Healthy Bodegas: Bringing the Community Together to Eat Healthier

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Healthy Bodegas: Bringing the Community Together to Eat Healthier

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METHODS AND ANALYSIS

• Financial resources, including a grant for Poisson regression analysis comparing number of healthy vs. unhealthy foods sold using
• Needs to be assessed on a case

BACKGROUND AND SIGNIFICANCE

• Colorectal cancer (CRC) incidence has remained stable in the United States (U.S.) the past 50 years.
• Despite this trend, there has been a significant increase in CRC incidence among the millennial generation.1,2
• The association between the Western diet and CRC, and racial and gender disparities in CRC is well-established.1
• Public health and community efforts are needed to address barriers to healthy nutrition in this population.
• One identified barrier is food access in lower-income communities, sometimes called “food deserts”.
• Local stores, or “bodegas”, have potential to increase access to healthy affordable foods and contribute to risk reduction for the development of chronic diseases such as CRC.1,3

PURPOSE

Assess the effectiveness of the Healthy Bodega Initiative (HBI), designed to increase availability and promotion of healthy foods; engage community participation by mobilizing community-based organizations (CBOs) and local store owners to participate in the initiative; and, facilitate positive dietary changes.

Figure 1. Intervention examples from New York City’s Healthy Bodega Initiative

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RESULTS

• This study is in planning phases; no findings are available.

DISCUSSION AND IMPLICATIONS

• Prospective longitudinal research with long-term follow-up should be conducted to explore the social determinants affecting:
• low-income populations
• changes that result after improved access to healthy foods
• long-term health outcomes

Table 1. Barriers to Implementation and Retention of Participants

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Potential Solutions</th>
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<tbody>
<tr>
<td>Implementation</td>
<td>Cost of produce to store owners: Financial resources, including a grant for the study</td>
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<tr>
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<td>Access to farmers for produce: Needs to be assessed on a case basis. Produce distributors may need to be utilized if farm resources are not available</td>
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<td>Community buy-in: Human resources, including community leaders partnering with study team on the ground</td>
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<td>Social cohesion of target population: Excellent management and clear, non-conflicting rules made with community</td>
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<td>Retention</td>
<td>Consumer demand exceeding store owner’s or farmer’s capabilities: Supplement with produce from distributors; enable increasing shelving space</td>
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<td>Lack of community empowerment or attitude of non-acceptance: CBOs and community leadership will play an integral role in implementation and follow-up</td>
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<td>Lack of resources within bodegas for store owners (e.g., space, shelving): Level-based rewards system used as a facilitator for shop owners</td>
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</tbody>
</table>

REFERENCES


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