



Programming Options to Promote Utilization of a New Fresh Foods Market in Central City New Orleans

A Health Impact Assessment Report

March 2015



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Executive Summary

The redevelopment of the former Myrtle Banks School on Oretha Castle Haley Boulevard in Central City New Orleans will feature a fresh food retail store operated by Jack and Jake's opening in 2015.

While the introduction of Jack and Jake's has the potential to increase access to fresh fruits and vegetables to residents of Central City New Orleans, its location alone will not guarantee that neighborhood residents will receive the maximum benefits from it. Therefore, Jack and Jake's seeks to implement programming that will engage community members in order to realize the potential of the introduction of this fresh food hub to the community.

In 2014, community stakeholders came together to conduct a health impact assessment (HIA) to help identify the types of programming and incentives that would be most likely to positively impact the health of Central City residents, who currently suffer higher-than-average rates of chronic diseases such as diabetes. A multidisciplinary group of stakeholders went through a scoping process that resulted in a set of research questions and decision options to be considered as well as a plan for accessing existing data and collecting new data.

Methods included a systematic literature review; review of existing data from studies conducted by the Louisiana Public Health Institute and Tulane University Prevention Research Center; and collection of new data. Collection of new data included street intercept surveys; small group sessions with low-income seniors, women with children, and youth; and key informant interviews with current and former local fresh food retailers.

The assessment found that affordable prices, cleanliness, and hospitality were top factors influencing where Central City residents shop for groceries. Regarding the proposed programming options, analysis of the data from various sources resulted in the following recommendations to the store owners that would likely lead to improved health of Central City residents.

Programming option: Connecting Central City residents to job opportunities

- *Create a strategy to employ Central City residents at the store as a way to increase visits as well as promote economic development and community engagement.*
- *Publicize job postings to Central City residents through a combination of channels including the internet, word of mouth, flyers, signs, and the newspaper.*
- *Ensure that wages are competitive and working conditions are favorable to promote economic opportunity and mental health among employees.*

Programming option: Offering financial incentives

- *Offer Central City residents at least a 10% discount on produce to increase affordability and encourage fruit and vegetable consumption.*
- *Offer financial incentives such as coupons in conjunction with education on the use, storage and nutritional value of fresh fruits and vegetables to have the maximum impact on consumption behavior.*
- *Offer specials that appeal to targeted groups such as low-income seniors and youth.*
- *Accept WIC and SNAP benefits at the store to increase patronage and affordability of fresh fruits and vegetables.*

Programming option: Using outdoor space and offering outdoor programming such as an outdoor seating area, on-site gardening and grilling of food at the store

- *Provide an outdoor seating area that appeals to both adults and youth. Consider ways to minimize bugs in outdoor areas.*
- *Provide a children’s play area and/or host special events for youth recreation.*
- *If there will be on-site gardening, educate the community regarding how they can be engaged in this programming and what it means for them. Engagement opportunities identified by this assessment included:*
 - *Offer “pick-your-own” opportunities for youth*
 - *Offer community garden opportunities for families*
- *Offer gardening programming for youth that is coupled with nutrition education and/or in-school components.*
- *Offer outdoor grilling items of highest interest to residents (e.g. fish, ribs, chicken, hamburgers and hot dogs) in combination with opportunities to try fresh fruits and vegetables.*
- *Create an engagement strategy with regard to the various age demographics of Central City residents to promote the use of outdoor programming.*

Programming option: Offering cooking classes and a food preparation demonstration area

- *Offer free cooking classes highlighting different types of meals targeted to the preferences of various demographic groups.*
- *Incorporate nutrition education and how to properly clean and store fresh produce into cooking classes.*
- *When possible, utilize community members as teachers.*
- *Receive community feedback on time and frequency of class offerings to cater to availability and interests of Central City residents.*

Programming option: Public outreach/marketing

- *Create a strategy that engages community members to assist with identifying healthy, culturally relevant foods to promote in the store.*
- *Create a marketing strategy that includes culturally appropriate and relevant materials to targeted segments of Central City residents to promote visits to the store.*
- *Marketing for the store should include distribution of flyers and/or circulars as this is the best way to inform all Central City residents about the store.*
- *To influence health, consider product placement of healthier food options to promote and increase their purchase and consumption.*

A next step for HIA stakeholders will be to identify ways to monitor and evaluate the use of these recommendations by Jack and Jake’s and their effectiveness in increasing purchasing and consumption of fresh fruits and vegetables by Central City residents.

Introduction

While health is commonly associated with receiving medical care, the factors that shape one's health are found largely outside of the doctor's office and include socioeconomic status, education, and the environment in which one lives. The economic and social conditions that influence the health of people and communities are often referred to as the "social determinants of health."¹ One's ability to access healthy food options, including proximity to fresh food retail outlets, is among these factors that influence health.

