Student Perspectives from the Development of a Healthy Food Retail Intervention: 

The THRIVE Study

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• NHLBI-funded 2013-2018
• Randomized trial
• CBPR orientation
• Implement “healthy makeovers” in tribally owned convenience stores
• Increase availability and intake of vegetables and fruits among tribal citizens
Aim 1: Quantify the food and physical activity environments and assess the correlation with prevalent obesity, diabetes, and hypertension
* Quantitative survey (total n=513)
* iPad kiosks located in community and clinic-based settings
* Perceived and objective measures of health, food, and physical activity, sociodemographics, health behaviors and outcomes
* 29% were overweight (BMI=25-29.9),
* 49% were told by a health professional that they had high blood pressure
* 24% reported a diagnosis of diabetes
* Most (75%) reported eating fewer than 3 servings of vegetables a day
* 56% reported fewer than 2 servings of fruits a day
Aim 2: Use participatory research methods to design, implement, and evaluate a multi-level convenience store-based intervention to increase the availability and intake of vegetables and fruits among tribal members

* Focus groups (total n=100)
* Video voice qualitative and environmental footage
* Nutrition Environment Measures Survey
Total of 12 focus groups conducted (8-10 individuals per group)

- Tribal members reported they were more likely to try healthy foods that:
  - Were priced at the same or lower prices as non-healthy foods
  - Were sold in tribal stores where revenue supported tribal economy
  - Were tribally sourced and/or endorsed with tribal store logos
<table>
<thead>
<tr>
<th>Tailored intervention strategies</th>
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<tbody>
<tr>
<td>Increased availability, variety, and convenience</td>
<td>• F/V “quick packs” of healthy meals and snacks</td>
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<td>Labeling</td>
<td>• Foods were labeled and shelves and coolers were labeled</td>
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| Placement | • Large open air coolers were purchased and placed at the front entrances of stores  
• Fried food hot boxes were removed to behind registers |
| Promotion | • Promotional signage “fresh food destination” was placed above coolers |
All selected snack and meal items sold out midweek during all four weeks

Store sales receipts tracked changes in pre and post sales for any items that had been sold in stores prior to the intervention but had been located separately, in different and less prominent locations, not tribally-endorsed, and sold at regular prices.

Among these items the stores saw an overall 71% increase in sales pre and post the intervention
Acknowledgements

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