Comparing Communities Based on Population Density to Inform Meal Kit Intervention Recruitment of Families with Low Income

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Abstract

Community stakeholders, referred by established partners, from rural (N=10), suburban (N=9), and urban (N=9) neighborhoods participated in six semi-structured virtual focus groups and completed a demographic survey. The USDA classifications of rural (population less than 2,500), urban clusters (suburban, population between 2,500 and 50,000), and urban areas (population greater than 50,000) were used to designate community types. [2]

Study Design, Settings, Participants

Best practice for community-based interventions includes partnering with community stakeholders for study design, implementation, and evaluation. Successful recruitment of families with low income into these studies requires an understanding of community characteristics, potential barriers to participation, and recruitment strategies. Local stakeholder advisory committees are critical for this process as community needs and residents differ.

Objective: To compare stakeholder perceptions of community characteristics and suggested recruitment strategies for participation in a healthy meal kit intervention for families with low income for three Florida communities (rural, suburban, and urban) with a high prevalence of food insecurity.

Conclusions

While the communities shared some similarities, regardless of population density, community-specific characteristics and recruitment strategies are crucial to developing a program that meets the needs of each community. This formative research was considered as we developed and recruited for a healthy, community-based meal kit intervention intended to increase access to healthy foods for families with low income.

References