In the United States, while the percentage of the population living more than one mile from a supermarket without owning a vehicle has decreased since 2006 (1.8% in 2010 compared to 2.3% in 2006), the number of households in low-income areas more than one mile from supermarket is growing (currently 9.7% of the US population, or 29.7 million people).²

This disparity is ever more present when looking at the food environment in New Orleans. When examining food access at three different time periods (pre-Katrina 2004-2005, 2007 and in 2009) Rose et al revealed African American census tracts pre-Katrina were 40% less likely to have an additional supermarket (e.g. more than one supermarket) than residents of other neighborhoods. In 2007, they were 71% less likely than other city residents to have an additional supermarket, and in 2009, this disparity persisted in African American neighborhoods in spite of increased access to supermarkets throughout the city.³

This reality contributed to the creation of the City of New Orleans' Fresh Food Retailers Initiative program, which aims to promote supermarket and grocery store development and employment in underserved communities and serves as a catalyst for neighborhood revitalization.⁴

A New Fresh Foods Market in Central City

Central City is an example of a predominantly African American neighborhood that has a lower density of fresh food outlets compared to other areas. However, a new food market is forthcoming in Central City at the site of the former Myrtle Banks School at 1307 Oretha Castle Haley Boulevard.

Constructed in 1910, the Myrtle Banks School was deemed surplus in 2002 and closed. A fire ravaged the property in 2008. Oretha Castle Haley Boulevard exemplifies a thoroughfare which saw its heyday in the mid-twentieth century as a retail center for African American and immigrant populations but fell into disrepair with persistent disinvestment and degradation of the physical and economic environment of the area.

Since the mid-2000s, reinvestment in this area has gained momentum, with a variety of redevelopment projects including the Myrtle Banks site. In 2011, Alembic Community Development purchased the former Myrtle Banks property from the Orleans Parish School Board, and with financing from private and public sources, has preserved and rehabilitated the property and transformed it into a fresh food hub and co-working office space for community and non-profit organizations.

Jack and Jake's is a New Orleans-based company founded in 2010 with a mission to provide high-quality safe and affordable local fresh foods from regional farmers and fishers to underserved neighborhoods. Primarily a wholesale vendor, their 23,000-square-foot fresh foods market at the former Myrtle Banks School will be Jack and Jake's first retail location. The market will build upon New Orleans' historic tradition of public markets and will emphasize fresh heirloom vegetables and other local produce, heritage breed meats, cheese, and fresh Gulf seafood, and healthy prepared foods using these ingredients. Dry goods will also be available, but with a more limited selection than most standard grocery stores.

Recent research⁵ suggests that, while introduction of a new food market may improve residents' perceptions of food availability, "simply building new food retail stores may not be sufficient to promote behavior change related to diet." Supplementary policies and programs may be required to help consumers "bridge the gap between perception and action." Jack and Jake's aims to ensure that Central City residents utilize the store and reap the benefits of increased availability of fresh food in the neighborhood. To do this, it intends to create operational procedures and programming options that will engage neighborhood residents.

Conducting a Health Impact Assessment

Health Impact Assessment (HIA) is a systematic process intended to make health and equity considerations part of the decision-making process in areas where health outcomes are not traditionally considered. HIA "uses an array of data sources and analytic methods, and considers input from stakeholders to determine the potential effects of a proposed policy, plan, program or project on the health of a population and the distribution of those effects within the population."⁶

HIA is grounded in the core values of democracy, equity, sustainability, the ethical use of evidence, and comprehensive (or holistic) view of health.

Research has shown that health is not only a product of individual factors such as medical care, behavioral choices and genetics but is largely determined by social, economic and environmental factors. To influence the determinants of health, it is important that health be considered in decision-making in all sectors, particularly those that influence our physical and social environments. This is commonly known as a "Health in All Policies" approach.

The New Orleans Health Department and the Network for Economic Opportunity, an initiative of the City of New Orleans, identified HIA as a possible tool to advance the incorporation of health in decision-making across sectors and influence the social determinants of health. In 2013, an opportunity arose to receive mentorship to conduct an HIA from the National Association of County and City Health Officials. NOHD and The Network joined with the New Orleans Redevelopment Authority and Alembic Community Development to identify the Myrtle Banks redevelopment project as an opportunity to conduct an HIA.

This project was an appropriate focus of HIA, meeting all of the screening criteria for HIA – project timing, potential to influence health, potential for findings to be used, and stakeholder interest and capacity. The fresh foods market could potentially provide an opportunity to increase the availability of fresh foods in an underserved neighborhood and has the potential to affect residents’ eating habits, which could affect their health in a significant way. Jack and Jake’s expressed a willingness to utilize the findings of an assessment to inform their programming. Recommendations made through this HIA process could be addressed and implemented by Jack and Jake’s by the spring of 2015.

The transformation of the former Myrtle Banks School and surrounding green space has the potential to have a major impact on O.C. Haley Boulevard and the Central City neighborhood. An HIA to influence programming on the site could help to ensure the redevelopment benefits those within the neighborhood it intends to serve.

