Increasing Food Access for Healthier Communities

Senator Brenda Council
Nebraska
April 15, 2011
Nutrition Environment Measures Survey

- Research-tested measurement tool developed by Glanz, Sallis and Frank in 2005 at Emory University
- Point in time data
  - Douglas County 2009
- Helped to identify areas of community where access to healthy foods is limited
NEMS Process

• Develop and evaluate a tool that measures
  – Measures availability of healthy foods
  – Reliable across the community
  – Easy to implement
• Identify food outlets
• Recruit & train volunteers
• Data collection & analysis
  – Scoring system
• Report findings
Map of access fro 2009 NEMS using HIA indicator of 1 mile radius
Healthy Neighborhood Stores Project

• Funded by Communities Putting Prevention to Work grant dollars
• Aims to increase access to healthy food items within high need areas of Douglas County
• Grant activities focus on 8 stores
Identifying Potential Healthy Neighborhood Stores

• Multiple step process
  – NEMS results from 2009 & 2010
  – Stores that scored a 3 or 4
    • Had some existing capacity (ex. carried only whole milk)
  – Potential stores where mapped
    • GIS map took into consideration multiple risk factors;
      – Income
      – Population density
      – Fruit/Vegetable consumption
      – Obesity rates
      – Death rates from cardiovascular disease and diabetes
Douglas County Putting Prevention to Work
Potential for Impact
Douglas County, NE

Legend
Healthy Stores
- Poor Rating
- Fair Rating
- Good Rating
- Excellent Rating

Risk Factors
- Lowest Potential for Impact
- Highest Potential for Impact
- Major Roads

Factors Used to Determine Impact Potential
- Fruit/Vegetable Consumption
- Obesity Rate
- Heart Disease/Diabetes Death Rate
- Median Income
- Population Density

Sources:
ESRI Demographics Data Update from CDC, 2009
PRC Community Health Assessment, 2008
Population Data Based on 2000 Census

Douglas County Health Department
12/15/2010
Steps to Implementing HNS Project

• Introductory letter
• Face to face visits
• NEMS assessment – provide feedback to store owner based on results
• Creation of a HNS Proposal
• Changes begin to be implemented at store
  – Placement of enhancement items
  – In-store education
  – Training
  – Advertising/Marketing
Map of U.S. Food Deserts