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Healthy Corner Store Network "Heart Smarts" Program

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The Food Trust

THEFOODTRUST.ORG

The Food Trust's mission is to ensure that everyone has access to affordable, nutritious food and information to make healthy decisions.



The Food Trust

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Objectives

Objectives:

1. Identify corner stores for nutrition education and health screenings based on criteria presented.
2. Identify education strategies appropriate for a corner store setting when integrating health screenings, nutrition education and food access.
3. List at least two store owner training topics for use in a corner store setting that reinforce nutrition education and disease prevention in the store.
4. Understand methods for evaluating outcomes of an integrated educational effort.



Healthy Food Access Through Corner Stores



Health Impact

- A recent study found that an average of \$2.74 is spent for 650 kcals by children and adults¹
- Energy dense, low-nutritive foods and beverages



1. Lent, Michelle R, Vander Veur, Stephanie, Mallya, Giridhar, McCoy, Tara A, Sanders, Timothy A, Colby, Lisa, . . . Foster, Gary D. (2014). Corner store purchases made by adults, adolescents and children: items, nutritional characteristics and amount spent. *Public Health Nutrition, FirstView*, 1-7. doi: doi:10.1017/S1368980014001670

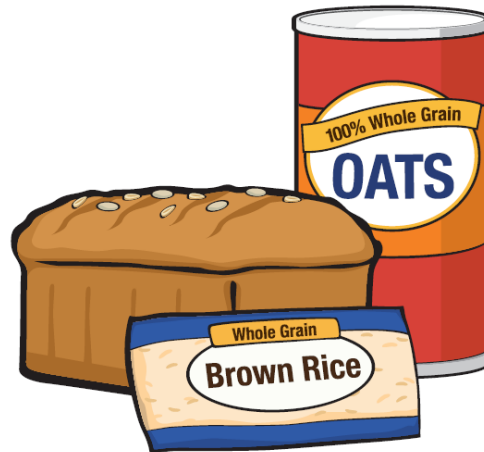
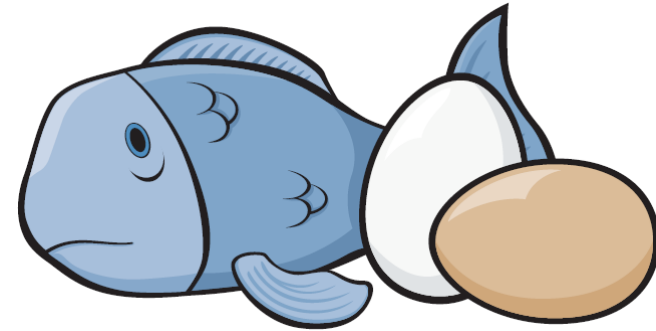
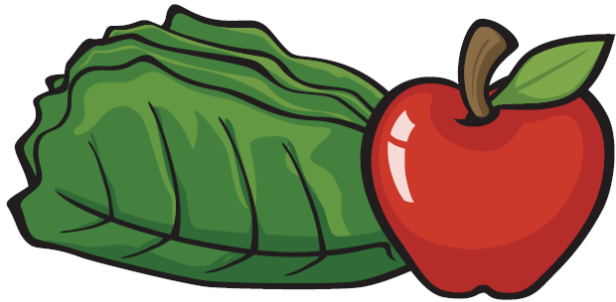


Phases and Activities

PHASE	CHARACTERISTICS	BENEFITS & INCENTIVES	
1	Inventory Changes	Introduce 4 new healthy products: 2 products from 2 healthy categories	<ul style="list-style-type: none">• \$100 participation incentive
2	Marketing Materials	Display a series of marketing materials from the Healthy Food Identification marketing campaign	<ul style="list-style-type: none">• Increase customer awareness• Promote new healthy products
3	Business Training	Participation in at least one training on selling healthy products and business management	<ul style="list-style-type: none">• Free training and support• Increase profits• Reduce food waste
4	Healthy Corner Store Network Conversion	Equipment to stock and display healthy products	<ul style="list-style-type: none">• Free equipment (shelving, refrigeration, display materials)• Free training and support• Assistance with product selection and sourcing



Phase 1: Inventory Changes



Phase 2: Healthy Food Identification Marketing Campaign



**NON-FAT, SKIM
OR 1% LOW-FAT**
milk, yogurt, cheese

**WHOLE MILK/
SUGAR ADDED**
milk, yogurt, cheese

HIGH-FAT
cream, butter, ice cream,
cream cheese



Philadelphia Healthy Corner Store Initiative

Social Marketing Examples

whole grains

Look for whole grains.

