A Cross-Cultural Collaboration to Improve Healthy Retail Practices in *Tiendas*

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U.S. Latinx populations are disproportionately affected by chronic diseases.
“New destination” communities may negatively impact the health of the Latinx community.
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*Tiendas* are trusted cultural hubs where culturally relevant interventions can be implemented.

Zarrugh, 2007
In a rural context, *tiendas* provide a location to positively influence healthy eating behaviors.

(Ayala, Baquero, Laraia & Linnan, 2013; Gittelsohn, Rowan & Gadhoke, 2012)
Purpose of the Study

• To develop a multi-sector collaboration to increase healthy eating behaviors among rural Latinx populations.
Shop Healthy Iowa (SHI) as a multi-sector collaboration:
How SHI's collaborators became involved in the program:

<table>
<thead>
<tr>
<th>Year</th>
<th>Spring (Jan-May)</th>
<th>Summer (June-Aug)</th>
<th>Fall (Sept-Dec)</th>
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</thead>
<tbody>
<tr>
<td>2014</td>
<td>UIowa and IA State brought on board</td>
<td>IDPH Secure 1305 funds</td>
<td>Ulowa develop draft program to be pilot tested</td>
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<td>2015</td>
<td>Local PH Department contracted as LPCs</td>
<td>Ulowa revise toolkit and training guide</td>
<td>Revised program implemented in 2 additional communities (round 2)</td>
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<td>2016</td>
<td>Pilot program in 2 communities</td>
<td>IA State Extension contracted as LPCs</td>
<td>Program implemented in 2 additional communities (round 3)</td>
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<td>2017</td>
<td></td>
<td></td>
<td>Program implemented in 3 additional communities (round 4)—in progress</td>
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<tr>
<td>2018</td>
<td></td>
<td></td>
<td>Ulowa revise toolkit and training guide</td>
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</table>
SHI targets healthy retail adaptations through structural and marketing strategies.
Adopting a re-iterative and adaptive process has been key to maintaining continuous partner engagement.

1. Find evidence based materials
2. Develop SHI program with partner input
3. Implement SHI program
4. Seek community input and feedback
5. Revise program with evidence and community input
6. Re-test SHI program materials in next program iteration
To evaluate the program, multiple types of indicators are collected and analyzed.
SHI has reached nine "new destination" communities.

Muscatine & West Liberty: 3 stores
Marshalltown & Ottumwa: 4 stores (One lost in follow up)
Sioux City & Davenport: 5 stores (in progress)

Combined total: 6 stores
Developing a strong cross-cultural partnership has facilitated the evaluation process.

Receipt Time Points

- 31 time intervals (none collected from “in progress” stores)

Manager Interviews

- 24 manager interviews (2 in progress)

Customer Surveys

- 227 customer surveys (multiple versions)
Cultural humility and economic development components were developed to incorporate LPC and manager feedback.
The participatory nature of SHI has contributed to increased acceptance and adoption of SHI initiatives.
Building and maintaining trust between store managers and LPCs has been vital to program success.

Jon: “You can’t expect store owners to make changes to their store layout or implement signage or even believe in the program without taking the necessary time to talk with them and build trust for successful implementation. That means starting early and visiting often so the stores get to know you.”

Jill: “The Shop Healthy project allows LPCs to build trust step by step -- we are not there for just one visit; we consistently return and present the store owners and managers with helpful information or items that will help their business. They appreciate this and come to know that we are there to help, so when another Extension program comes along, they are very happy to participate. They trust that what we have to give is valuable to them.”
Store managers input and feedback on the program was important to incorporate throughout.

“...everything was beneficial”
“...everything was interesting”
“...sales increased as a result of SHI”
“...separating fruits and vegetables helped a lot...”

It was interesting and helped...will continue to grow my business...helped to know how government help can grow the business...

Most helpful parts of the program: nutrition information, fruits/vegetable stocking knowledge, information on structural changes

The materials for the labels did not work well
Would like more coupons
Posters need to be more visible
Would like more food demonstrations and recipe cards
Instead of shelves, provide a refrigerator
SHI continues to expand into new locations and support previous implementation sites.
Throughout this process, many lessons learned have been gained by collaborators.

Store Owners and LPCs

IDPH

Ulowa and IA State
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References


