



Implementation outcomes for stakeholders involved in healthy food retail

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Acknowledgement of country

I acknowledge the Traditional Custodians of the land on which I work and live, and recognise their continuing connection to land, water and community. I pay respect to Elders past, present and emerging.

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Partners

Bio



Healthy
Food
Retail



MULTI-PERSPECTIVE
EVALUATIONS



RESOURCE
DEVELOPMENT



IMPLEMENTATION

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Food environments



Healthy Food Retail



GROCERY



FOOD SERVICE



ORGANISATIONS

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Policy directives in organisations

ACTION FRAMEWORK FOR
DEVELOPING AND IMPLEMENTING

**PUBLIC FOOD
PROCUREMENT AND
SERVICE POLICIES
FOR A HEALTHY DIET**

**Healthy choices: policy
guidelines for sport and
recreation centres**

**Local government policies on healthy food
promotion and obesity prevention: results from a
national Australian survey**

Devorah Riesenber, ¹Miranda R. Blake, ²Tara Boelsen-Robinson, ²Anna Peeters, ²Adrian J. Cameron ²

A Better Choice

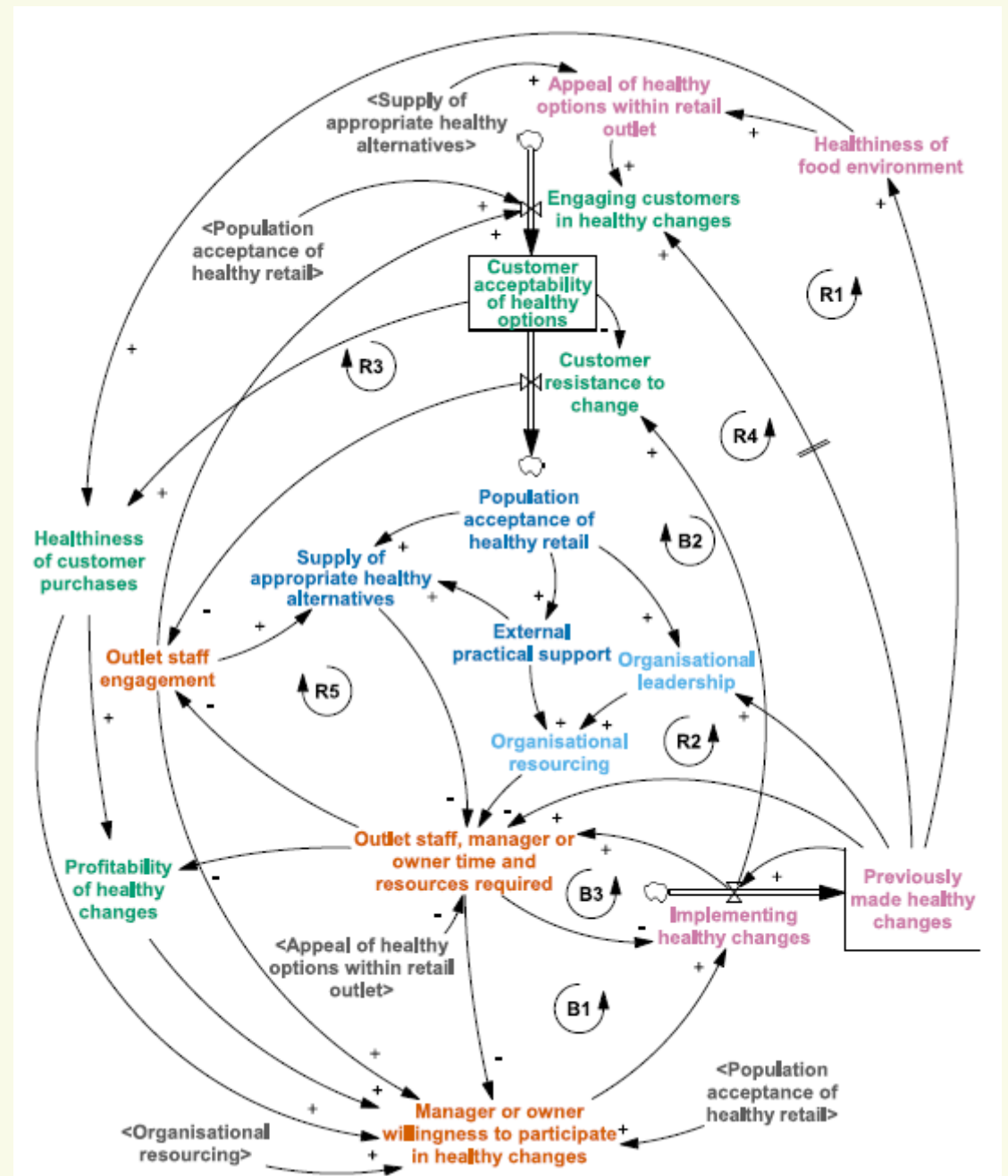
Healthy Food and Drink Supply Strategy for Queensland Health Facilities

