**SuperShelf PILOT**

**TRANSFORMING FOOD SHELVES TO BRING GOOD FOOD FOR ALL**

**EVALUATING A BEHAVIORAL ECONOMICS APPROACH TO IMPROVE THE SELECTION OF HEALTHY FOOD AMONG FOOD SHELF CLIENTS**

**INTRODUCTION**

In 2015, an estimated **12.7%** of U.S. households experienced food insecurity. An estimated **46.5 million individuals** rely on charitable food assistance like food shelves.

**Food shelf clients** are concerned about:
- Poor dietary quality
- High chronic disease rates
- Range and quality of food offered

**Food shelves** face both supply and demand issues.

**STUDY AIM**

- **Aim:** Evaluate the impact of a behavioral economic intervention in two food shelves on the nutritional quality of food selected by clients.
- **Primary Research Question:** Will the intervention lead to change in HEI scores for food selected by clients? (See right for HEI explanation)
- **Hypothesis:** On average, HEI-2010 scores of foods selected by clients will be higher after the intervention.

**THE HEALTHY EATING INDEX (HEI)**

The HEI is a scoring measure that assesses diet quality of specific foods based on the *Dietary Guidelines for Americans*. It has a scoring maximum of 100 points; 100 being the highest diet quality and 0 being the lowest.

**THE INTERVENTION**

**SUPERSHELF TRANSFORMS FOOD SHELVES, CREATING WELCOMING ENVIRONMENTS FOR COMMUNITIES TO ACCESS APPEALING, HEALTHY FOOD.**

1. **SUPPLY**
2. **STRETCH**
3. **SHIFT**
4. **SHOWCASE**
5. **SURVEY**
6. **SUSTAIN**

**FOUNDATION: CLIENT-CENTERED ENVIRONMENT, APPROACH, & CULTURE**

**EVALUATION STUDY DESIGN**

Pre/post comparison in two intervention food shelves
- We compared data from 71 clients before and 70 clients after the intervention.
- We measured change in inventory in the two intervention food shelves as well as two control food shelves.
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METHODS

WE COLLECTED 3 TYPES OF DATA...

FOOD SHELF MEASURES
Inventory
Environmental changes

CLIENT SURVEY
Demographics
Food shelf usage
Intent to purchase healthy items

CLIENT CART INVENTORY
Product selected by client

RESULTS

FOOD SHELF INVENTORY HEI SCORE CHANGES

INTERVENTION CLIENT HEI SCORE CHANGES

55% of clients got at least half of their total food from the pantry in the last 6 months.

88% of clients reported positive changes in overall satisfaction at the food shelf post-intervention.

★This 12-point increase was statistically significant (p<0.0001) and takes into account the age, race, education, and food insecurity status of the clients.

CONCLUSIONS

- When implemented well, the intervention shows promise in improving clients' diet due to the large change in the healthfulness of food and large amount of food taken.
- Clients and food shelf managers responded positively.
- However, this was a small study, and there were no control measures for clients. We hope to address these limitations in our future research.

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POWERED BY:

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