Nutrition Facts
Serving Size 1 slice
Servings Per Container 18

Amount Per Serving	
Calories 60	Calories from Fat 6
Total Fat 1g	
Saturated Fat 0g	
Trans Fat 0g	
Cholesterol 0g	
Sodium 110mg	
Total Carbohydrate 11g	
Dietary Fiber 3g	
Sugars 0g	
Protein 3g	

100% Whole Grain Bread
Ingredients: Whole wheat flour, water, wheat gluten, yeast

The word **whole** should be before the first ingredient.

Look for at least 3 grams of fiber.

Whole grains provide fiber, vitamins and minerals for good health.

Make at least half your grains whole.

Shopping List:
Whole wheat bread
Whole grain cereal
Brown rice
Oatmeal
Popcorn
Whole wheat crackers
Whole wheat tortillas
Whole wheat pasta
Cornmeal
Barley

Let the colors be your guide:

- Whole grains are listed as the first ingredient
- Whole grains are not listed as the first ingredient
- Whole grains are not listed as an ingredient

Get Healthy!

Follow these easy steps.

Look for this sign.
Stores that display this sign on their windows or doors have added healthy foods.

Make a healthy choice.
Use these colorful signs around the store to guide you to healthier choices.

Take a healthy step.
Get free recipes that use foods in the store to make healthy meals. Ask for a Get Healthy! Guide to find the healthiest foods in the store.

Lettuce Leaf Burritos with Tropical Salsa

PREP TIME: 15 MINUTES SERVES 4

INGREDIENTS:
1 head lettuce (Romaine or Iceberg)
1 avocado, halved and pitted
½ medium green pepper, chopped
1 15.5-oz can pineapple in its own juices or light syrup, drained
1 medium onion, chopped
3 medium tomatoes, diced or 1 15.5-oz can chopped no salt added tomatoes
1 teaspoon lemon or lime juice
Salt and pepper to taste (optional)

GET COOKING!
1. Wash and separate lettuce leaves. Keep the larger leaves to be used as burrito shells.
2. Chop remaining lettuce.
3. Placed chopped lettuce, avocado and green peppers in whole lettuce leaves.
Continued on back...

4. Mix pineapple, onion, tomato, lemon juice and seasonings. Add to each lettuce leaf.

MIX IT UP!

- Skip the lettuce leaf and roll it up in a whole wheat tortilla. Substitute mango for the pineapple. Add brown rice or cooked sliced chicken breast to the lettuce wraps. Add a can of no salt added beans (drained and rinsed).
- Use spicy peppers instead of green peppers.
- Add chopped cilantro to the salsa.

FRESH FROM THE FARM!
Find local lettuce May through November, local tomatoes May until the end of October, local onions mid-July until November and local peppers July until October.

NUTRITION FACTS
serving size:
7 filled leaves
138 Calories
6g Fat
0g Saturated Fat
15mg Sodium
23g Carbohydrates
6g Fiber
3g Protein

Prep the ingredients and let the kids fill the wraps!

Made possible by funding from the USDA Community Food Project and the Department of Health and Human Services and Get Healthy Philly, an initiative of the Philadelphia Department of Public Health.



Awareness and Education

- Nutrition Education
- Health Screenings
- Youth Leadership
- Community Engagement



Store Selection

Hub Store Selection Criteria:

- Successful Completion of level 1 requirements
- Owner has demonstrated commitment to the program
- Sufficient Store Space
- Three or more “Hub Healthy Products”
- Sufficient Foot Traffic
- Strong Store Owner Investment in business, community, and selling healthy products



Recruitment

In-store Recruitment

- Nutrition demonstration table at store entrance
- Educator speaks to all customers entering store
- Flyers posted in store window and checkout counter
- Small flyers to take home at checkout counter
- Sandwich board outside on the sidewalk advertising the event



Outreach

Community Outreach

- Outreach to local organizations
- Promotion through ongoing organization's programming
- In-store promotion through flyers and owner referrals



