P58 (continued)

Objective: The purpose of this experimental study was to increase access and appeal of healthy items in seven convenience stores in Marengo and Washington Counties in Alabama. People with limited access to supermarkets suffer disproportionately high rates of diet-related diseases. Every county in Alabama has at least one neighborhood with limited access to a grocer, leaving 1.8 million Alabamians to rely on small food stores (e.g. convenience stores) for grocery shopping. Since convenience stores typically sell high fat, high sugar processed foods and offer few healthy options, interventions in this setting may reduce food access barriers and promote healthy eating.

Study Design, Setting, Participants: This one group, pretest posttest design focused on changes in inventory, product placement and point-of-purchase prompts. Convenience stores were selected based on convenience sampling and location in towns with high rates of residents living below 185% of the federal poverty level.

Outcome Measures and Analysis: Trained SNAP-Ed Extension educators used the Alabama Department of Public Health's Good Choice Checklist to assess the food environment based on availability and promotion of healthy foods and beverages. For the Good Choice Healthier Retail Initiative, Extension educators collaborated with convenience store owners to discuss assessment findings and determine priorities for implementation.

Results: This initiative reached an average of 4,100 customers per day. The convenience stores increased their healthy item inventory from an average 10 to 34 healthy items.

Conclusions and Implications: Based on these results, convenience store interventions are a feasible option for increasing access and appeal of healthy items in underserved communities.

Funding: Supplemental Nutrition Assistance Program - Education

P59 Good Food: The Importance of “Healthy,” “Green,” “Fair,” and “Affordable” Attributes to Food Shoppers Across Three Sites

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Objective: Food experts in national and state food and agricultural initiatives have defined “good food” as “healthy, green, fair, and affordable.” The terms have been adopted by other organizations promoting sustainable food systems. To what extent does the public's understanding of these terms, and their perceived importance, correspond with original expert definitions?

Study Design, Setting, Participants: A mixed methods approach was used. Convenience samples of grocery shoppers (n= 166) were surveyed at three different sites: food pantry, supermarket, farmers market. Participants defined terms “good food,” “healthy,” “green,”

“fair,” “affordable” and then rated the importance of each using a Likert-type scale. A framework based on symbolic interactionism was used.

Outcome Measures and Analysis: Four one-way analyses of variance (ANOVAs) were conducted to investigate differences across the three sites in reported importance of healthy food, green food, fair food, and affordable food. Pearson Chi square tests evaluated the likelihood of differences among those at each site who defined terms using expert definitions for “green,” “fair,” and “affordable,” vs. those who did not.

Results: No significant differences were found between sites for any of the four variables regarding importance of healthy, green, fair, and affordable food to shoppers. Those defining “green” and “fair” using expert definitions (environmentally friendly; food justice) varied significantly at Sites A and C. This complemented qualitative findings.

Conclusions and Implications: Food movements focused on “good food” must be mindful to increase understanding and awareness by the public of connections between food and the environment (“green”) and social justice (“fair”), values that extend beyond personal health and affordability.

Funding: Western Michigan University

P60 Initial Development of a Scored Food Pantry Environmental Assessment E-scan

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Objective: Develop a scored environmental assessment tool (e-scan) for the food assistance environment. Specific objectives are conducting a literature review; establishing best practices and drafting and cognitively testing an e-scan.

Study Design, Settings, Participants: Formative, semi-structured phone interviews were conducted with food pantries (n=13), food banks (n=20), food banks anti-hunger advocates (n=1), and SNAP-Ed/EFNEP food pantry partners (n=7) in the USDA NIFA Western region. A comprehensive review of current healthy food pantry practices was conducted. Pilot tests of a draft e-scan were conducted by one researcher and at least one food pantry representative at each pantry site (n=15). Representatives provided additional feedback through cognitive debriefing interviews.

Outcome Measures and Analysis: Interview data were analyzed with Atlas.ti 7 qualitative software using content analysis theory to identify emerging themes.

Results: Three main themes were identified from the formative interviews: food procurement strategies, promotion of healthier environments, food assistance efforts outside of pantry settings. Respondents defined “healthy food pantries” as those with regular access to fresh fruits and vegetables, and those giving prominence to the respect and dignity of their clients. A preliminary e-scan (55 scored and 7 unscored questions) was created; each pantry assessment item was supported by research evidence

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