

Shop Healthy Iowa Success Story Marshalltown, IA

Program: Shop Healthy Iowa

Unit: Marshall County

Title: Sprucing up Fruits and Vegetables in Marshalltown *tiendas*

During the summer and early fall of 2016, the Iowa Department of Public Health, in partnership with Iowa State University (ISU) Extension, the University of Iowa College of Public Health, and store managers in Marshalltown, IA, trained store managers in three community *tiendas* (or small corner stores) through the Shop Healthy Iowa (SHI) program. SHI works to make fruits and vegetables more visible, accessible, and desirable to store customers of selected small corner stores in low income areas. With input from store managers, signage for fruit and vegetable products were put on display in the stores and displays to make fruits and vegetables more attractive were placed throughout the store. Program partners provided support for three months following the SHI training.

One of the participating stores, Zamora's Fresh Market, worked with ISU Extension & Outreach's Norma Dorado-Robles, a trusted member of the Latinx community in Marshalltown, throughout the SHI intervention in the Marshalltown community. Ms. Dorado-Robles was key in building and maintaining a positive and productive relationship with the store managers involved in the SHI program. She worked closely with the manager and multiple employees at Zamora's Fresh Market to train these individuals and to implement the healthy retail changes agreed upon by the *tienda*.

Prior to the SHI program, Zamora's offered a wide variety of fresh fruits and vegetables, but through the collaboration between the store's employees and Ms. Dorado-Robles, the fruits and vegetables were placed in containers that kept these foods fresher longer. These display were also more attractive to customers, and, with the addition of healthy retail signage, the location of the fruits and vegetables became more visible.

After the program, the primary manager in charge of making the program's changes stated that through the use of healthy retail initiatives, he could increase the sale of fruits and vegetables at Zamora's Fresh Market, improve customer's eating behaviors, and increase the sale of fruits and vegetables in his store. Additionally, the manager agreed that selling healthy items would increase the financial stability of the store, improve the public image of the store, and attract new customers to the store. After the program ended, the store manager wanted to maintain the changes in the store and continue to install attractive displays throughout the store to better market healthy products.

Through the SHI program, Zamora's Fresh Market, was able to obtain many new materials that promote fruits and vegetables and healthy eating. The manager and employees benefited from the training provided. The store manager with the help of the trusted

community member and ISU Extension and Outreach employee, Ms. Dorado-Robles, took multiple action steps to better display and market fruits and vegetables to Marshalltown community members.

Favorite Quote: “Everything (about the program) was beneficial.”

Background:

Local IDPH Contractor: Norma Dorado-Robles

Setting: Using a train the trainer model to educate managers of Latinx grocery stores (*tiendas*) on healthy retail practices

Target Audience: Marshalltown shoppers

Key Partners: ISU Extension & Outreach, IDPH, University of Iowa

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