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Healthy Corner Store Network "Heart Smarts" Program

Nyssa Entrekin  
*The Food Trust, nentrekin@thefoodtrust.org*

Sandra Sherman, EdD  
*Thomas Jefferson University, sandra.sherman@jefferson.edu*

Rickie Brawer, MPH, PhD, MCHES  
*Thomas Jefferson University, rickie.brawer@jefferson.edu*

James D. Plumb, MD, MPH  
*Thomas Jefferson University, james.plumb@jefferson.edu*

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

www.TheFoodTrust.org
Health Impact

- A recent study found that an average of $2.74 is spent for 650 kcals by children and adults\(^1\)
- Energy dense, low-nutritive foods and beverages

# Phases and Activities

<table>
<thead>
<tr>
<th>PHASE</th>
<th>CHARACTERISTICS</th>
<th>BENEFITS &amp; INCENTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  Inventory Changes</td>
<td>Introduce 4 new healthy products: 2 products from 2 healthy categories</td>
<td>• $100 participation incentive</td>
</tr>
</tbody>
</table>
| 2  Marketing Materials                     | Display a series of marketing materials from the Healthy Food Identification marketing campaign | • Increase customer awareness  
|                                             |                                                                                 | • Promote new healthy products                                                      |
| 3  Business Training                       | Participation in at least one training on selling healthy products and business management | • Free training and support  
|                                             |                                                                                 | • Increase profits  
|                                             |                                                                                 | • Reduce food waste                                                                |
| 4  Healthy Corner Store Network Conversion | Equipment to stock and display healthy products                                | • 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

MEMBER STORE

PHILADELPHIA HEALTHY CORNER STORE NETWORK

www.TheFoodTrust.org

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

Fresh Produce Sold Here!

Your Neighborhood Corner Store. Healthier.
Philadelphia Healthy Corner Store Initiative

Social Marketing Examples

**whole grains**

Look for whole grains.

100% Whole Grain Bread
Incorporate fruits, vegetables, whole grains, nuts.

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-oz can pineapple in its own juices or light syrup, drained
- 1 medium onion, chopped
- 3 medium tomatoes, diced or 1 15-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. Place chopped lettuce, avocado, and green peppers in whole lettuce leaves.

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

MIX IT UP!
- Swap a 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**

<table>
<thead>
<tr>
<th>Serving size</th>
<th>Calories</th>
<th>Total Fat</th>
<th>Saturated Fat</th>
<th>Sodium</th>
<th>Carbohydrates</th>
<th>Fiber</th>
<th>Protein</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 filled leaves</td>
<td>138</td>
<td>6g</td>
<td>0g</td>
<td>15mg</td>
<td>23g</td>
<td>6g</td>
<td>3g</td>
</tr>
</tbody>
</table>

Prep the ingredients and let the kids fill the wraps!
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

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Recipe</th>
<th>Giveaway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lesson 1</td>
<td>Fruits and Vegetables</td>
<td>Pancakes</td>
</tr>
<tr>
<td>Lesson 2</td>
<td>Using All Forms</td>
<td>Three bean salad</td>
</tr>
<tr>
<td>Lesson 3</td>
<td>Fiber</td>
<td>Tuna (recipe with beans) / Personal Pizza</td>
</tr>
<tr>
<td>Lesson 4</td>
<td>Fast and Healthy Meals</td>
<td>Chicken quesadilla with confetti bean salsa</td>
</tr>
<tr>
<td>Lesson 5</td>
<td>MyPlate</td>
<td>Smoothie or oatmeal</td>
</tr>
<tr>
<td>Lesson 6</td>
<td>Nutrition Facts Label</td>
<td>Applesauce</td>
</tr>
<tr>
<td>Lesson 7</td>
<td>Healthy Portion Sizes</td>
<td>Breakfast quesadilla</td>
</tr>
<tr>
<td>Lesson 8</td>
<td>Beans</td>
<td>Rice and beans / Bean Enchilada</td>
</tr>
</tbody>
</table>
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.

Continued on back...
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%
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
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
• 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.
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

Center City, North and South Philadelphia
Project Home, Nationalities Services Center, Churches, YMCA, Senior Centers, Norris Square Civic Association, SHARE, PHS, Food Trust, Dixon House, South East Philadelphia Collaborative, United Communities, SEAMAAC, Refugee Mental Health Collaborative, Schools, YMCA, Federation of Neighborhood Centers, Welcoming Center, Maternity Care Coalition, PCA, PDPH

Mazzoni, Jeff
HOPE, Refugee Health Center,
YES, PATHWAYS,
Steven Klein
Wellness Center
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.
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.
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
Thank You

Nyssa Entrekin
Community Education Manager

The Food Trust
sbsherm@thefoodtrust.org
ntentrekin@thefoodtrust.org
www.TheFoodTrust.org