What did we want to learn?

Is the Fruit, Vegetable, and Physical Activity Toolbox for Community Educators (Toolbox) effective in improving fruit and vegetable and physical activity-related knowledge, attitudes, and behaviors of low-income African American women?

Our approach

- Participants: Low-income African American women
  - 156 in the treatment group
  - 171 in the control group
- Intervention: 6, 1-hour Toolbox classes
  - 3 nutrition lessons
  - 2 physical activity lessons
  - 1 community empowerment lesson
- Pretest/posttest
The results speak volumes

- Women in the treatment group reported significant improvements in:
  - 9 measures of knowledge and attitudes
  - 12 measures of confidence
  - 5 measures of empowerment

### Reported Behavior Change in the Amounts of Fruits and Vegetables Purchased, Prepared, Ordered, and Eaten Over the Past 6 Weeks (%)

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Treatment, Post</th>
<th>Control, Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchased more (net) fruit</td>
<td>60.2*</td>
<td>58.6</td>
</tr>
<tr>
<td>Purchased more (net) vegetables</td>
<td>63.9</td>
<td>74.9</td>
</tr>
<tr>
<td>Prepared more (net) meals/snacks with fruit</td>
<td>63.3**</td>
<td>66.7</td>
</tr>
<tr>
<td>Prepared more (net) meals/snacks with vegetables</td>
<td>66.5</td>
<td>73.4</td>
</tr>
<tr>
<td>Ordered more (net) fruits or vegetables as part of a meal when dining out</td>
<td>76.5</td>
<td>63.7</td>
</tr>
<tr>
<td>Ate more (net) fruits and vegetables as a meal/snack at work</td>
<td>65.3**</td>
<td>65.5</td>
</tr>
</tbody>
</table>

*P<.05; **P<.001

Note: A chi-square test was used to test for significance.

### Self-reported Behavior Changes to Meet Fruit and Vegetable and Physical Activity Recommendations (%)

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Treatment, Pre</th>
<th>Treatment, Post</th>
<th>Control, Pre</th>
<th>Control, Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily fruit and vegetable consumption 3.5 or more cups per day</td>
<td>12.2</td>
<td>31.4*</td>
<td>17.5</td>
<td>21.8</td>
</tr>
<tr>
<td>Physically active for 5 or more days in the previous week</td>
<td>34.0</td>
<td>38.9</td>
<td>36.3</td>
<td>42.1</td>
</tr>
<tr>
<td>Physically active for 5 or more days in a usual week</td>
<td>37.2</td>
<td>60.3*</td>
<td>39.2</td>
<td>46.2</td>
</tr>
</tbody>
</table>

Note: A chi-square test was used to test significance.

Where do we go from here?

- Expand the use of the Toolbox
  - 628 partners used the Toolbox in FFY 2010
  - Nearly 450,000 low-income consumers were reached
- Grow the community empowerment elements of the Toolbox
- Connect the Toolbox to other Network projects including Mothers Taking Action, Champion Moms, CX³, and more
The Power of Marketing

What did we want to learn?

• Purpose: Determine whether inexpensive point-of-purchase merchandising would increase the sale of selected healthful entrees at catering trucks that serve predominately low-wage workers.
• Our approach
  – 8 catering trucks from Moody's Lunch Service in San Diego, CA
  – 2 healthful “Grab N Go” entrees: Turkey, avocado, and sprouts sandwich with fresh fruit on the side and chicken wrap with fresh fruit on the side
  – 5-week study
  – Collected sales data
    • Weeks 1 and 2: baseline, no marketing
    • Weeks 3 and 4: marketing
    • Week 5: no marketing

Dress up the packaging

Let customers know the items are here
Maximize the customer service reps

Did sales increase?

- Sales rose sharply during the Grab N’ Go marketing effort versus baseline
- 37.4% increase in the sale of the turkey, avocado, and sprouts sandwich with fresh fruit on the side
- 14.4% increase in the sale of the chicken wrap with fresh fruit on the side

Driving change forward

- Connect Network outdoor advertising with inexpensive catering truck food and beverage reforms.
- Use the data to motivate other catering trucks to follow suit; after all, marketing healthier choices can improve the bottom line.

The Power of Environmental Change
What did we want to learn?

• Purpose: Examine the impact of fresh fruit availability at worksites on the fruit and vegetable consumption and related psychosocial determinants of low-wage employees.

• Our approach
  − Prospective, randomized block experimental design
  − Convenience sample of 391 low-wage employees in 6 intervention worksites and 137 in 3 control worksites
  − Fresh fruit deliveries 3 days a week for 12 consecutive weeks
  − Assessments at baseline, weeks 4 and 8, and after week 12

Can a Simple Fruit Snack Really Make a Difference?

• Participants in the intervention worksites, compared to the control worksites, showed a significant increase in:
  − Self-efficacy toward eating 2 servings of fruit each day
  − Fruit purchases
  − Family vegetable purchases
  − Fruit, vegetable, and total fruit and vegetable consumption

Fruit and Vegetable Snacks for All!

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• Study participants and partners

• Co-authors
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"Every gathering, in its composition and in its structure, has to be an example of the future we want to create." Peter Block