

Re-adapting the Shop Healthy Iowa (SHI) Toolkit and Store Manager Guide for Latino Communities

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Background

- There are an estimated 182,606 Latinos in the state of Iowa; making them the largest race or ethnic minority in the state.
- Latino-identifying individuals experience higher rates of healthcare disparities than white communities, specifically in chronic illnesses.
- Tiendas, or Latino-owned corner stores, provide goods and services that cannot easily be obtained elsewhere and serve as cultural hubs for Latinos.
- Regardless of the potential tiendas have, small business developers, economic specialists, and chamber of commerce undervalue contributions of tiendas because of language and cultural barriers.
- SHI is a collaborative research program between the University of Iowa College of Public Health, the Iowa Department of Public Health, Iowa State University Extension and Outreach, and Iowa State University.
- The goal of the Shop Healthy Iowa (SHI) program is to increase access to fruits and vegetables as well as non-sugary beverages in Iowa to encourage a healthy eating among Latino populations.



Purpose Statement

This poster will describe the community engaged, reiterative, and adaptive process used to create the Shop Healthy Iowa Local Project Coordinator (LPC) toolkit and the associated Store Manager Training Guide.

Methods

SHI consist of a 6-month program:

Month 1

- Train the LPCs

Month 2:

- Collect store commitment
- Complete of baseline interviews and surveys
- Build rapport with managers

Month 3:

- Train Tienda managers by the LPCs
- Determine action items for marketing and structural changes of stores (LPCs and Managers)
- Order supplies

Month 4 & 5:

- Begin making agreed upon structural and marking changes to stores
- Provide technical assistance (LPCs, University of Iowa, Iowa Department of Public Health)
- Hold food demonstrations in stores

Month-6:

- Complete follow-up interviews and surveys

These steps have been repeated in six communities. After each community's intervention, feedback given by all partners on the toolkit and store manager guides were incorporated. These incorporations resulted in new versions of the toolkit and training guide that better fit the needs of both the LPCs and the store managers of future intervention communities.



Results

Timeline of Toolkit

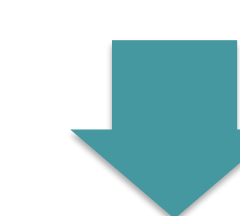
May 2015

- First version of Toolkit
- Drafted by a group of masters level students in a University of Iowa Designing & Implementing Class



April 2016

- Initial store manager training guides created by a masters student for her practicum experience



June 2016

- Evaluation section of toolkit expanded to make more intuitive
- An undergraduate student began to re-designed the toolkit and store manager guide to be culturally representative and create a cohesive SHI brand



January 2017

- Color pallet selected for documents
- Arranged structure and graphs to be aesthetically pleasing
- Store photos added



June 2017

- Language was tailored to be more understandable and finishing touches to the toolkit were made

Increasing Healthy Food Access in Muscatine County, IA
Pérez, L., Medina, J., Santos, R., Smith, S.

