



Change Rising

The Power of Social Support,
Marketing, and Environmental
Change in Low-income
Communities

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The Power of Social Support



What did we want to learn?



Is the *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators (Toolbox)* effective in improving fruit and vegetable and physical activity-related knowledge, attitudes, and behaviors of low-income African American women?



Our approach



- Participants: Low-income African American women
 - 156 in the treatment group
 - 171 in the control group
- Intervention: 6, 1-hour *Toolbox* classes
 - 3 nutrition lessons
 - 2 physical activity lessons
 - 1 community empowerment lesson
- Pretest/posttest



The results speak volumes



- Women in the treatment group reported significant improvements in:
 - 9 measures of knowledge and attitudes
 - 12 measures of confidence
 - 5 measures of empowerment



The results speak volumes



Reported Behavior Change in the Amounts of Fruits and Vegetables Purchased, Prepared, Ordered, and Eaten Over the Past 6 Weeks (%)

	Treatment, Post n=156	Control, Post n=171
Purchased more (net) fruit	90.4**	68.4
Purchased more (net) vegetables	85.9*	74.9
Prepared more (net) meals/snacks with fruit	83.3**	66.7
Prepared more (net) meals/snacks with vegetables	86.5*	75.4
Ordered more (net) fruits or vegetables as part of a meal when dining out	76.3*	63.7
Ate more (net) fruits and vegetables as a meal/snack at work	85.3**	65.5

*P<.05; **P<.001
Note: A chi-square test was used to test for significance.

The results speak volumes



Self-reported Behavior Changes to Meet Fruit and Vegetable and Physical Activity Recommendations (%)

	Treatment		Control	
	Pre- n=156	Post- n=156	Pre- n=171	Post- n=171
Daily fruit and vegetable consumption: 3.5 or more cups per day	12.2	31.4*	17.5	21.6
Physically active for 5 or more days in the previous week	34.0	59.0*	36.3	42.1
Physically active for 5 or more days in a usual week	37.2	60.3*	39.2	46.2

*P<.001.
Note: A chi-square test was used to test significance.

Where do we go from here?



- Expand the use of the *Toolbox*
 - 628 partners used the *Toolbox* in FFY 2010
 - Nearly 450,000 low-income consumers were reached
- Grow the community empowerment elements of the *Toolbox*
- Connect the *Toolbox* to other *Network* projects including Mothers Taking Action, Champion Moms, CX³, and more



The Power of Marketing



What did we want to learn?



- Purpose: Determine whether inexpensive point-of-purchase merchandising would increase the sale of selected healthful entrees at catering trucks that serve predominately low-wage workers.
- Our approach
 - 8 catering trucks from Moody's Lunch Service in San Diego, CA
 - 2 healthful "Grab N Go" entrees: Turkey, avocado, and sprouts sandwich with fresh fruit on the side and chicken wrap with fresh fruit on the side
 - 5-week study
 - Collected sales data
 - Weeks 1 and 2: baseline, no marketing
 - Weeks 3 and 4: marketing
 - Week 5: no marketing

Dress up the packaging



Let customers know the items are here



Maximize the customer service reps



Did sales increase?



- Sales rose sharply during the Grab N' Go marketing effort versus baseline
 - 37.4% increase in the sale of the turkey, avocado, and sprouts sandwich with fresh fruit on the side
 - 14.4% increase in the sale of the chicken wrap with fresh fruit on the side



Driving change forward



- Connect *Network* outdoor advertising with inexpensive catering truck food and beverage reforms.
- Use the data to motivate other catering trucks to follow suit; after all, marketing healthier choices can improve the bottom line.

The Power of Environmental Change



What did we want to learn?



- Purpose: Examine the impact of fresh fruit availability at worksites on the fruit and vegetable consumption and related psychosocial determinants of low-wage employees.
- Our approach
 - Prospective, randomized block experimental design
 - Convenience sample of 391 low-wage employees in 6 intervention worksites and 137 in 3 control worksites
 - Fresh fruit deliveries 3 days a week for 12 consecutive weeks
 - Assessments at baseline, weeks 4 and 8, and after week 12



Can a Simple Fruit Snack Really Make a Difference?



- Participants in the intervention worksites, compared to the control worksites, showed a significant increase in:
 - Self-efficacy toward eating 2 servings of fruit each day
 - Fruit purchases
 - Family vegetable purchases
 - Fruit, vegetable, and total fruit and vegetable consumption



Fruit and Vegetable Snacks for All!



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"Every gathering, in its composition and in its structure, has to be an example of the future we want to create." Peter Block