Not only will the Myrtle Banks redevelopment promote economic development of the area and affect social determinants of health, but a locally-sourced market providing affordable fresh food to underserved surrounding neighborhoods could help to address New Orleans’ food insecurity rate (22%), which is higher than the state (16%) and national average (15%).⁷

Timeline for the Health Impact Assessment

The six steps in the HIA process are screening, scoping, assessment, recommendations, reporting and monitoring and evaluation. Table 1 outlines the timeline for this HIA.

Table 1: HIA Steps and Timeline

HIA Step	Description	Timeline
Screening	Determine whether an HIA is needed and likely to be useful.	August 2013
Scoping	In consultation with stakeholders, develop a plan for the HIA, including the identification of potential health risks and benefits.	October 2013-March 2014
Assessment	Describe the baseline health of affected communities and assess the potential impacts of the decision.	March-June 2014
Recommendations	Develop practical solutions that can be implemented within the political, economic or technical limitations of the project or policy being assessed.	July- September 2014
Reporting	Disseminate the findings to decision makers, affected communities and other stakeholders.	September 2014-March 2015
Monitoring and Evaluation	Monitor the changes in health or health risk factors and evaluate the efficacy of the measures that are implemented and the HIA process as a whole.	Forthcoming, following the opening of the store.

Engaging Stakeholders

To conduct the HIA, the project team established three core committees – steering, advisory, and data resource. See Appendix A for a full description of stakeholders and roles.

- The steering committee served as the decision-making body, providing oversight to all phases of the HIA and reviewing and approving all project documents, materials and publications. This committee met monthly over the course of the project.
- The advisory committee consisted of organizations and community representatives based in or with significant knowledge of Central City. This committee met five times, approximately every other month, from January 2014 through September 2014.
- The data resource committee served as technical advisors and/or subject matter experts from Tulane University’s Prevention Research Center and the Louisiana Public Health Institute. Both of these organizations have experience collecting and analyzing local data pertaining to food access. This committee met four times during the scoping and assessment phases.

In addition to this, a project team consisting of Health Department and the Network for Economic Opportunity staff coordinated HIA implementation.

Developing the Assessment Plan

Developing the assessment plan of an HIA is referred to as “scoping.” During this phase, project committees met to identify the HIA project goals, geographic area and target population, programming options and potential health impacts, research questions and data collection plan.

The following goals for the HIA were developed:

- To inform the type of programming planned for the fresh food market and surrounding green space on the Myrtle Banks site.
- To ensure stakeholder and community engagement in decision-making around the programming at the Myrtle Banks site.
- To educate the governance committee of the City of New Orleans’ Livable Claiborne Communities Initiative (the former name of the Network for Economic Opportunity) on the HIA process and encourage adoption of HIA as a best practice.
- To demonstrate HIA as a method of incorporating health in decision-making in the Claiborne Corridor and beyond.

Options for potential programming at the store

The following programming options were identified by the store owner and advisory committee as potential ways to increase the appeal of the market to Central City residents and consequently to maximize the health benefits of a new fresh foods market to the community:

- **Providing financial incentives such as coupons and/or a neighborhood discount card, in addition to accepting WIC and SNAP**
- **Utilizing outreach and marketing to inform Central City residents about the store**
- **Offering cooking classes and demonstrations**
- **Utilizing outdoor space for things such as outdoor seating, grilling and gardening**
- **Connecting neighborhood residents with job openings at the market**

The HIA was designed to be able to provide recommendations to the store owners on which of the above options would be effective at encouraging and enabling neighborhood residents to shop at the market, and how their implementation could impact health.

Identifying the geographic area

Because the Myrtle Banks redevelopment is located in Central City, Central City was chosen as the geographic focus of the project. There were readily available demographic and health data on Central City as a unit. To gain a better understanding of the resources in Central City, points of interest were plotted on a map, including full service grocery stores, corner stores, physical activity centers, social service offices, and housing complexes. Undergoing this mapping process helped the project team gain an understanding of the current status of food access in the area, including the lack of fresh food retailers and prevalence of corner stores. This mapping process was also used to assist with identifying areas of interest (e.g., housing complexes and social service sites) to perform assessment phase work.

Identifying vulnerable populations

After reviewing Central City demographic data from local and national sources, the steering and data resource committees identified four vulnerable populations to be incorporated into the assessment plan: a) low-income (low-income was characterized by individuals who receive public assistance or who live in subsidized housing complexes), b) seniors (those who reside in senior housing complexes), c) youth (those aged 5-17 yrs. old at an afterschool program) and d) women with children (e.g., women who were receiving WIC services at a clinic) who reside in Central City.

Identifying the research questions

Based on feedback from the project committees, five research questions were identified:

1. What are the food environment, behavioral and health conditions related to healthy eating and its associated chronic disease ailments in Central City?
2. What are barriers to accessing and consuming healthy food options in Central City (e.g. transportation, financial, knowledge)?
3. How would offering financial incentive at a fresh foods market in a low income neighborhood affect the financial viability of the store?
4. How can Central City residents be connected to job opportunities at the market?
5. What are the best ways to get Central City residents to visit the store and what would the impact on health outcomes be if programming was implemented?

