm prevention at a local level
Commercial Determinants of Health at VicHealth

The National Preventive Health Strategy defines **Commercial Determinants of Health (CDoH)** as “factors that influence health which stem from the profit motive... these also encompass the strategies and approaches used to promote products and/or choices that are detrimental to an individual’s health.” **CDoH can be health promoting and supporting, or harmful.** (NPHS, 2021)

Our CDOH work focuses on a vision of an Australia where there is less harm caused by consumption of harmful products. One where harmful industries have minimal influence on public policy and there is public concern about their impacts.

We do this by

- Increasing awareness and capability of public health and decision makers to understand, monitor and expose harmful industries.
- Engaging, encouraging and supporting aligned sectors, such as sport, to pursue healthy partnerships and mitigate harmful industry influence.
- Supporting young people to resist harmful industry products and practices in places and spaces where they live.
- Supporting Victorians to drink less alcohol.
- Preventing the uptake of smoking, motivating and increasing the success of quit attempts and reducing levels of exposure to second-hand smoke.
Communities of Practice
Healthy Supermarkets
Healthy Supermarkets
Community of Practice

Needs Assessment Survey Results (March 2022)

Nourish Network  VicHealth
Where are you located?

- **70%** – Regional Victoria
- **26%** – Metro Melbourne
- **4%** – NSW

What is your role?

- **71%** – Health Promotion (Nutritionists/Dieticians)
- **15%** – Research
- **7%** – Local or State Govt.
- **7%** – Other (e.g. teachers)

How many CoPs have you attended?

- **85%** – one or two
- **8%** – three
- **7%** – All
How often do you want the CoP to meet?

- 63% - quarterly
- 30% - twice a year
- 7% - Every two months

How long would you like the CoP events to be?

- 52% - Two hours
- 48% - one and a half hours

Are you currently supporting communities in HS?

- 40% - Yes
- 27% - No
- 33% - Interested
Ranking of topics of interest:

• Policy approaches
• Access to local & environmentally sustainable food
• Involving children and young people in advocacy
• Equity focus
• Supermarkets & food relief
• Tips for success with supermarkets
• Suggestions on community co-design
• Access to culturally appropriate food

What other topics would you like to see?

• Scaling up initiatives
• End of aisle changes
• Climate change
• Circular economy in Supermarkets
• Engaging with investors (loyalty reward programs)
Who is not involved in the CoP?

- Supermarket reps
- Community advocates
- Councils
- Health insurers
- Neighbourhood Houses
- Marketing and advertising professionals

Expand CoP beyond food?

- 52% - Yes
- 19% - No
- 29% - Unsure

Would you like other opportunities to connect?

- 94% - Yes
- 6% - No
Dr. Christina Zorbas – Deakin University
The cost of a healthy supermarket shop & policy opportunities to enable people with lower incomes to access healthy diets

VicHealth Healthy Supermarkets CoP

Christina Zorbas
Postdoctoral Research Fellow
Deakin University & VicHealth

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I acknowledge the Traditional Custodians of this nation, and pay my respects to all Aboriginal and Torres Strait Islander peoples.
Overview

1. Food price as a determinant of diets and diet inequalities
2. Measuring food price
3. Challenges
4. Opportunities
5. Future directions
Leading public health issues: diet risks

In 2017, dietary risks were attributed to 11 million deaths and 255 million DALYs globally.

Leading public health issues: a low SEP

“low socioeconomic (position) is one of the strongest predictors of morbidity and premature mortality worldwide” Stringhini S et al, Lancet, 2017, p.1228.

Low SEP has an effect on morbidity and mortality that is comparable to the traditional GBD risk factors
Diet risks are socially patterned

Diet Quality Score among Australian Adults (18+), AusDiab 2000

"Health cannot be a question of income; it is a fundamental human right"

Nelson Rolihlahla Mandela
A WHO Collaborating Centre for Obesity Prevention

Equity in Food Policy

Global Obesity

Policies for Healthy Food Environments

Supermarkets and Other Food Retail Settings

Obesity and Risk Factors Monitoring

Community Based Systems Interventions

Economics of Obesity

Systems Work
Mixed methods research

• Grocery store price audits
• Cross-sectional analyses of big data
• Qualitative interviews
• Policy analyses

All methods are grounded in a Social Determinants of Health perspective
The social determinants of dietary inequalities

Which factors are perceived to influence healthy eating and how do experiences differ among low SEP groups?

Systematic review and meta-ethnography (n=39 studies)

Aim: To explore low-income household’s lived experiences with food in the context of the COVID-19 social policy changes that took place in Australia


Qualitative interviews (n=24)

“People look at cost first and foremost. Why would you go out and buy, say, celery, carrot and humus or something that’s a healthy snack that would end up costing you $6 or $7, when you can go buy a bag of chips, $1.75...? And that’s just one example of how much more expensive doing something healthy – And then the convenience as well. You pay more for convenience...

