

SuperShelf

Transformed to provide
good food to all

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HealthPartners®



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What is SuperShelf?



SuperShelf

Transforms food shelves, creating welcoming environments for communities to access appealing, healthy food.

Developed in partnership by
HealthPartners, Valley Outreach, The
Food Group, University of Minnesota
Extension and Department of Family
Medicine and Community Health

SuperShelf works with food shelves to:

- Create an environment that is client-centered, promoting and respecting individual choice
- Increase access to a variety of healthy, culturally appropriate foods
- Apply behavioral economics
- Create an appealing environment
- Meet specific standards, methods, and values
- Make the healthiest choice the easiest choice for all



History of the SuperShelf project

- Healthy Food Shelf Silo's
- The Food Group (formerly named EFN)'s Healthy Food Shelf Workshops
- MFAN and Extension resources like nudging, promising practices, etc
- Growing Healthy Food Shelf partnerships
 - Valley Outreach, Health Partners, and Hugo/White Bear/New Richmond
 - 360 Communities, The Open Door, and SHIP

Highlighted Need:

How do we make healthy food shelf transformations easier to implement for food shelves that are ready to take a deeper dive into health-focused work

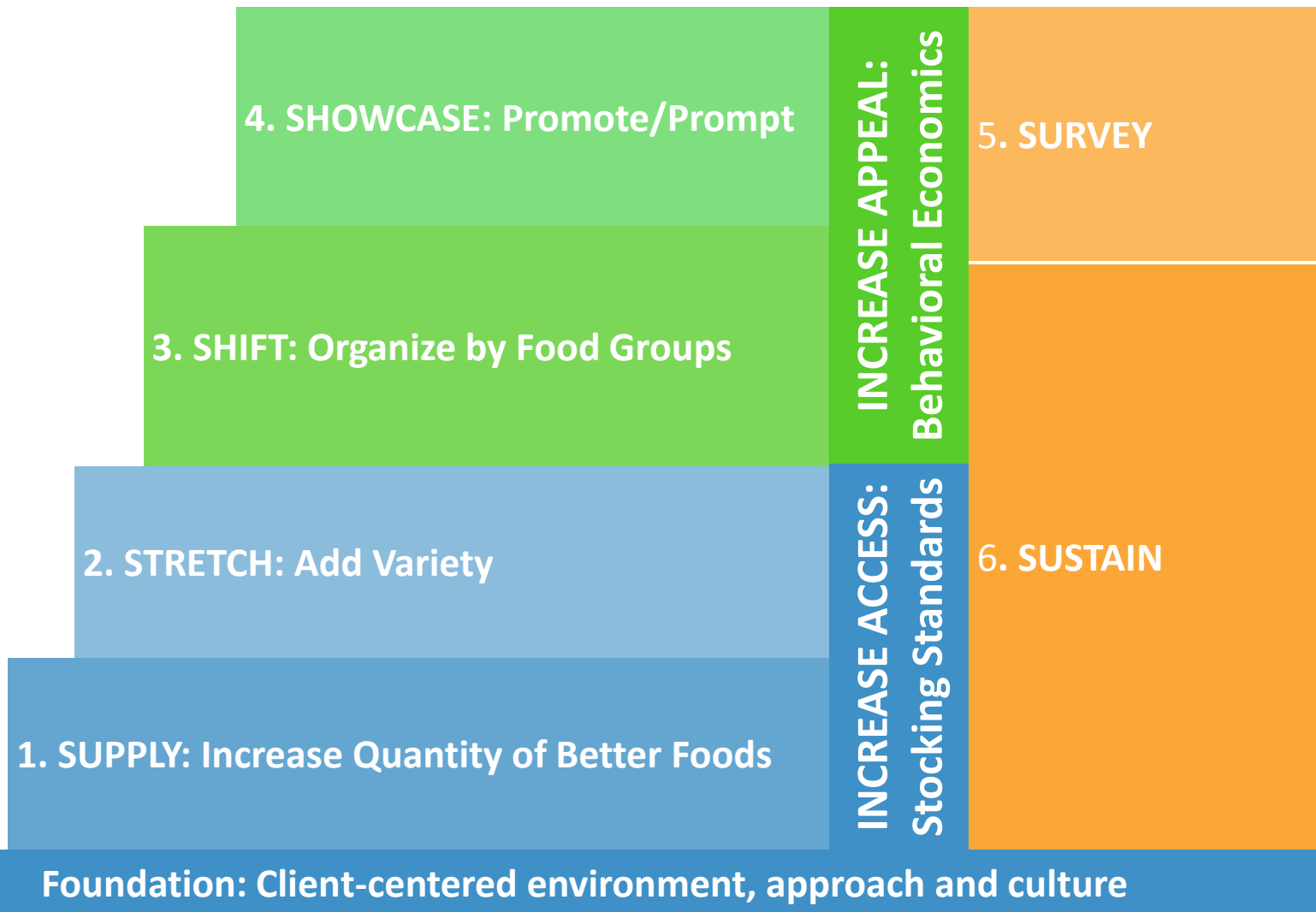


Health Partners creating Better Shelves

Valley Outreach, White Bear Lake, Hugo, New Richmond and Somerset



Six Steps to SuperShelf Systems Change



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Step #1 Supply: Stocking Standards

Increase Quantity
of Healthy Foods
Based on Super
Shelf standards
for:

- Food Group
- Type
- Quantity
- Color
- Culture



Step #2: STRETCH: Stocking Standards

Increase *Variety*

- Guidelines for “Better Shelf” or a “Super Shelf”
- Nutrition is enhanced by variety!
- Variety respects individual difference and choice
- Variety is necessary for choices needed to apply behavioral economics



Step # 3 SHIFT

Food organized by food groups (Fruits and vegetables first)



Step #3 SHIFT

Competition between less healthy items



Before

1 pancake mix • 1 syrup • 1 jelly
1 oil • 1 dressing • 1 misc baking
(6 Items)



After

Pick any 6 condiments or baking items
(6 Items)



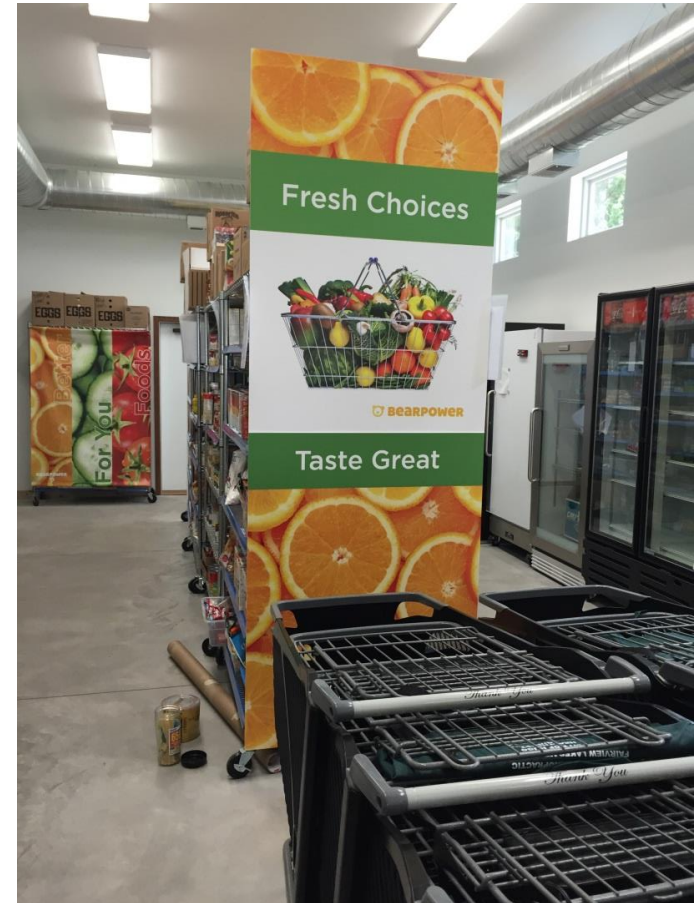
Step #4 SHOWCASE

Healthy food at check-out and at eye-level



Step #4 SHOWCASE

Signage and positive messaging



**Does SuperShelf
work?**



SuperShelf PILOT Evaluation

- October 2016 - September 2017
- 2 intervention food shelves
- 2 control food shelves



Study investigators: Caitlin Caspi, Hikaru Peterson, Thomas Kottke, Susie Nanney

Study staff: Kate Grannon, Sam Carlson, Grace Borg, Kristi Fordyce, Julia Johnson