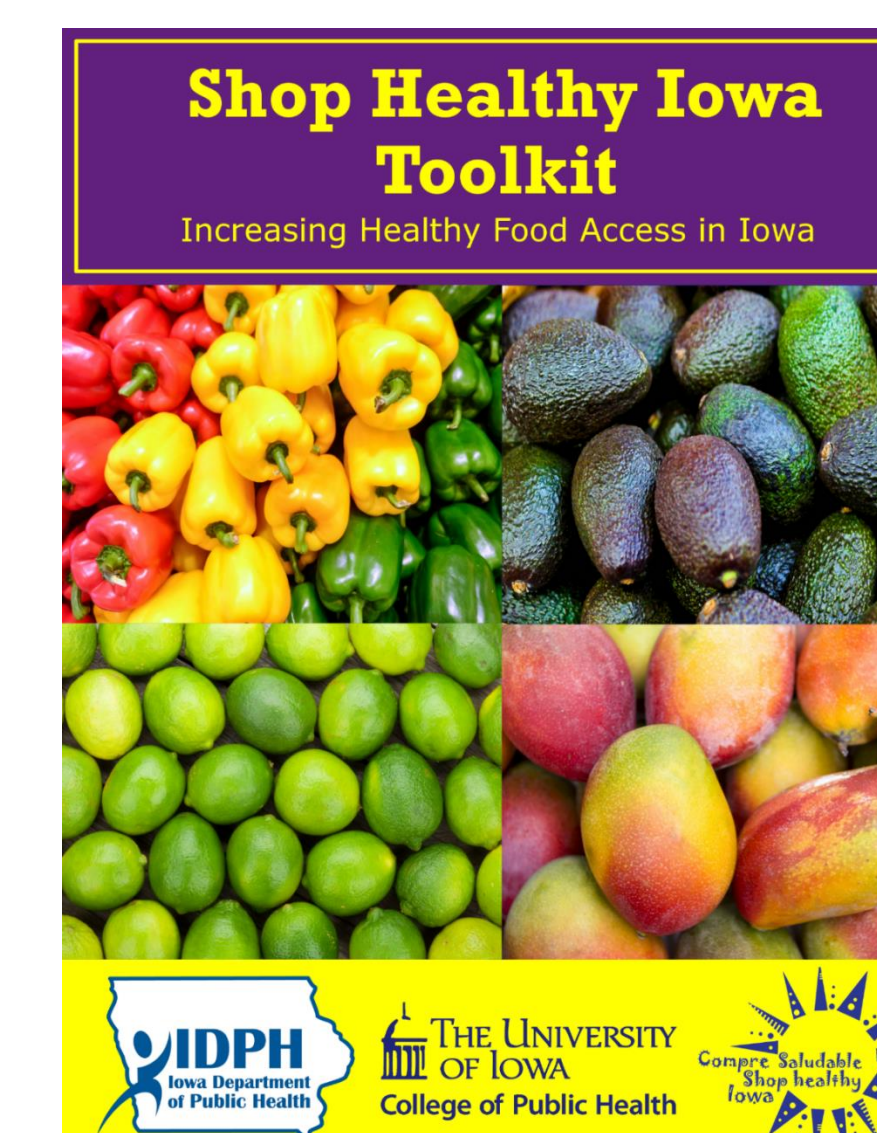
GUÍA DE ENTRENAMIENTO PARA EL/LA GERENTE DE LA TIENDA

NOMBRE DE LA TIENDA: _____
NOMBRE DEL DUEÑO/DE LA DUEÑA: _____
NOMBRE DEL EDUCADOR/DE LA EDUCADORA: _____
NÚMERO DE CONTACTO: _____

Inputs	Activities	Outputs	Outcomes	Impact
Community coordinator	Nutritional information	↑ employee knowledge	↑ promotion of healthy items	↑ sales of healthy items
Training space	Best practices in healthy retail	↑ employee self-efficacy	Facilitates purchasing of healthy items	
Training materials (English & Spanish versions)	Moving healthy items near one another	Compounds influence of product cues	Promotes health food purchase	
Time	Relocation of produce to the front of the store	↑ visibility of healthy foods		
Marketing material	Adding price labels	↑ price awareness		
Funding for materials, personnel, and incentives	Adding visual cues directing customers to healthier items	↑ customer awareness of healthy in-store items		

SHI Toolkit colors

	Red	Green	Blue
Gray	175	173	171
Purple	97	32	126
Blue (Dark)	31	37	121
Lime Green	223	234	49
Yellow (Dark)	254	234	0
Yellow (Bright)	255	255	1
Pink	251	41	101
Lime Green Text	169	191	9



Discussion

- Through manager interviews, discussions, and check-ins with LPCs the need for cultural humility and economic development pieces became apparent.
- LPCs were not necessarily from the Latinx community, and through focus group work, it became apparent that LPCs could benefit greatly from educational resources pertaining to Cultural Humility to better connect with store managers.
- Store managers for the most part had not received formal training on economic development practices, but were interested in learning how they could better develop the economic capacity of their stores.
- Toolkit design changes helped to promote brand recognition and improved readability and applicability of materials to both LPCs and store managers.

Implications to HEAL

Cultural Humility:

- Through Cultural Humility, we needed to self-evaluate and critique our self so we build respectful partnerships with the community; this allowed us to get a better sense of how to adapt beneficial changes to fit the stores needs.

Example:

- We stop thinking ourselves and the LPCs as experts and began conversations about the program with store managers

Systems Thinking:

- Through Systems Thinking we kept in mind that due to the impact of the overall system we had to approach the communities differently than the "ideal" script.

Example:

- Adapting and tailoring the Toolkit and Manager Store Training Guide to a script useful to the store owners.