

Utilising technology in the co-design and evaluation of cultural and contextually relevant healthy food retail interventions.

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Background

Poor diet is a key determinant of chronic disease and premature death

Food retail environments influence food purchases and diet

Co-design with local community members and decision makers key to context-specific and culturally-relevant sustainable solutions

NHMRC CRE REFRESH

Goal: to collaborate to streamline existing technologies and processes to enhance the co-design and evaluation of food retail initiatives

Global Burden of Disease, 2016; Peeters A. Obesity and the future of food policies that promote healthy diets. *Nat Rev Endocrinol.* 2018;14:430-7;
Rogers A, Ferguson M, Ritchie J, Van Den Boogaard C, Brimblecombe J: Strengthening food systems with remote Indigenous Australians: stakeholders' perspectives. *Health promotion international* 2016, 33(1):38-48

Objective

To use new technologies to streamline co-design of effective and sustainable strategies to improve the food environment in retail stores.

Methods

Contribution of three key innovations

- Store Scout: store environment
- STICKE: mapping complexity
- FoodFox: sales data analysis

Store Scout App

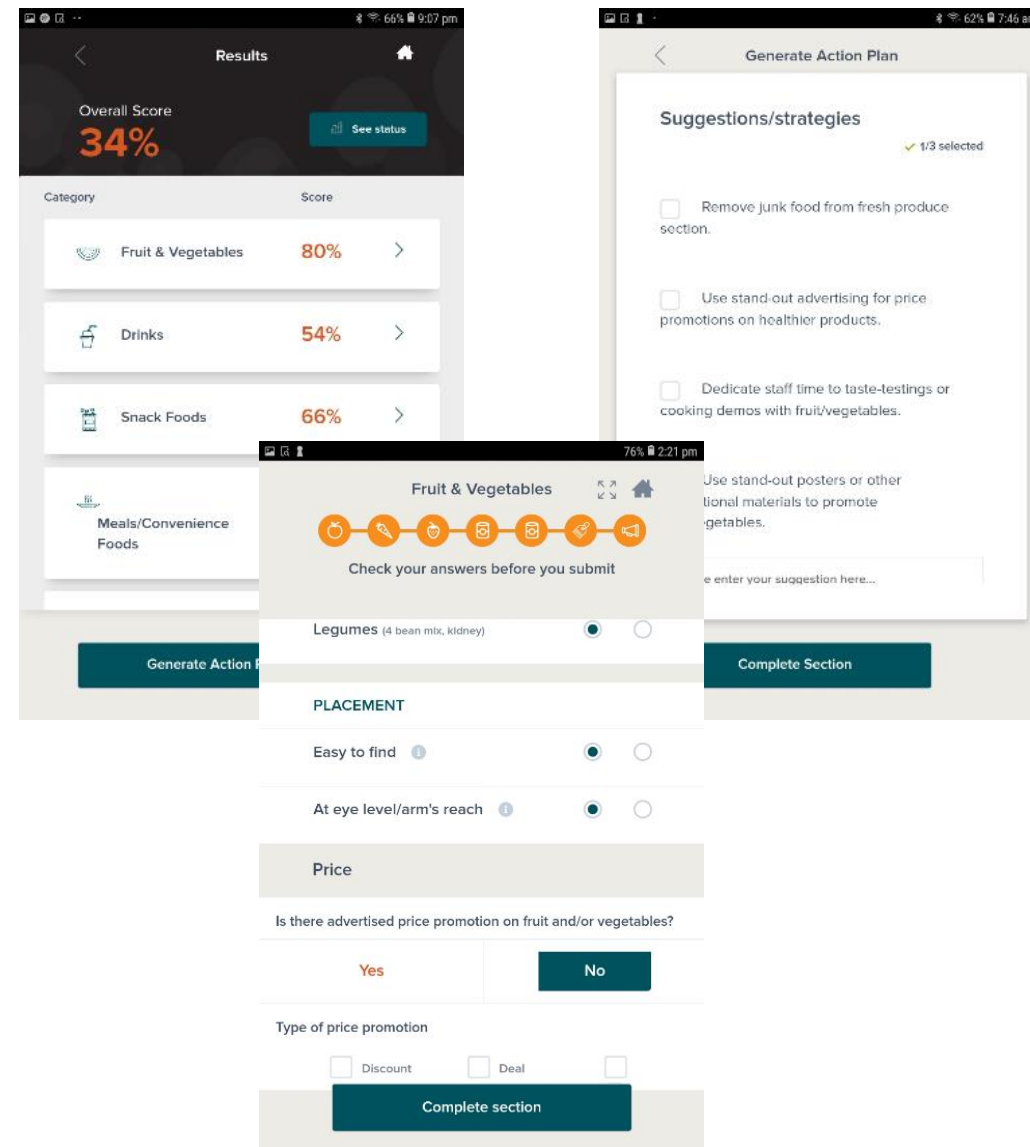
Appraisal of store consumer food environment (retail choice architecture)