Lessons

	Lesson	Recipe	Giveaway
Lesson 1	Fruits and Vegetables	Pancakes	Measuring cup
Lesson 2	Using All Forms	Three bean salad	can strainer
Lesson 3	Fiber	Tuna (recipe with beans) / Personal Pizza	Cutting board
Lesson 4	Fast and Healthy Meals	Chicken quesadilla with confetti bean salsa	Green Bags
Lesson 5	MyPlate	Smoothie or oatmeal	measuring cup Fruits and vegetables notepads
Lesson 6	Nutrition Facts Label	Applesauce	
Lesson 7	Healthy Portion Sizes	Breakfast quesadilla	Cutting board
Lesson 8	Beans	Rice and beans / Bean Enchilada	measuring spoon



Sample Recipe

Personal Pizza

PREP TIME: 10 MINUTES COOK TIME: 10 MINUTES SERVES 4



INGREDIENTS:

4 six-inch whole wheat tortillas, pita bread
or English muffins
1 15.5-oz can no salt added tomato sauce
1 medium onion, chopped
1 cup low-fat mozzarella, shredded
1 cup fresh or frozen vegetables (bell peppers
and spinach are good options), chopped
(optional)

GET COOKING!

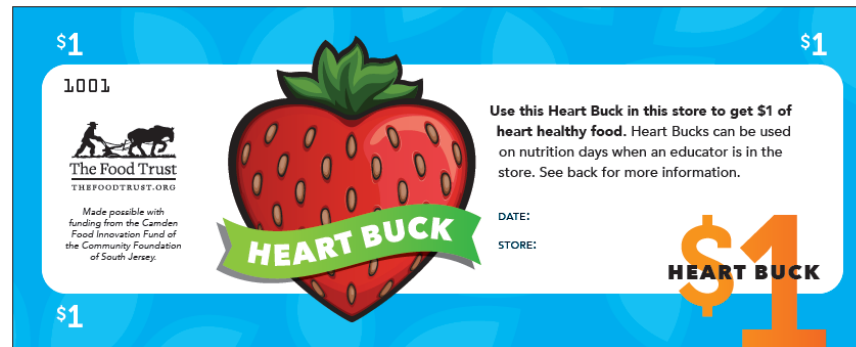
1. Preheat oven to 350°F.
2. Lay the tortillas flat on a sheet pan and cover the top of each with tomato sauce.
3. Divide the mozzarella and vegetables evenly among all tortillas.

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Heart Bucks

- Any customer who participates in the screening or nutrition lesson receives \$4 to spend on heart healthy items in the store.
- Redemption rate: 98.5%



Owner Trainings

1. Offering discounts on healthy products (while still making a profit)
2. Creating attractive display of healthy products
3. Grouping certain healthy products together to make them easier to see
4. Recruiting customers to participate in lessons



Nutrition Education Highlights

- 94% stated they increased their knowledge on how to prepare fruits and vegetables.
- Specific skills learned included how to use fruits and vegetables to make quick and healthy meals and what time of year to buy fresh, canned, and frozen fruits and vegetables to get the most value.
- 89% stated they increased their knowledge and intention to improve heart-healthy food choices.



Customer Purchases

The items customers typically come in to purchase are:

1. Drink
2. Food items
3. Cigarettes
4. Lottery and Deli
5. Non-food items

What people purchased with Heart Bucks:

1. Fresh fruit
2. Water
3. Eggs
4. Tuna
5. Whole wheat bread



Nutrition Outcomes

When asked if they would prepare recipes at home (n=181):

- 114 (63%) of participants stated they would prepare the recipe at home
- 32 (18%) said they might prepare the recipe at home.
- Recipes included: whole wheat pizza, fruit and yogurt parfaits, smoothies, salsa and applesauce.



The Need for Health Screenings

- Philadelphia, the poorest of the nation's ten largest cities, has an enormous burden of cardiovascular disease, with heart disease and stroke as the first and third leading causes of death.
- Lack of access to affordable, healthy food in low-income areas contributes to obesity and other diet-related conditions that lead to heart disease.



