



SuperShelf

▶ PILOT

TRANSFORMING
FOOD SHELVES
TO BRING GOOD
FOOD FOR ALL

EVALUATING A BEHAVIORAL ECONOMICS APPROACH TO IMPROVE THE SELECTION OF HEALTHY FOOD AMONG FOOD SHELF CLIENTS

INTRODUCTION



In 2015, an estimated **12.7% of U.S. households** experienced food insecurity.

An estimated **46.5 million individuals** rely on charitable food assistance like food shelves.



Food shelf clients are concerned about:

- Poor dietary quality
- High chronic disease rates
- Range and quality of food offered

Food shelves face both supply and demand issues.

STUDY AIM

- **Aim:** Evaluate the impact of a behavioral economic intervention in two food shelves on the nutritional quality of food selected by clients.
- **Primary Research Question:** Will the intervention lead to change in HEI scores for food selected by clients? (See right for HEI explanation)
- **Hypothesis:** On average, HEI-2010 scores of foods selected by clients will be higher after the intervention.

THE HEALTHY EATING INDEX (HEI)



The HEI is a scoring measure that assesses diet quality of specific foods based on the *Dietary Guidelines for Americans*. It has a scoring maximum of 100 points; 100 being the highest diet quality and 0 being the lowest.

THE INTERVENTION

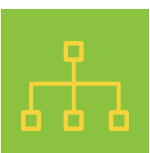


SUPERSHELF TRANSFORMS FOOD SHELVES, CREATING WELCOMING ENVIRONMENTS FOR COMMUNITIES TO ACCESS APPEALING, HEALTHY FOOD.

6 STEPS TO SUPERSHELF SYSTEMS CHANGE



EVALUATION STUDY DESIGN



Pre/post comparison in two intervention food shelves

- We compared data from 71 clients before and 70 clients after the intervention.
- We measured change in inventory in the two intervention food shelves as well as two control food shelves.



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METHODS

WE COLLECTED
3 TYPES OF
DATA...



FOOD SHELF
MEASURES

Inventory
Environmental changes



CLIENT SURVEY

Demographics
Food shelf usage
Intent to purchase healthy items

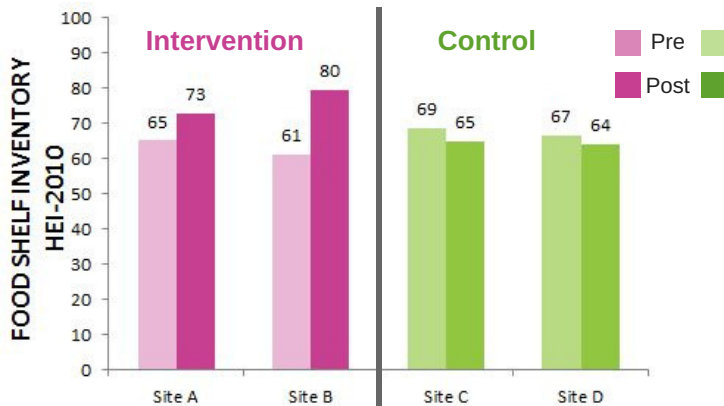


CLIENT CART
INVENTORY

Product selected by client

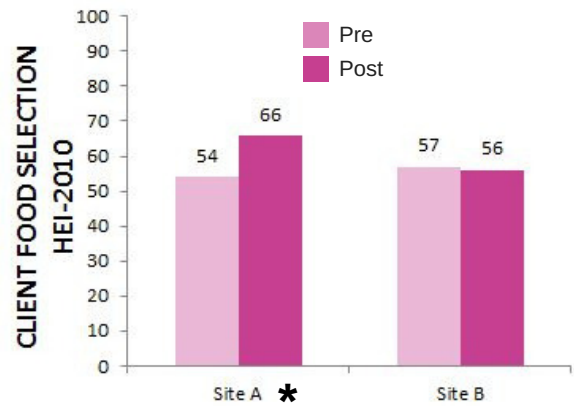
RESULTS

FOOD SHELF INVENTORY HEI SCORE CHANGES



HEI scores increase in the intervention food shelves but not in the control food shelves.

INTERVENTION CLIENT HEI SCORE CHANGES



*This 12-point increase was statistically significant ($p < 0.0001$) and takes into account the age, race, education, and food insecurity status of the clients.

CONCLUSIONS

- When implemented well, the intervention shows promise in improving clients' diet due to the large change in the healthfulness of food and large amount of food taken.
- Clients and food shelf managers responded positively.
- However, this was a small study, and there were no control measures for clients. We hope to address these limitations in our future research.



55% of clients got at least half of their total food from the pantry in the last 6 months.



88% of clients reported positive changes in overall satisfaction at the food shelf post-intervention.

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