- Assesses product availability, placement, promotion, price promotion across SEVEN categories of food and drinks:

1. Fruit and vegetables
2. Drinks
3. Snacks
4. Meals and convenience foods
5. Breads and cereals
6. Dairy products
7. Eggs, meat, seafood

- Gives immediate feedback as scores & suggests strategies for improvement

Ref: Brimblecombe J, Ferguson M, McMahon E, Peeters A, Miles E, Wycherley T, Minaker LM, De Silva K, Greenacre L, Mah C: Reducing Retail Merchandising of Discretionary Food and Beverages in Remote Indigenous Community Stores: Protocol for a Randomized Controlled Trial. JMIR Res Protoc 2019, 8(3):e12646.

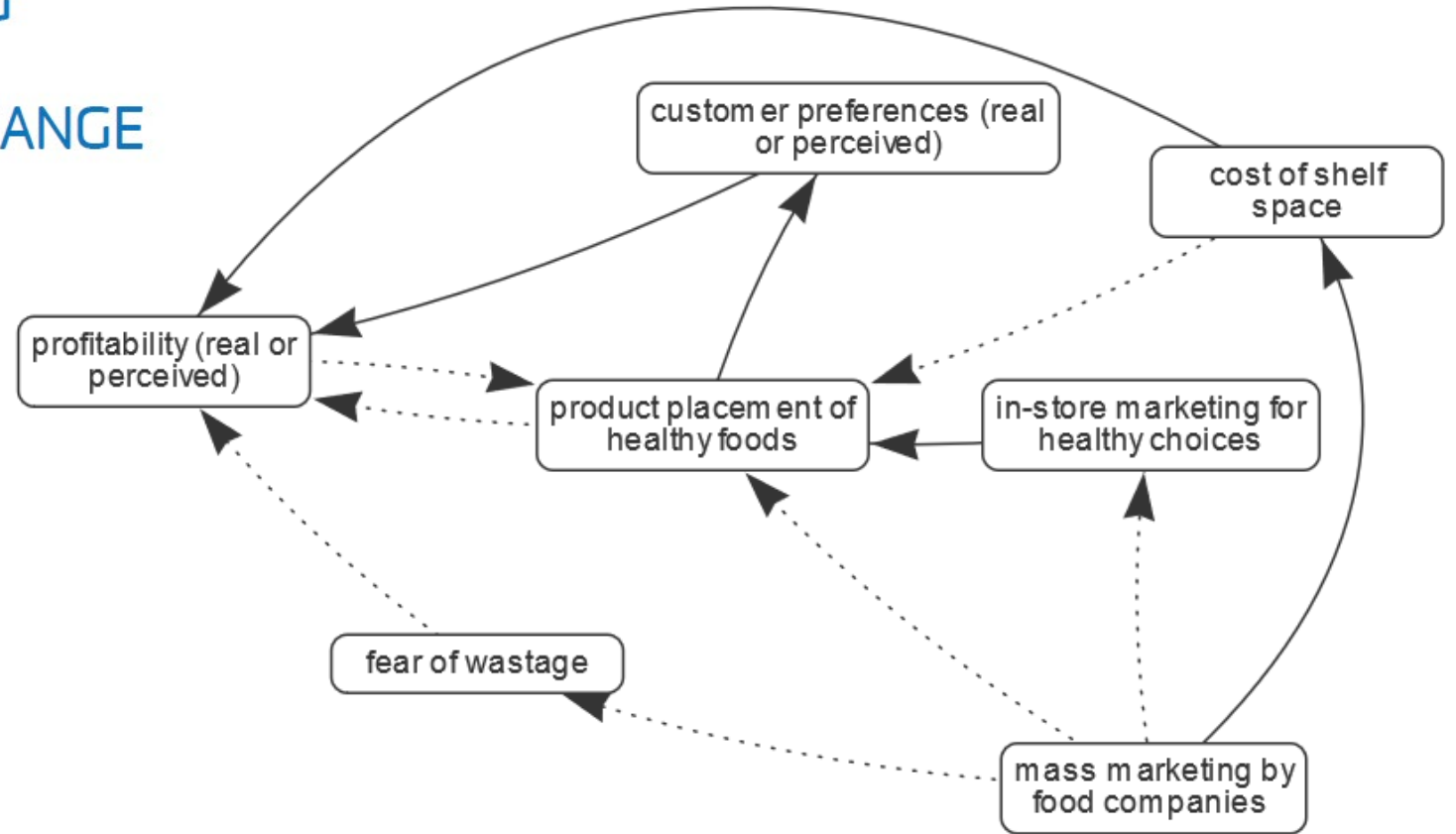