Of note, the advisory committee emphasized the importance of capturing information on how best to connect neighborhood residents with job opportunities at the market, and the steering committee expressed interest on behalf of the market in collecting information about the financial viability of other Fresh Food Retailer Initiative recipients who offer discounted products.

Identifying potential health outcomes of programming

The proposed programming options have the potential to influence a variety of health outcomes. The health outcome pathway diagram (*Figure 1*) shows the relationship between potential store programming options and the health impacts they may influence.

Assessment methods

After research questions were reviewed and approved, a data collection plan was developed. This HIA took a multipronged approach utilizing existing data and collecting new data. The following methods were used:

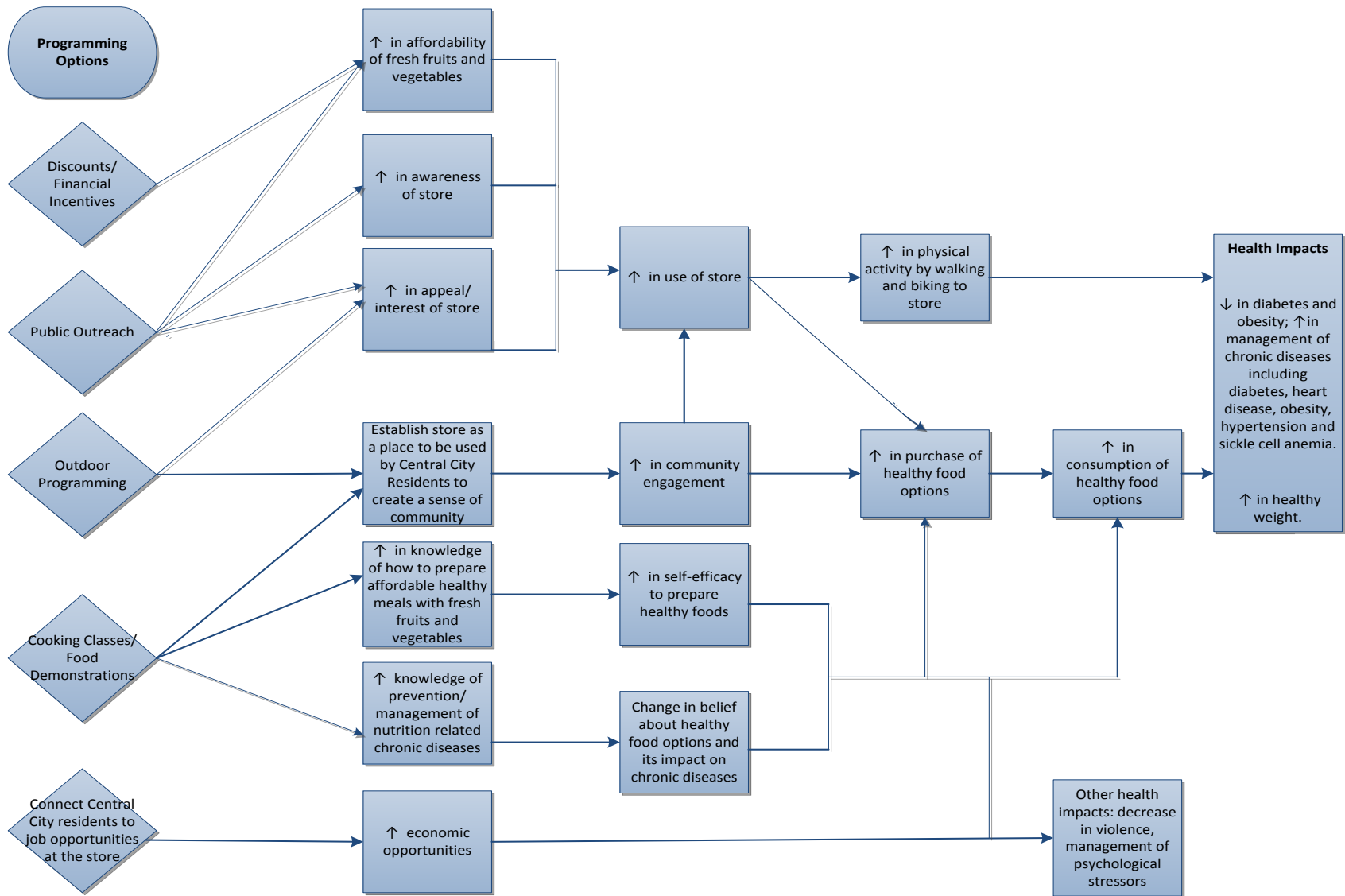
1. Conducting a systematic literature review:

- The literature review focused on identifying barriers and facilitators to healthy eating and evidence-based interventions to change health behavior, including community gardening and financial incentives.
- Criteria for reviewing literature included: literature from 1997 to current, systematic reviews and US studies were favored, publications with study populations having similar demographic characteristics of Central City and the identified vulnerable populations were also favored. The review was conducted using Pubmed and Medline databases.
- Search terms included: community engagement, economic development, community development, WIC, SNAP, financial incentives, outreach, community gardens, cooking classes, cooking education, community empowerment and coupons.