Founding Partners: HealthPartners, Valley Outreach, The Food Group, University of Minnesota-Extension



Study Aim

- Evaluate the impact of the SuperShelf intervention in two food pantries on the nutritional quality of food selected by clients
 - Primary outcome: Change in USDA Healthy Eating Index-2010 scores for the food selected by clients
- Hypothesis: on average, HEI-2010 scores of foods selected by clients will be higher after the intervention



Study Design

- Intervention delivered by UMN Extension Educators January-June
- Pre/post comparison in two intervention pantries
 - 70 clients (35 per intervention pantry) at baseline
 - 70 clients post-implementation
- Two control pantries to monitor changes in inventory
 - Check for seasonal effects



Client Measures

Intervention Only

- Client Cart Inventory
 - Each product selected by client (item, brand, size, quantity)
 - Used to calculate HEI-2010 (primary outcome)
 - USDA measure of alignment with Dietary Guidelines for Americans
 - 12 subcomponents are summed to create a total score (range 0-100)
- Client Survey
 - Demographics
 - Pantry usage
 - Intent to purchase healthy items
- Participant eligibility
 - Clients ≥ 18 years old
 - Non-English speakers eligible if volunteer is available to translate



Pantry Measures

Intervention and Control

- Inventory
 - HEI-2010
- Fidelity
 - Environmental changes



PILOT Results



Intervention Implementation



Before

Bakery items on most prominent display

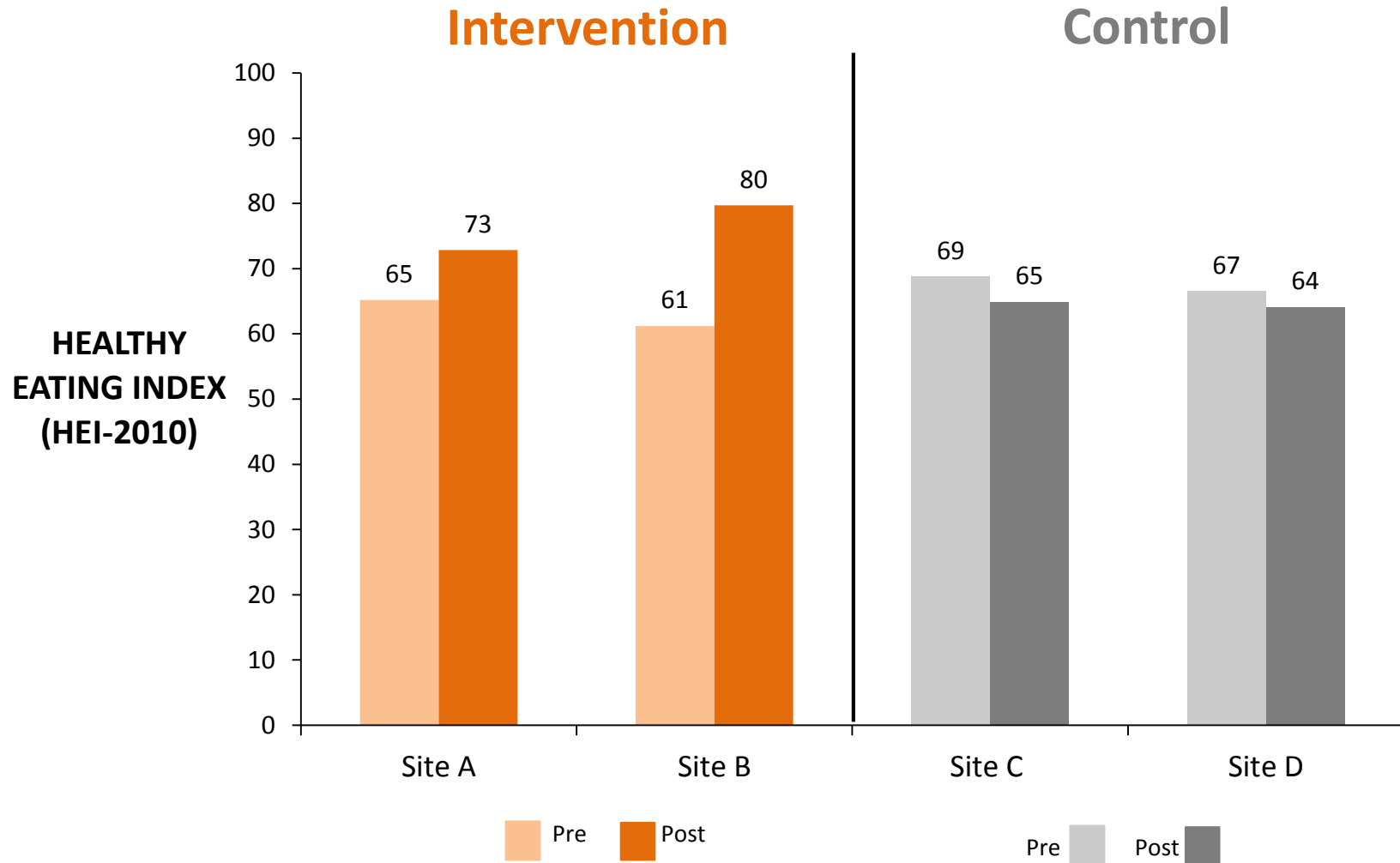


After

Abundant fruits and vegetables
on most prominent display



Pantry Healthy Eating Index (HEI-2010)



Primary outcome Client Food Selected

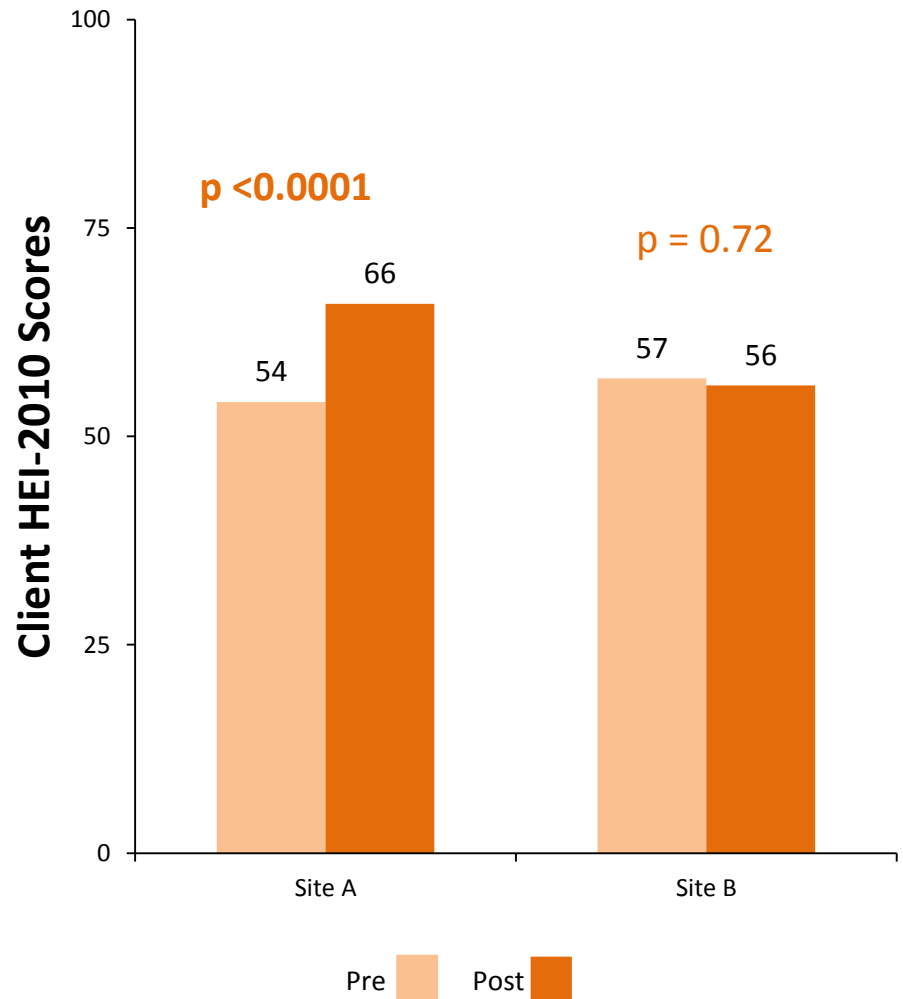
Site A

Client HEI-2010 scores increased an average of **11.8 points** in models adjusted for age, race, education, and food insecurity ($p < 0.0001$).