STICKE

SYSTEMS THINKING
IN COMMUNITY
KNOWLEDGE EXCHANGE

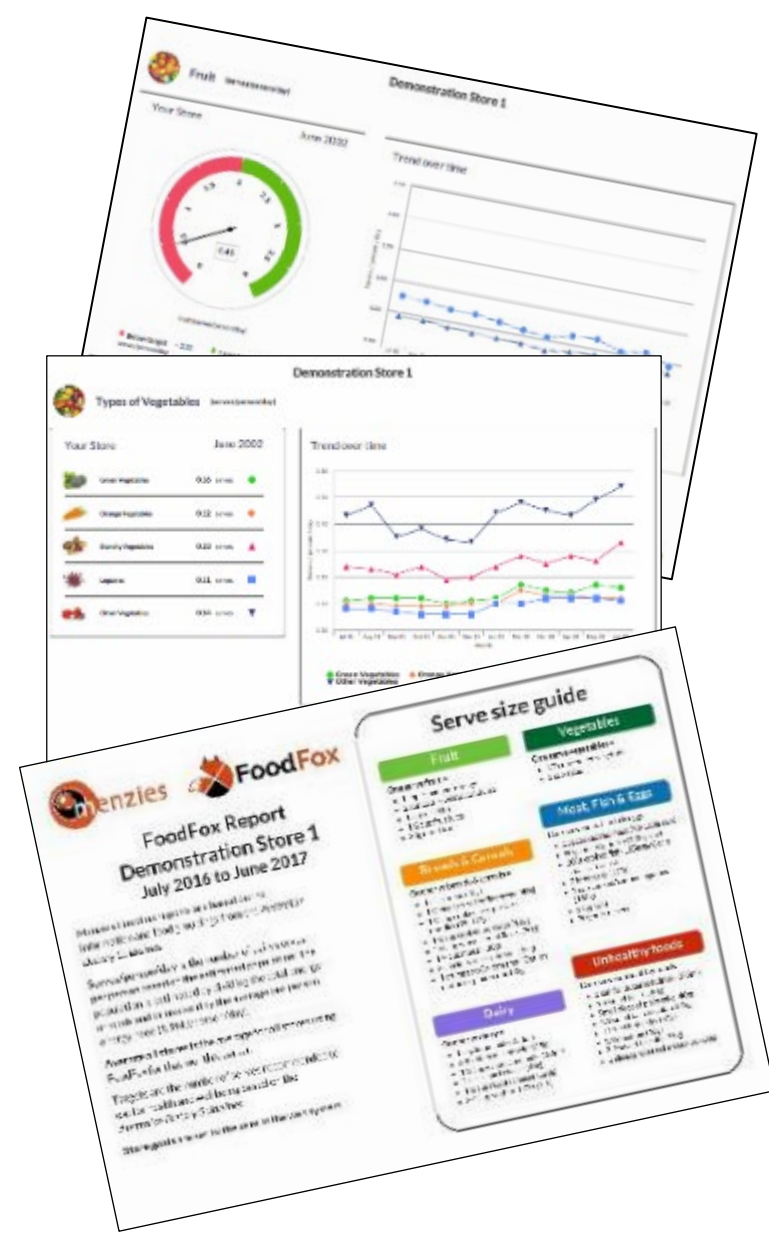
- facilitates shared community understanding of complex problems
- e.g. food environment
- captures non-linear cause and effect





Powerful web-based platform that transforms stores sales data into visual reports by:

1. Store sales uploaded
2. Products linked by a database to Australian Dietary Guidelines
3. Report shows for each food group:
 - Number of serves purchased over time
 - Healthy & discretionary foods
 - Benchmarking to other stores & targets





This image shows the PLAN-DO-COLLECT-LEARN cycle used for the Good Food Systems approach.