**HEALTHY FOOD AND DRINK
IN NSW HEALTH FACILITIES
FOR STAFF AND VISITORS
FRAMEWORK**

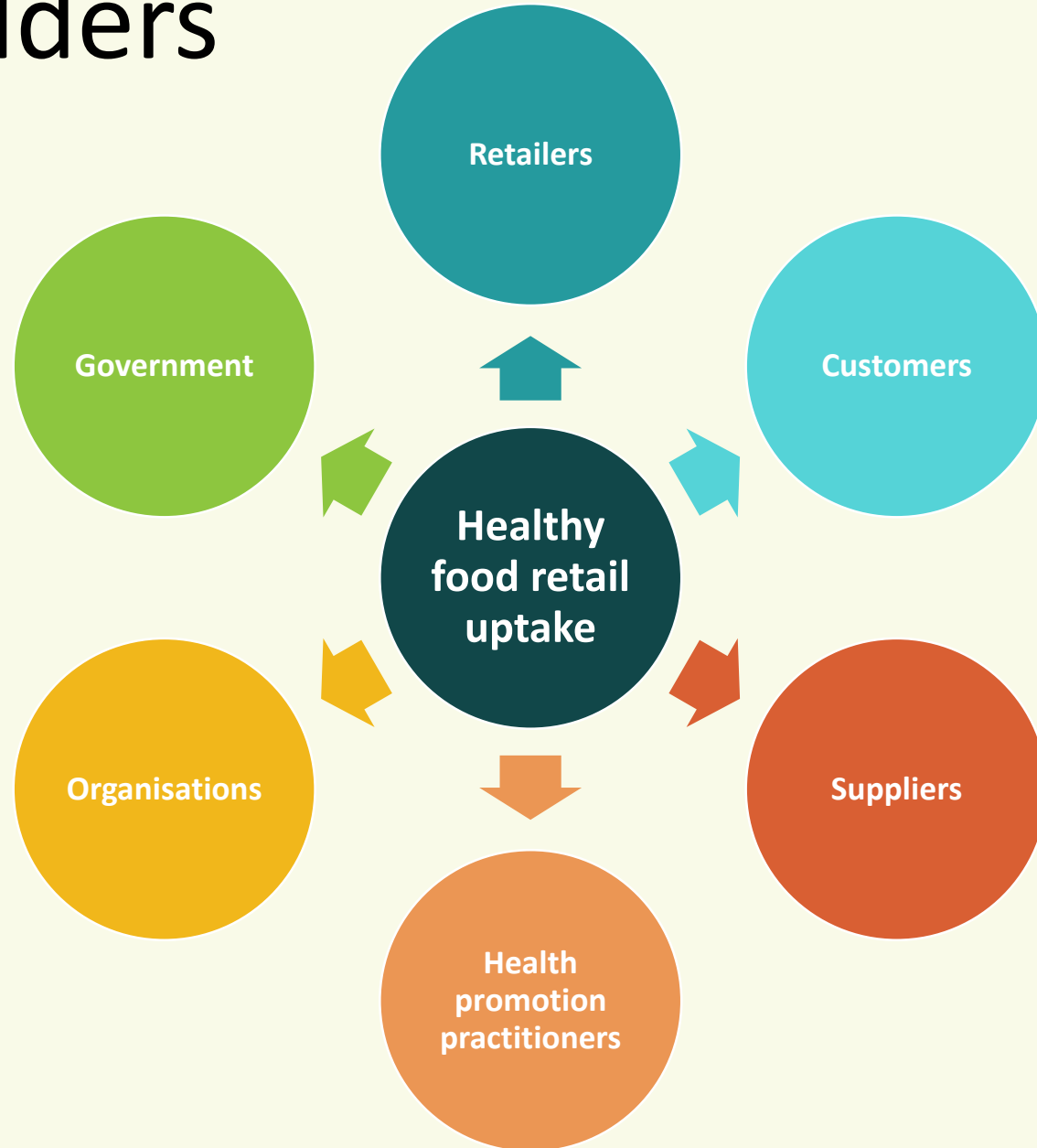
Healthy choices in health facilities

START MAP

- **Systems Thinking Approach to Retail Transformation**
- Help health promotion practitioners identify leverage points through which organisations can shift to healthier food provision.
- Recognises complexity of food retail, and different stakeholders who influence the uptake of policies.
- Five key narrative loops which recommend potential leverage points and describe potential blocks to implementation.



Stakeholders



Retailers



CAN'T DO FOOD RETAIL
WITHOUT THEM



BUSINESS OUTCOMES
ARE IMPORTANT



NUTRITION SUPPORT
CRITICAL

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Case Study 1 – Acceptability



YMCA aquatic and recreation centres (60+ state) removed sugary drinks



During the removal, we conducted 800+ customer exit surveys at 4 centres exploring acceptability



89% of surveyed customers supported the removal of sugary drinks



Customers believed the policy would support children's nutrition



Supported the sustained implementation of the policy










[Link to article.](#)

Public Health Nutrition: 24(15), 5166–5175

doi:10.1017/S1368980021002421

Evaluating the implementation and customer acceptability of a sugar-sweetened beverage reduction initiative in thirty Australian aquatic and recreation centres

Tara Boelsen-Robinson^{1,2,*} , Alethea Jerebine³ , Ariana Kurzeme³, Beth Gilham², Oliver T Huse² , Miranda R Blake² , Kathryn Backholer² , Alexandra Chung^{1,2}  and Anna Peeters² 

Case Study 2 – Implementation Cost



17-week 20% increase on sugary drinks within a convenience store within a health service



Sales data was presented back to the retailer part-way through the intervention, demonstrating neutral impact on total sales of drinks



Customer surveys indicated that 27% had noticed the changes, and 61% were supportive