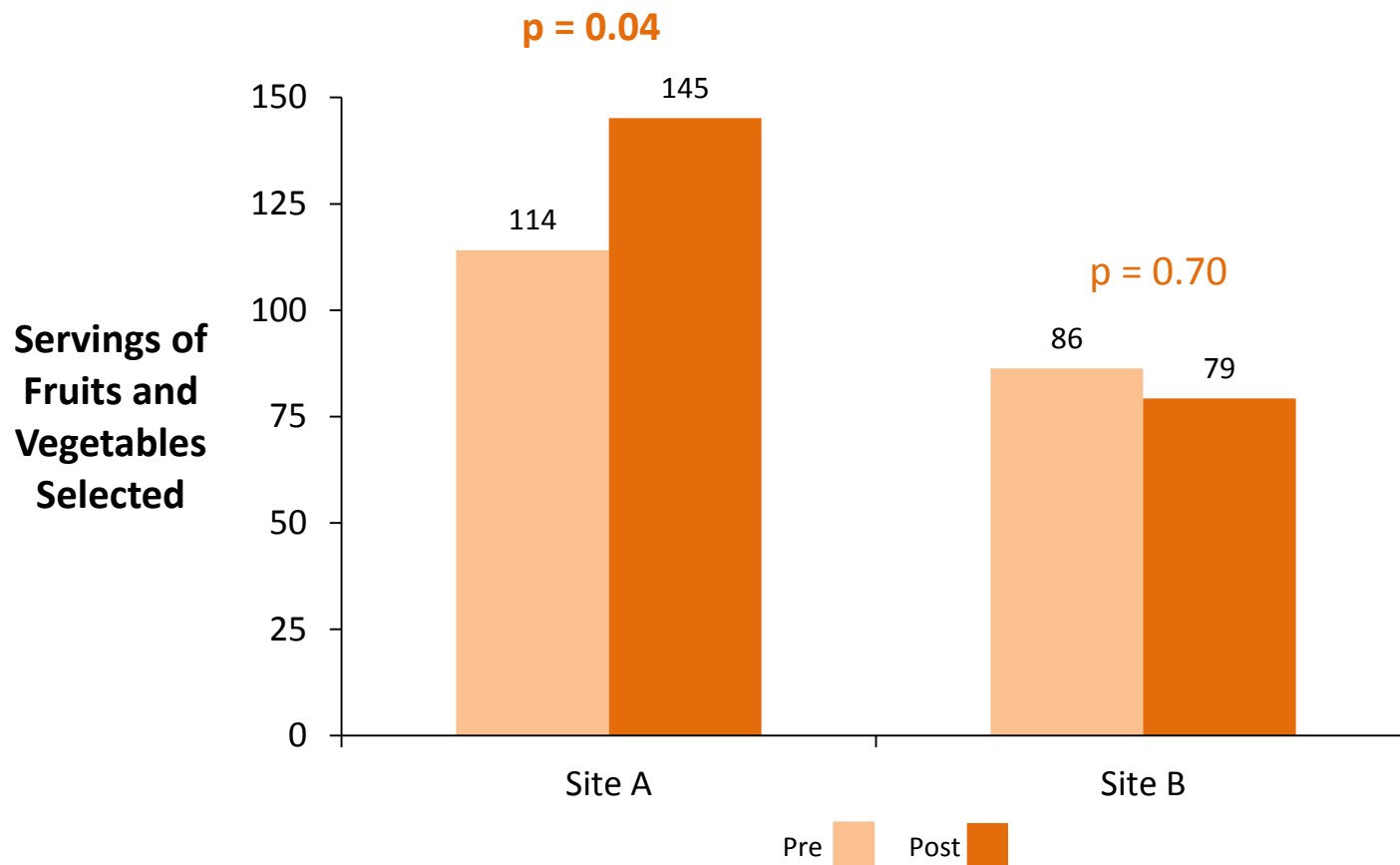
Site B

There was no change in client HEI-2010 scores.