2. Identifying and summarizing existing data:

- National, local and parish level data were reviewed such as: demographics, health outcomes and social and environmental determinants of health.
- The Louisiana Public Health Institutes' 2012 Healthy Central City Community Action Plan focused on the prevention and improvement of managing type II diabetes in Central City.
- The Tulane Research Centers' 2013 phone survey of 3,000 New Orleans residents included 92 respondents who reside within Central City. This study collected data on shopping and food consumption.
- The Louisiana Public Health Institute produced a study in 2013 called Healthy Stores: The 4P's of Food, Alcohol, and Tobacco in New Orleans, Louisiana. This study sought to understand the retail environment and the influence of purchasing such products and its impact on the health of a community. This assessment included information of 26 retailers in Central City.

Figure 1: Health outcome pathway diagram



After reviewing the existing data and comparing it to the research questions, the following gaps in data among Central City residents were identified:

- The current food environment and shopping and cooking habits of Central City residents
- The types of fresh fruits and vegetables of interest among youth
- Central City residents' interest in visiting a fresh food retailer
- The types of programming that would be of interest to Central City residents
- The ways to connect Central City residents to jobs at the market
- The health impact of proposed programming if implemented
- Fresh food market retailers experience in operating a market in neighborhoods with similar characteristics as Central City

Based on these gaps in existing data, the following assessment tools were developed:

a. Street intercept surveys:

- A two-page 17-item self-administered intercept survey was developed to capture new quantitative and qualitative information.
- The survey assessed Central City residents' interest in visiting the store; current shopping locations; favorite fruits and vegetables; level of interest in the types of programming offered and the times they should be offered; the best ways to inform residents about the store and ways in which they seek job opportunities (*See Appendix B for street intercept survey*).

b. Small group session guides:

- Small group session guides were developed to guide semi-structured conversations with the identified vulnerable populations, including one guide for use with adults (women with children and seniors) and the other for use with youth (*See Appendices C and D for adult and youth small group session guides*).
- Both guides were developed based on research questions and focused on getting perspectives on the most engaging way to capture information, especially from youth.
- Both guides were piloted. Youth from a local food justice group provided input and approved the development of their guide.

c. Key informant interview guide:

- The key informant interview guide was developed to assess successes and challenges of other fresh food retailers in similar communities in the city of New Orleans (*Appendix E*).

All committees contributed to developing the data collection plan. This plan included identifying venues, community groups/organizations and key informants.



Results

This section describes and synthesizes data from the literature review, existing data as well as new data collected through street intercept surveys, small-group sessions and key informant interviews for each of the research questions.

Between April 7, 2014 and May 17, 2014 the following data were collected:

- 166 street intercept surveys in ten different locations throughout Central City among those 18 years and older
- Five small group sessions among the identified vulnerable populations: low-income, seniors, youth and women with children
- Four key informant interviews with former or current fresh food market retailers

Table 2 presents the characteristics of respondents to the street intercept survey, small group sessions, and key informant interviews.

Table 2: Sample characteristics of each assessment population. New Orleans, LA 2014.

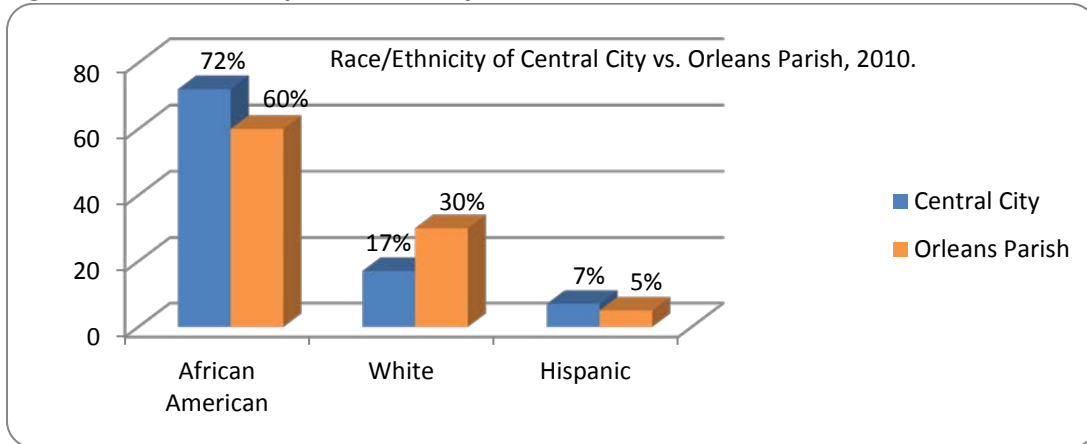
Street Intercept Survey Respondents	
Lives in Central City	Number (%)
Yes	134 (81%)
No	27 (16%)
No answer	5 (3%)
Sex	
Male	41 (25%)
Female	123 (74%)
No answer	2 (1%)
Ethnicity	
African American	143 (93%)
White	6 (4%)
Latino	2 (2%)
Asian	2 (2%)
Age	
18-35 yrs.	47 (30%)
36-55 yrs.	51 (31%)
56-66 yrs.	62 (39%)
Small Group Session Respondents	
Vulnerable populations	
Youth ages 5-14 yrs. old	14
Women with children	5
Low income senior citizens	24
Key Informant Interviews	
Fresh Food Retailers	
Current retailers	3
Former retailer	1

The following pages describe the findings for each research question.