Bag of chips, $1.75, carrots, humus and celery $6 or $7. I know what I’m going to pick if I’m in a pinch, and it definitely ain’t the healthy choice.”

- Single mother of two, Regional Victoria
"Don't judge a man until you've walked a mile in his shoes."

- American proverb
Aim: To determine the reliability of streamlined methods for examining the price and affordability of a healthy (recommended) and unhealthy (current) diet


- Australian Standardised Affordability and Pricing (ASAP) methods
- Reliability of a streamlined approach demonstrated (online data collection and phone calls)
  - Supermarkets have >97% agreement online and in-store in terms of price, price promotions and product availability
  - Minimal variation in diet prices (healthy: $595 vs. 596, unhealthy: $731 vs. $721)
Aim: To conduct the first national audit of diet prices across Australian States and Territories (n=51 urban and regional areas)


- Income differences drive variations in diet affordability
- 25-30% of the income received by low-income families
- Still need to collect data in remote and rural communities where major supermarkets are not present
Price monitoring: Challenges and opportunities

- Resource intensive $\rightarrow$ big data
- Can’t look at price changes over time $\rightarrow$ big data & AI
- Limited consideration of diet and product variability $\rightarrow$ big data
- Can’t factor in time costs $\rightarrow$ more research!
Supermarket specials

Australian supermarkets
• Unhealthy foods were on special twice as often as healthy options: 29% vs. 15% on average per week
• Mean weekly discounts were twice as large on unhealthy options: 26% vs. 15%
• For drinks, twice as many sugar-sweetened beverages were on special (34%) vs. milk and water (15%) on average each week

Riesenberge et al. Am J Public Health 2019,
Zorbas C et al. Aus NZ J Public Health, 2019
Supermarket price promotions

Overall % of food and beverage items purchased on price promotion, by income group (n=1778 New Zealand households)

Data source: Nielsen Homescan New Zealand 2016-17
Supermarket price promotions (kgs purchased)
Supermarket price promotions (lived experiences)

“Well, Doritos are always half price. I’ll just buy those and that could be lunch because I can’t afford to buy anything healthy. And it shouldn’t be like that. And I think that’s a real issue... the same when you talk about catalogues too, is that the front and back pages, they are all just shit food and not stuff that you should be buying. They’re the stuff that’s half price.”

- Single father of one, Regional Victoria
Retailer action

Aim: To understand retailer’s (in recreation centres) perceptions of factors that are relevant to feasible and acceptable health-promoting food and beverage pricing interventions.

Policy action on food price and the SDH is inadequate
“no one should be disadvantaged by the food that they have to eat, to be able to live in their house... You have to choose between food or your house, or your warmth, or the internet for your children because they have to do schooling as well. Like, you shouldn't have to choose that. You should be able to do it all. You know, we don't we don't live in a third world country, but sometimes parts of it feel like it is.”

Single mother of three, Regional Victoria, Reduced working hours and income during COVID-19
LIVING BELOW THE POVERTY LINE

I can't get much with an extra $3.57 a day...

LIVING BELOW THE EMPATHY LINE

How good is an extra $3.57 a day?

John Farmer, The Mercury
Take home messages:

- Price matters for population nutrition and equity
- Streamlining food and beverage price monitoring
- Emerging targets for food equitable pricing policies
- Additional efforts are required to address the SDD
- Equity is not extensively considered in nutrition policy

SDD = Social Determinants of Diets
Future directions

• Media opportunities and political attention
• Victorian Government Taskforce on Food Insecurity (Food Stress Index/VCOSS)
• Big data and emerging data sets (what about AI?)
• Contextualise our numbers in people’s stories
• Better consider intersectionality
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Family

VicHealth

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Stretch/drink break
Community health updates
Freddy Thuruthikattu
Ballarat Community Health Service
Acknowledgement

• I would like to acknowledge the Traditional Owners of the land on which we meet today, the Wadawurrung and Dja Dja Wurrung people of the Kulin Nation and pay my respects to Elders both past and present.
Customer Perceptions

N = 259

55% of customers noticed at least one of the EWFGB promotional materials while doing the supermarket shopping.

Shelf wobblers/tags – Most noticed campaign material (46%)

Of those who noticed the shelf wobblers, 48% reported that it had influenced their purchasing behaviour.

Fridge sticker – Liked by 91% of customers who noticed it (Most liked)

93% of customers who noticed at least one campaign material believe Ryans IGA must continue working on healthy eating projects.
88% of staff had favourable perceptions about the EWFG GB project.

