

Evaluation of Healthy Food Retail Initiative

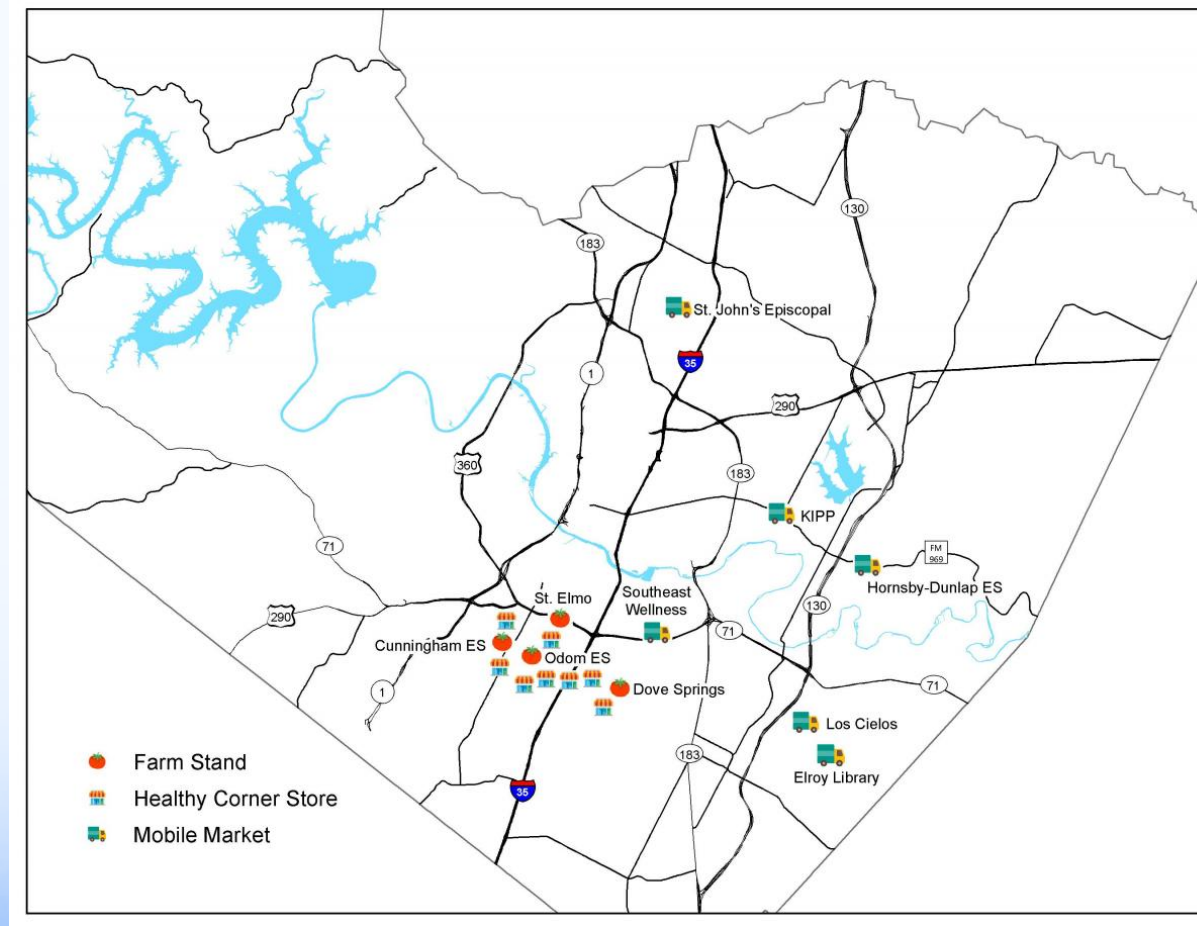
Alexandra Evans, PhD, MPH

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Austin Travis County Food Policy Board Meeting

Types of Vendors Participating in HFRI

- Farm Stands
- Mobile Markets
- Corner Stores



Aims of HFRI Evaluation

- To evaluate customer-level psychosocial (e.g., motivation, awareness, etc.) and behavioral factors (e.g., frequency of store/market/farm stand use, purchase and consumption of healthy foods).
- To describe attitudes and practices related to the initiative among store owners and market/farm stand managers.
- To examine the corner store environment for attributes such as shelf space, accessibility, quality, pricing, and amounts of healthy foods.

Farm Stands

Locations

- Cunningham Elementary (78745)
- St. Elmo Road (78745)
- Odom Elementary (78745)
- Dove Springs Recreational Center (78744)

Components

- Customer Intercept Surveys
 - 15 surveys from customers each farm stand
 - Compare to baseline data
- Semi-Structured Interviews with the Farm Stand Managers

Mobile Markets

Locations

- Los Cielos Park (78617)
- Hornsby-Dunlap (78724)
- KIPP East Campus (78724)
- Central Health Southeast Health and Wellness Center (78741)
- St Johns Episcopal Church (78758)
- Elroy Community Library (78617)

Components

- Customer Intercept Survey
 - 15 surveys from customers at each mobile market
- Semi-Structured Interviews with Mobile Market Managers

Corner Stores

Locations

- Bread Basket (78745)
- 7-Eleven (78745)
- Stassney Food Mart (78744)
- Texaco Food Spot (78744)
- Hula Hu Market (78745)
- Teri Metro Mart (78744)
- EZ Food Store #5 (78745)
- EZ Food Store #3 (78745)

Components

- Customer Intercept Surveys
 - 15 surveys from each store from customers who live within a mile of the store
 - Compare to baseline data
- Semi-Structured Interviews with Store Owner/Managers
- Inventories of the healthy food options