1. What are the food environment, behavioral and health conditions related to healthy eating and associated chronic diseases in Central City?

According to the 2010 U.S. Census, Central City is home to 11,257 residents primarily comprised of Black/African Americans.⁸ When comparing race/ethnicity demographics to Orleans Parish, Central City has 12% more African Americans and almost 2% more Hispanics than Orleans Parish⁹ (figure 2).

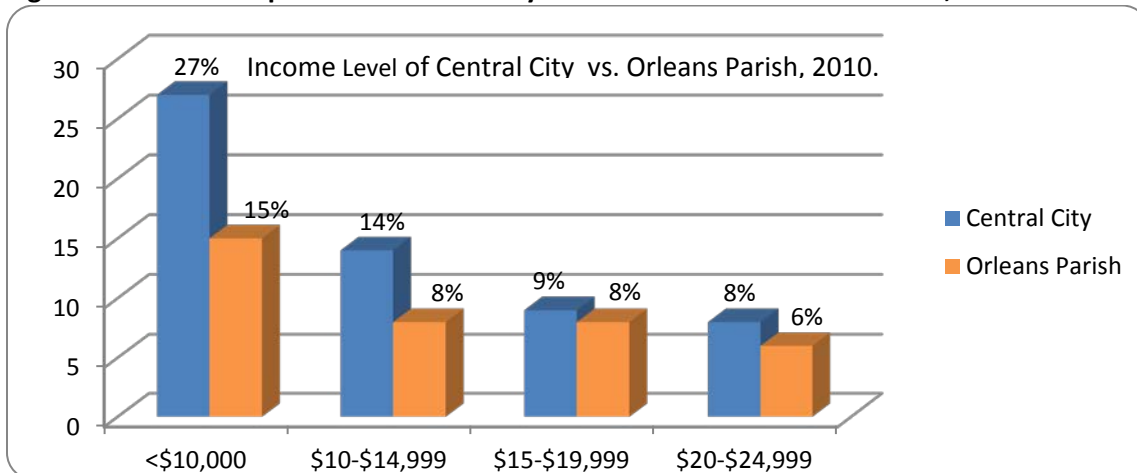
Figure 2: Race/Ethnicity of Central City and Orleans Parish. New Orleans, LA 2014.



A majority of household income came from wages or salaries (61%) and thereafter recipients of social security benefits (28%)¹⁰. More than half (58%) of Central City residents earned \$24,999 or less while only 37% of Orleans Parish residents fall into the same category¹¹ (See figure 3). Those most impacted by economic disparities in Central City are youth, seniors and women with children.

Some 42% of Central City residents lived in poverty from 2008-2012, significantly exceeding the local (27%) and national (14%) average.¹² Youth, under the age of 18 yrs. old represented 47% of those living in poverty in Central City¹³.

Figure 3: Income comparison of Central City and Orleans Parish. New Orleans, LA 2014.



Health and Health Behaviors of Central City Residents

Louisiana has the sixth highest adult obesity rate in the nation at 33.1%.¹⁴ Obesity and related chronic diseases such as diabetes and cardiovascular disease are more prevalent among African Americans in the state and exceeded the national average from 2011-2012.¹⁵

To assess diabetes prevalence and management among Central City residents, a community health assessment was conducted by the Louisiana Public Health Institute (LPHI) from 2011-2012. As part of this, approximately 150 residents were surveyed through self-report. Findings revealed:¹⁶

- At least 28% of Central City residents reported being told by a doctor, nurse, or other health professional they are pre-diabetic or borderline diabetic.
- Approximately 20% reported being told by a doctor, nurse or other health care professional they were diabetic.
- Thirty-nine percent reported being told by a doctor, nurse, or other health professional they had high cholesterol.
- Based on BMI standards, 82% of respondents were classified as either overweight or obese.