Health Screenings “Heart Smarts”

- 8 stores are currently participating in the Heart Smarts Program
- Stores are visited each month on the same day and at the same time
- Jefferson University Hospital-Center for Urban Health provides screening and follows up monthly
- All participants receive written and oral recommendations on follow up



Jefferson Hospital- Center for Urban Health

- Thomas Jefferson University, located in Philadelphia, is dedicated to the health sciences and **community health** via education, research, and health services *to improve the health of the populations we serve.*

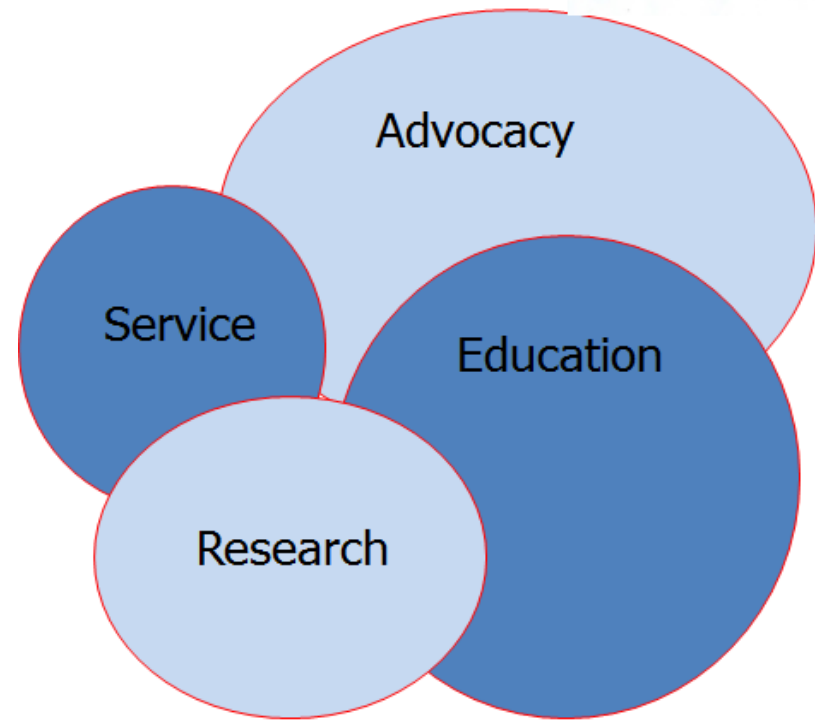


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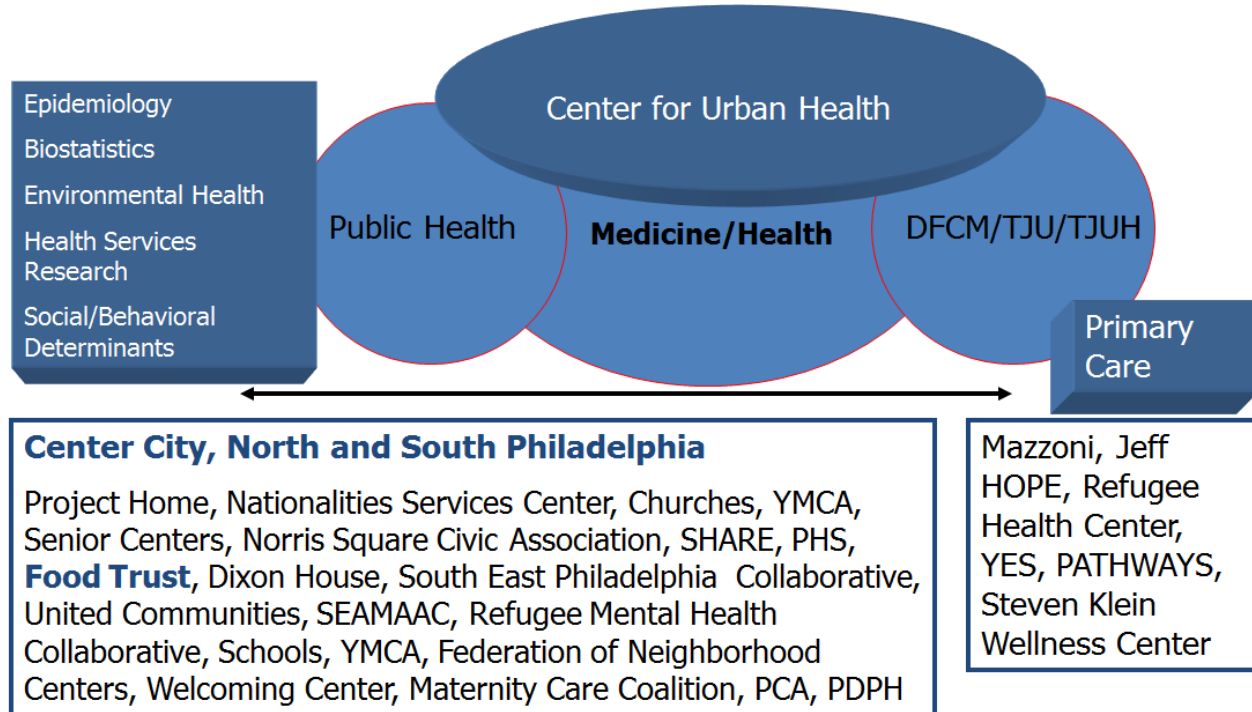
Jefferson Hospital- Center for Urban Health