Helped allay strong fears of loss of profitability and negative customer perception

Retailer-Led Sugar-Sweetened Beverage Price Increase Reduces Purchases in a Hospital Convenience Store in Melbourne, Australia: A Mixed Methods Evaluation

Miranda R. Blake, APD*; Anna Peeters, PhD; Emily Lancsar, PhD; Tara Boelsen-Robinson, MPH; Kirstan Corben, MHP; Christopher E. Stevenson, PhD; Claire Palermo, PhD, APD*; Kathryn Backholer, PhD

[Link to abstract](#)

Reflections on measures

Implementation Outcome	Food retail definition	Measures
Acceptability	Customer acceptability Retailer acceptability Staff acceptability	Exit survey (customers, staff) - templates Retailer/staff interviews
Implementation Cost	Total sales Profit Perceived sales/profit Foot traffic	Sales data analysis using modelling (high resource cost) – example Sales data using descriptive stats or 'eyeballing' Retailer/staff perception of impact (survey/interviews)

A toolkit for creating healthy food and drink environments in community food retail outlets



[Link to toolkit](#)

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Reflections on measures cont.

Implementation Outcome	Food retail definition	Measures
Adoption	Implementation of the policy	Photo audits Checklists
Fidelity	Degree of implementation of the policy (highly dependent on policy requirements)	Photo audits Checklists
Feasibility	Extent to which the policy can be implemented	Interviews, surveys (exploring barriers)
Reach	Number of retailers implementing the policy	Surveys
Appropriateness	Implementation support required by retailers	Interviews, surveys
Sustainability	Maintenance of healthy food environment	Photo audits

Further information about Healthy Food Retail

CRE RE-FRESH – healthyfoodretail.com

Nourish Network - nourishnetwork.org

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Thank you!

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