LPHI's study also assessed fresh fruit and vegetable intake and found only 40% of Central City residents ate at least 1 to 2 servings of fruit in a day and 50% ate at least 1 to 2 servings of vegetables in a day. Based on national statistics, the state of Louisiana's youth and adults eat fruits and vegetables less than one time per day, exceeding the national average.¹⁷

Food Environment and Shopping Patterns

A telephone study conducted by the Tulane Prevention Research Center in 2013 asked approximately 3,000 New Orleanians about their shopping and eating habits, including fruit and vegetable consumption. Of the respondents, 92 lived in Central City. Respondents from the study were primarily African American, female, and had an average age of 63 years old. Among this group, 77% had purchased fresh fruits and vegetables in the past week.¹⁸

Through an observational analysis of food outlets in Orleans Parish and more specifically in Central City, Carton et al¹⁹ counted 26 food retailers in the neighborhood in 2013. Among these retailers, 58% sold fresh fruits and vegetables such as potatoes (46%), tomatoes (42%) and lettuce (42%). All retailers sold candy and juice (100%). More than half (69%) sold prepared foods such as deli (54%), fried chicken (46%) and fried sandwiches (46%).²⁰ Additionally, a good percentage of retailers sold milk (81%). These data indicate that candy and juice are much more easily accessible in the neighborhood than fruits and vegetables.

According to existing data and new data collected for this HIA, the most frequently cited stores where Central City residents shop for groceries or healthy food options were Walmart and Winn-Dixie, both located on Tchopitoulas Street beyond the borders of Central City.

Responses varied for the third choice between Whole Foods (on Magazine street outside of Central City), Save-a-Lot (in Central City on Claiborne Avenue), and Rouses (multiple locations outside of Central City) (Table 3). Notably, most residents reported doing their grocery shopping outside of the neighborhood.

Table 3: Locations where Central City residents shop for groceries, New Orleans, LA 2014.

The Healthy Central City Community Action Plan. Louisiana Public Health Institute, 2012 (n=153)		Shopping and Consumption Habits of New Orleans. Tulane PRC Telephone Survey, 2013 (n=89)		Street Intercept Surveys. New Orleans Health Department, 2014 (n=166)	
Walmart	66.0%	Walmart	29.9%	Walmart	31%
Other grocery store	18.3%	Winn Dixie	16.4%	Winn Dixie	17%
Food Truck	4.6%	Save-A-Lot	11.9%	Rouses	16%

Small group session participants participating in this HIA provided more insight as to reasons they shopped at such places like Walmart, Winn Dixie, Rouses and Whole Foods. Participants indicated the following:

- Reasonable prices
- Cleanliness of store
- Acceptance of Supplemental Nutrition Assistance Program (SNAP)
- Convenient location
- Access to organic food

Conversely, small group session participants stated reasons for not shopping at other stores:

- Overpriced food
- Smell of the store/bad odor
- Lack of hospitality (poor customer service)
- Lack of fresh food

Overall, common themes of affordable prices, cleanliness, and hospitality were top factors influencing where Central City residents shop for groceries.

Central City residents' interest in a new store

Most Central City residents were excited that a new fresh foods market was coming to the neighborhood. Approximately 83% of street intercept survey respondents reported being either “interested” or “very interested” in visiting the store. Small group session participants’ reasons for their interest in visiting the store included:

- It provides them with another supermarket to perform price comparisons
- It provides an opportunity for better health (fresher foods)
- It’s in close proximity/ walking distance to where they live

Small groups were asked about the types of fresh fruits and vegetables they would be most interested in purchasing (*Table 4*).

Table 4: All respondent groups’ preference for fresh fruit and vegetables. New Orleans, LA 2014.

Preferred fruits and vegetables Central City residents would like to see in the fresh food market, 2014.			
Street Intercept Survey, (n=166)	Small group session for youth (n=14)	Small group session for women with children (n=6)	Small group session for seniors (n=24)
Fruits			
Oranges	Grapes	Strawberries	Strawberries
Apples	Strawberries	Oranges	Apples
Bananas	Kiwi	Bananas	Grapes
Vegetables			
Tomatoes	Corn	Carrots	Mustard greens
Broccoli	Okra	Broccoli	Broccoli
Corn	Green beans		Cabbage

When analyzing data from all respondent groups, two or more mentioned a preference for the following fruits:

- Oranges
- Grapes
- Strawberries
- Bananas

The preferred vegetables were corn and broccoli. Other selections included kiwi and apples for fruit and mustard greens, okra and green beans for vegetables.

2. What are barriers to accessing and consuming fresh fruits and vegetables in Central City (e.g. access, financial, knowledge)?

The street intercept survey assessed barriers to accessing and consuming fresh fruits and vegetables in Central City (Table 5). Seventy-five percent of respondents reported being able to find fresh fruits and vegetables near their home. Of this, the older age group (56 and older) reported finding them the least and the younger age group (18-35) the most.

Table 5: Street intercept survey respondents' barriers for accessing fresh fruits and vegetables, New Orleans, 2014.