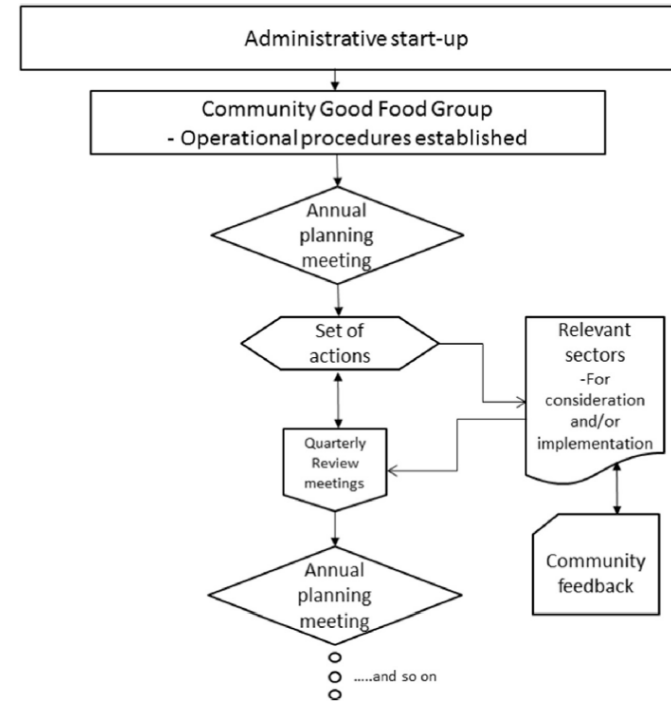
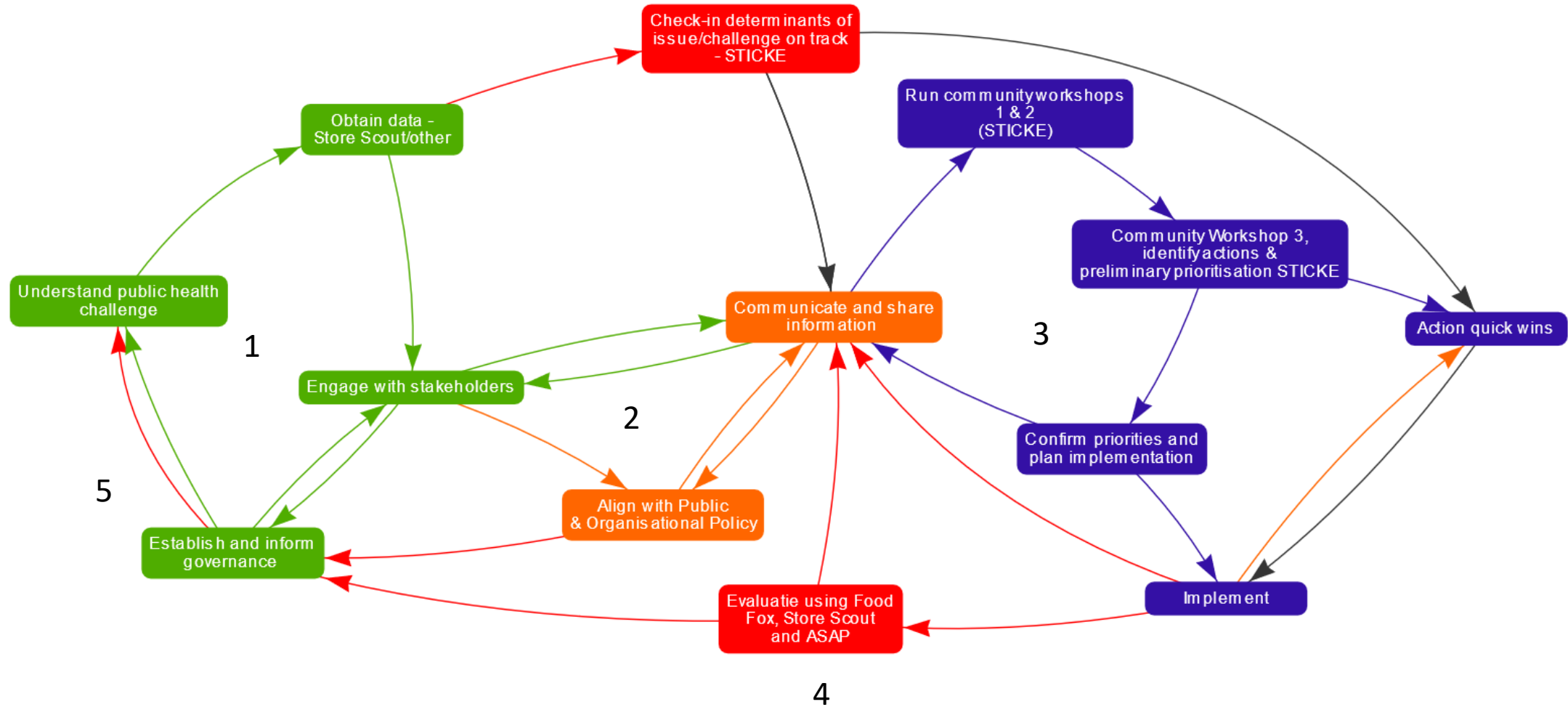


Fig. 1. The Good Food Systems approach flow diagram in each of four communities.

https://www.menzies.edu.au/icms_docs/252292_Information_sheet_4.pdf

CO-Design and Evaluation with Communities of Healthier food Environments To Advance Health (CODE-CHEETAH*)



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- The opinions, analysis, and conclusions in this paper are those of the authors and should not be attributed to the NHMRC.