The mission of the Center for Urban Health is to marshal the resources of the Department of Family and Community Medicine (DFCM), Thomas Jefferson University (TJU) and Jefferson University Hospitals (JUH) to strengthen the capacity of diverse urban individuals, families, organizations and communities to address issues that improve health.



Community Medicine/Health

- **Care to vulnerable populations**
- **Health promotion through programs and community engagement and partnerships**



Health Screenings

During pilot year, Heart Smarts provided 977 screenings at ten corner stores. 777 individuals were screened for BP and/or BMI

- 56.6% were men; 43% women
- Age ranged from 18 to 91 (mean = 46.3 years);
- 58.4% were Black, 25.9% were Latino, 3.6% were White, and the remaining were other or mixed race or ethnicity.
- 342 participants (44%) self-reported they were smokers.
- 30.9% were uninsured
- 26% did not have a PCP



Average BMI and Blood Pressure

BMI

- The average BMI at baseline was 28.06
- 69.6% were overweight (35.3%) or obese (34.3%)

Blood Pressure

The average systolic/diastolic BP at baseline was 127.68/80.64

- 189 (24.6%) – normal readings; of these 81% did not know their BP numbers or levels
- 322 (42%) had pre-hypertensive readings; of these, 212 (65.8%) did not know they were pre-hypertensive
- 256 (33.4%) had hypertensive readings; of these 41.4% did not know they were hypertensive



Follow-Up

- 114 (15%) of total number screened returned once or more for follow-up.
- Of the 114 screened, 72 (63.2%) had 2 screenings and 42 (36.8%) had 3 or more screenings.
- Of the 114 return participants, 72 (63%) returned within 1-2 months of their first visit. 108 returned within 5-6 months of their first visit.



Blood Pressure Follow-up

Of the 114 who were rescreened:

- 46 (40.35%) showed an improvement of systolic BP (a decrease of ≥ 5 mm Hg)
- 69 (60.5%) showed an improvement of diastolic BP (a decrease of ≥ 2 mm Hg).



Blood Pressure Follow-up

Of the 159 (62%) successfully reached by telephone, 82 (51.6%) had visited their PCP:

- 41 (25.8%) participants reported visiting their PCP and their BP was normal.
- 11 (6.9%) participants reported visiting their PCP and their blood pressure drug treatment was changed.
- 6 (3.8%) participants reported visiting their PCP and are now back on blood pressure drug treatment.
- 12 (7.5%) participants reported that their blood pressure treatment was not changed and their BP was normal.
- 12 (7.5%) undiagnosed hypertensive participants saw their PCP and were prescribed blood pressure medication.



BMI Follow-up

- Of the 89 participants with measurable weight outcomes, 38 (42.7%) showed an average weight loss of 8.31 lbs and decrease in BMI of 1.24 units.
- 11 of the 74 (14.9%) returning overweight and obese individuals who wanted to lose weight and participated in follow-up counseling lost at least 5% of their body weight; 5 (6.8%) lost at least 7% of their body weight.



Smoking

342 participants self-reported they were smokers with 13 (3.8%) reporting an improvement in smoking cessation at follow-up visit or via telephone follow-up.

- 4 of the 13 (30.8%) reported completely quitting smoking;
- 9 of the 13 (69.2%) reported a reduction in cigarette smoking from an average of 10.4 cigarettes to 5.1 cigarettes per day.



Presenter Disclosures

Nyssa Entrekin

- (1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:**

No relationships to disclose



References

1. Lent, Michelle R, Vander Veur, Stephanie, Mallya, Giridhar, McCoy, Tara A, Sanders, Timothy A, Colby, Lisa, Foster, Gary D. (2014). Corner store purchases made by adults, adolescents and children: items, nutritional characteristics and amount spent. *Public Health Nutrition, FirstView*, 1-7. doi: doi:10.1017/S1368980014001670



Thank You



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