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Healthy Bodegas: Bringing the Community Together to Eat Healthier

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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 millenial generation.1,2
• The association between the Western diet and CRC, and racial and gender disparities in CRC is well-established.3
• 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
• Local, well-established community-based organizations (CBOs) and local store owners to participate in the initiative; and, facilitate positive dietary changes.

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.

METHODS AND ANALYSIS

• Guided by the Conceptual Logic Model of community-based participatory research, this study will:
  • evaluate the intervention through in-store observations and pre- and post-intervention surveys of participating store owners
  • conduct surveys with customers and store owners at a subset of stores, including open-ended questions

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</td>
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<td></td>
<td>Access to farmers for produce</td>
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<td>Community buy-in</td>
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<td>Social cohesion of target population</td>
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<td>Retention</td>
<td>Consumer demand exceeding store owner’s or farmer’s capabilities</td>
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<td></td>
<td>Lack of community empowerment or attitude of non-acceptance</td>
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<td></td>
<td>Lack of resources within bodegas for store owners (e.g., space, shelving)</td>
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</tbody>
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REFERENCES


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

Figure 2. The Conceptual Logic Model of Community-Based Participatory Research

Figure 2. The Conceptual Logic Model of Community-Based Participatory Research

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