Primary outcome: Client Food Selected (HEI-2010)



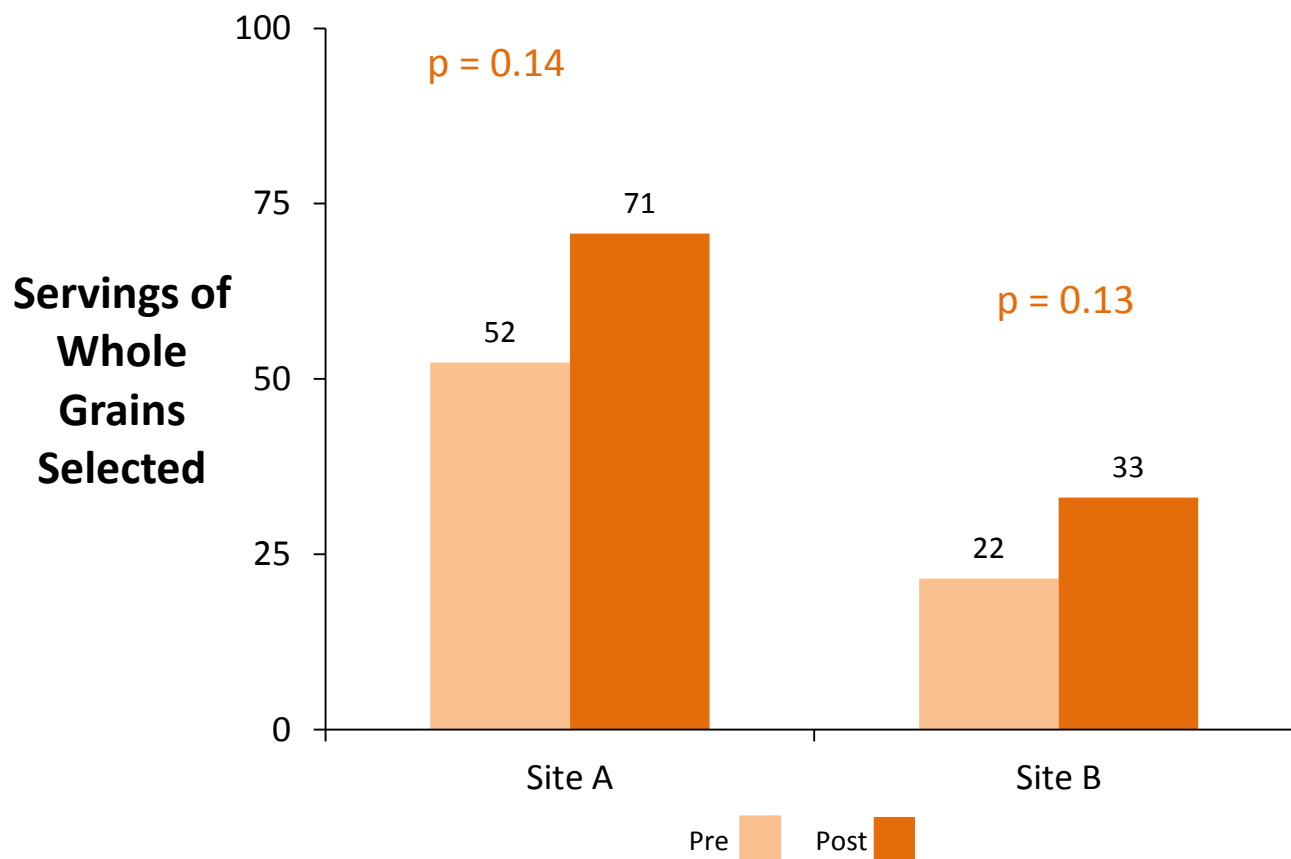
Fruits and Vegetables Selected by Clients Intervention Only



Adjusted for age, race, education, food insecurity screener result, and **household size**



Whole Grains Selected by Clients Intervention Only



Adjusted for age, race, education, food insecurity screener result, and **household size**