21% of staff reported the campaign material interfered with their work in some form or the other (mostly shelf wobblers).

13% of staff were involved with either installation or maintenance of the campaign materials.

37% of staff never wore the EWFG GB staff badge.

69% of staff read the staff education flyer. 94% believe it helped them understand the campaign better.

All of them believe Ryans IGA should continue promoting healthy eating activities.
Resources Developed

- Eat Well Feel Good Ballarat Evaluation Report.
- Our experience implementing a healthy supermarket project – Implementation guide/learnings.
Partnership maintenance with Supermarkets

- Sharing evaluation reports and recommendations
- Discussion of Eat Well Feel Good Ballarat Part 2
- Initial consultation and planning sessions of Part 2
- Engagement and consultation with stakeholders
- Resourcing
Eat Well Feel Good Ballarat – Part 2

Focusing on sustainability of interventions.

Entering new promotional space

- End Caps
- Island Bins
- Multigrain, whole meal bread promotions
- Front of store Digital promotion
- In store radio promotions
- Trolley signs
- IGA staff education video
Health Star Rating (HSR) System and Eat Well Feel Good Ballarat

- Messaging
- Via FoodSwitch App.
- Point of sale promotions.
- Other campaign material promotion
Irene Dunne Pfeiffer & Benjamin Brewin – Eastern Health
Engaging Supermarkets in the Yarra Valley

Irene Dunne Pfeiffer and Benjamin Brewin

Health Promotion Officers Eastern Health
Background

Supermarkets in the Yarra Valley

- Coles
- Woolworths
- IGA
- ALDI
- Independent Grocers
Past Experience Engaging Supermarkets

- Ad-hoc engagement to support or partner with specific projects within the Yarra Valley.
- Coles support and fundraising for the *Be the Change* event.
- Coles Store Manager attendance and participation in a panel discussion regarding women in leadership.
- Healthy Food Basket Survey’s and discussions regarding emergency relief support in the Yarra Valley.
Our Food Connections Yarra Ranges

_Yarra Ranges Food Connections_
A group of not-for-profit services and individuals with an aim to create a more sustainable and local food economy.

**Vision**
To create a resilient, sustainable, healthy and equitable food system within the Yarra Ranges where the community are mobilised and empowered.

**Aims**
Create an awareness and understanding of the Yarra Ranges local food system.
Create a place for community to connect, learn, share successes and ideas.
Learn from community and stakeholders what they feel are priorities for planning and action.
Current Experience Engaging Supermarkets

Food System Stakeholder interviews 2021-22

Gather feedback from stakeholders about their views on the Yarra Ranges Food System and priorities for creating a healthier, more equitable and sustainable food system.

Engagement methods:

- Formal Letter
- Emails
- Phone calls
Local Insights

• Food system stakeholder interviewees want increased supermarket support for community food programs.

• Certain initiatives in the supermarket are controlled by the local manager: food donations, etc.

• Regional manager controls multiple stores and some have been non-responsive.

• Response from senior management – we are already doing food systems work: E.g. Coles – Together for Zero - Zero Waste, Zero Hunger and Zero Emissions by 2025 Woolworths – Greener Thinking for a Better Tomorrow
  • Zero food waste to landfill by 2025
  • “Materially increase healthier choices in our customers’ baskets”
Next Steps

Re-engage with supermarkets and promote Our Food Connections:

- Contact store managers directly and request a meeting
- Promote Our Food Connections priorities and actions
- Determine store support for an action in the local community
Contact Details

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Breakout rooms

1. Introduce yourself (name, role & workplace or business)

2. What insights did you take away from the presentations? What can you bring back to your workplace/local community?

3. Delegate a member to report back a short summary to the wider group.
Q&A discussion
Community Announcements
TRANSFORMING RETAIL FOOD ENVIRONMENTS TO BE HEALTH-ENABLING
ONLINE SHORT COURSE

Discover the power of marketing and retail merchandising in food environments, gain the skills and knowledge to facilitate retail practices and policies for public health and, in turn, influence consumer decision making.

DATES: 28 July – 1 October 2022
DURATION: 9 weeks or 12 weeks (with assessment)
COST: $1800 with microcredential; $1300 without microcredential

EMAIL re-fresh@deakin.edu.au for more information and application details

A collaboration between:

MONASH University | refresh
Centre of Research Excellence Food Retail Environments for Health
Moving forward

- Launch of Healthy Supermarkets CoP Miro board: https://miro.com/app/board/uXjVO7gpqck=/

- Next CoP: **Thursday 28th July 2022**

- Email: jfang@vichealth.vic.gov.au if you would like to present a community health project update or have a community announcement for July or October.
Healthy Supermarkets Community of Practice

Thank you!