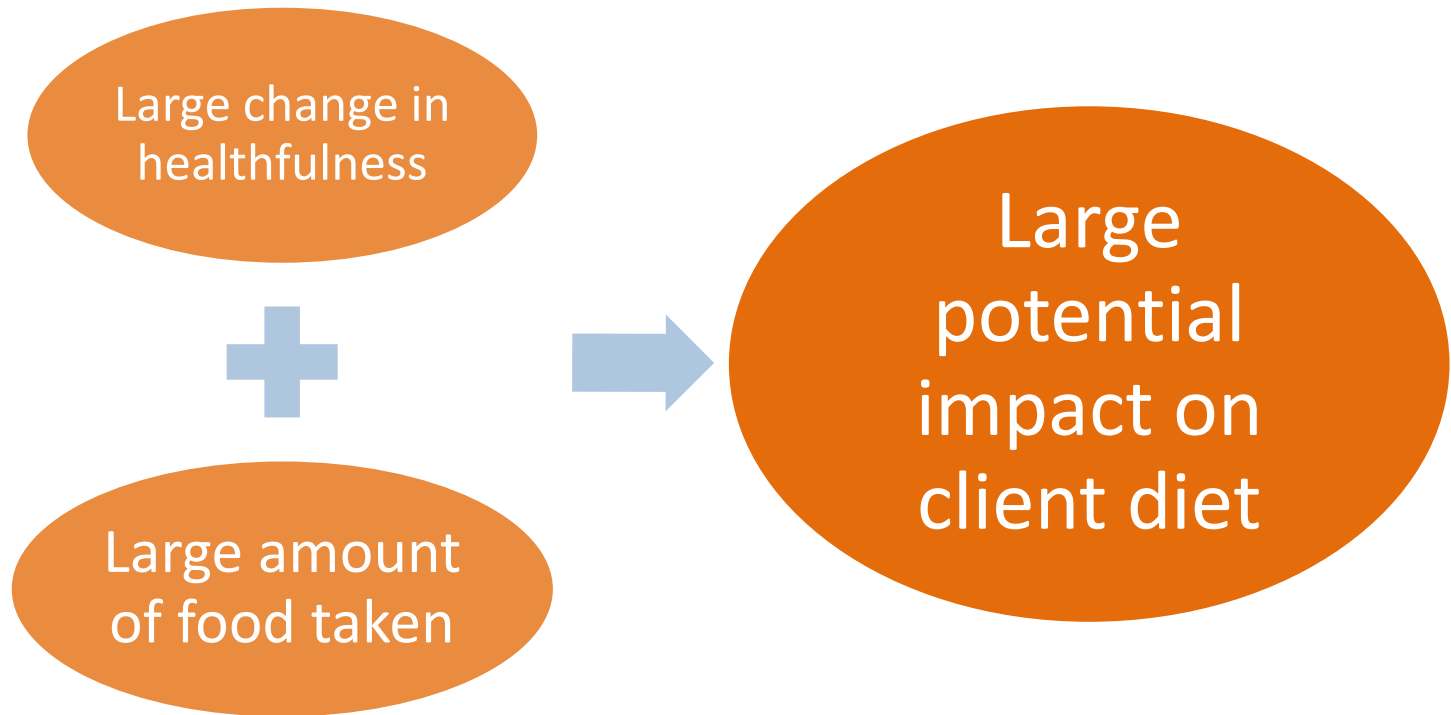
Other Client Outcomes

- Clients took an average of 75 pounds of food at their visit
- 55% got at least half of their total food from the pantry in the last 6 months
 - No change from baseline to post
- No change in intent to purchase any healthy items
 - Fresh FV, brown rice, oatmeal, whole wheat flour, black beans, lentils, spices
- 88% reported positive changes in overall satisfaction at the food shelf (post-only)



Conclusions

- Intervention shows promise in improving client food selection



NIH-Funded SuperShelf Evaluation

“A multi-component intervention in the hunger relief network to improve diet among adults experiencing food insecurity”

- The first NIH-funded study on the hunger relief system, to our knowledge
- National Heart, Lung, and Blood Institute (NHLBI) R01 HL136640-01



SuperShelf Study Aims

Evaluate the impact of the intervention on client outcomes:

1. Overall diet quality
2. Cardiovascular health
3. Nutritional quality of food selected

Evaluate intervention changes in food shelves:

1. Change in healthy food supply
2. SuperShelf implementation
3. Cultural appropriateness of foods and services



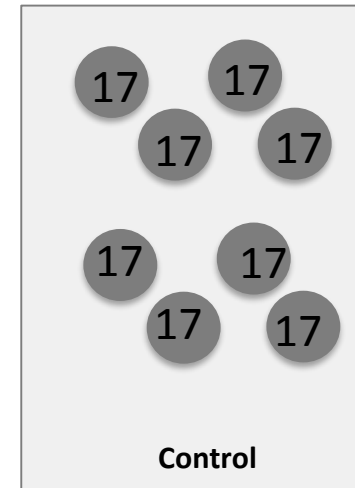
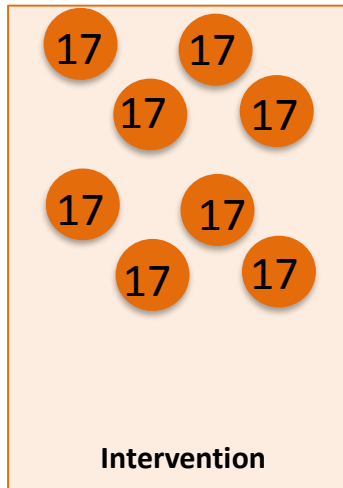
Group-Randomized Study

- Most rigorous design to assess whether changes can be attributed to the intervention
- Control food shelves receive intervention after 1 year (“delayed intervention”)



Study Design

- Clients recruited at baseline and followed for 1 year



- Goal: Recruit 17 per food shelf; retain 11 per food shelf after one year
 - Total 272 at baseline, 188 at follow up
- Purpose: Assess changes in diet before the intervention and 1 year later



Client Eligibility

- ≥ 18 years old
- Used the food shelf at the time of recruitment
- Mentally capable of providing consent
- Have phone access (does not necessarily need own phone)
- Speak one of the 3 study languages
- Willingness to participate in study activities



Client Measures & Incentives

- Diet quality
 - 24-hour dietary recalls by phone ← 4 recalls, \$15 each
 - Cardiovascular health
 - Life's Simple 7 survey
 - Nutritional quality of food selected
 - Client cart inventory
 - All measures will be translated into 2 other languages (TBD)
- } \$15 for survey + cart measure



Food Shelf Eligibility

- Main criteria
 - A commitment to the shared values of the intervention
 - Allowing evaluation measures from the University of Minnesota research team
- Other criteria
 - Located in Minnesota
 - Currently have a choice-based food distribution model
 - Have a dedicated staff or volunteer who can commit adequate time to supporting the transformation
 - Have potential to demonstrate improvement in measured outcomes



Food Shelf Measures & Incentives

- Nutritional quality of food supply
 - 5 days of tracking the food that moves onto the shelf
 - Snap shot inventory
- Implementation of the SuperShelf model
 - Key informant interviews pre and post
 - Assess challenges in implementing this intervention
- Cultural appropriateness of foods and services
 - Survey/inventory
- Incentives (above and beyond intervention services):
 - \$1,000 for signage
 - Up to \$4,000 for infrastructure enhancements (up to \$2000 for control)
 - \$1,000 thank you





- Received 52 applications
- Just selected first 8 evaluation food shelves



Request for Applicants



SuperShelf
TRANSFORMED TO BRING GOOD FOOD TO ALL

[Home](#) [About](#) [What We Do](#) [Evaluation](#) [Apply](#) [More](#)

Apply to be a SuperShelf Site

APPLY HERE

Are you considering making changes to your food shelf to support healthier food choices for clients?

Are you dedicated to making changes but feel as if you need a little support to make the changes?

You may be the ideal candidate to participate in a SuperShelf transformation! Our SuperShelf team recently received a grant from the National Institutes of Health (NIH) to evaluate the impact of SuperShelf transformations on clients' diet and health. [See our Evaluation tab for more details!](#)

We are currently accepting applications from food shelves to participate in the SuperShelf Evaluation project.

The project will transform 16 food shelves into SuperShelves over the course of the next three years, and will measure the healthfulness of food provided by food shelves and clients' diet and health.

Applications are due by [September 30, 2017](#).

Want to know more?
Check out our August 30th webinar [HERE](#):

#5 Sustain Ongoing

- Ensure that changes can be maintained
 - Inventory & sourcing
 - Donor messaging
 - Recognition of staff efforts

Participation in SuperShelf means:

Dedication to transforming your food shelf with the support of SuperShelf consultants.

- Modify procurement practices
- Meet guidelines for stocking standards
- Change layout, flow and food categories to emphasize healthy food