Number and percentage of street survey respondents that answered "agree" or "somewhat agree" on barriers or facilitators for eating fresh fruits and vegetables.				
Barriers	Full Sample (n=166)	By age category		
		Young 18-35 yrs. old (n=47)	Middle 36-55 yrs. old (n=51)	Older 56 yrs. and older (n=62)
I have enough time to cook fresh fruits and vegetables	147 (89%)	41 (87%)	47 (94%)	52 (84%)
I know how to cook fresh fruits and vegetables	149 (90%)	43 (91%)	47 (92%)	53 (86%)
I know how to pick or select fresh fruits and vegetables	147 (90%)	38 (84%)	48 (94%)	57 (92%)
I can afford fresh fruits and vegetables	143 (87%)	41 (87%)	45 (88%)	51 (84%)
I can find fresh fruits and vegetables near my house	125 (75%)	37 (79%)	39 (76%)	44 (71%)

NOTE: Full sample percentages include respondents that did not report an age

Cost was an issue for many Central City residents, as 13% of respondents reported not being able to afford fresh fruits and vegetables. The youngest (18-35) and oldest (56+) age groups reported the most difficulty affording fresh fruits and vegetables.

Small group session participants (seniors, mothers with young children, and youth) were asked to identify barriers to consuming fresh fruits and vegetables. While many did not report any barriers, the following were the top barriers mentioned by participants:

- Not being able to afford them
- The taste of vegetables
- Preference for frozen fruits and vegetables

Many participants, particularly seniors, reported that price is a major factor in purchasing fresh fruits and vegetables. One participant stated, “If prices are too high, I won’t visit the store.”

Another participant reported a preference to purchasing frozen fruits and vegetables due to their longer shelf life, yet stated that it wouldn’t hinder them from shopping for fresh fruits and vegetables if the price was affordable.

Small group participants expressed an interest in education on how to clean fresh fruits and vegetables. During the small group sessions there were many opinions shared on how to properly clean fresh fruits and vegetables (e.g., cleaning with bleach or vinegar to remove pesticides).

3. How can Central City residents be connected to job opportunities at the market?

The unemployment rate (20%) in the Central City neighborhood is one of the highest when compared to local (11%), state (8%) and national (9%) rates.²¹

With respect to gender and the unemployment rate, a recent study conducted among working age African American men across New Orleans revealed being a black male and lack of available jobs as obstacles for employment.²²

“Providing job opportunities will get them off the street”...small group session respondent, referring to potential job applicants

To contribute to the economic revitalization of Central City, Jack and Jake’s seeks to employ neighborhood residents and was interested to learn the most effective methods to inform residents about job opportunities.

Based on findings from street intercept survey respondents, the best ways to inform Central City residents about job opportunities were:

- The internet
- The newspaper
- Flyers
- Signs
- Word of mouth

These findings indicate that a variety of approaches are needed to promote job opportunities at the store.

4. How could offering financial incentives at a fresh foods market in a low income neighborhood affect the financial viability of the store?

The four retailers interviewed were either current or past recipients of Fresh Food Retailer Initiative (FFRI) funds. This city-led initiative awards low-interest loans to retailers to increase fresh food access in underserved communities and provide employment opportunities.²³ All retailers were located in areas that share similar characteristics of Central City. All current retailers offered financial incentives such as acceptance of SNAP and discounts on food and produce items. At the time of interviews no current retailer accepted WIC due to a federally imposed suspension on new stores being authorized as WIC vendors. One current retailer elected not to accept WIC due the program's USDA-approved products conflicting with the store's nutrition standards.

When asked about strategies used to increase affordability of produce, responses included:

- Hosting weekly value tours to educate customers on how to identify discounts and shop for healthy food on a budget
- Stocking a more affordable brand of food that is comparable to competitors
- Placing sales on produce based on consumer demand
- Strategic placement of fresh produce in the store to be more visible for purchase

While all current retailers reported sales as being on target, specific information regarding the impact of offering discounts and low prices on the retailers' bottom line was considered proprietary and therefore not available.

While current food retailers reported success with the aforementioned strategies, a former retailer who was in operation for less than a year attributed financial hardships to:

- Not supplying alcohol, beer and wine
- Not selling lottery tickets
- Not having prepared hot foods (e.g., po-boy sandwiches, fried catfish plates) available
- Customers purchasing small quantities of fresh fruits and vegetables
- The delay in the ability to accept SNAP benefits at the store due to a lengthy application process

While this former retailer reported these challenges, successes in attracting local residents to patronize the store included selling seafood (crawfish), accepting WIC and SNAP, and selling products of high interest to residents, such as bananas, watermelon, cantaloupes, lettuce and tomatoes. The former retailer stated, "people are looking for ready to eat food...they don't want to prepare veggies to eat."

Overall, all current and former retailers implemented strategies to offer financial incentives to attract residents to their store with some including education on how to bargain shop on a budget. However, the long term effect of offering such incentives is yet to be determined.

5. What are the best ways to get Central City residents to visit the store, and what would the impact on health outcomes be if programming were implemented?

The HIA assessed how likely the proposed programming options – **financial incentives, cooking classes, connecting neighborhood residents to job opportunities at the market, outdoor programming and public marketing/outreach** – would be to increase neighborhood residents’ interest in shopping at the market.

Table 6 shows that residents were most interested in the store’s hiring people from the neighborhood and offering coupons or discount cards. There was also significant interest in utilizing outdoor space for seating, grilling, and gardening, as well as cooking classes.

Table 6: Street intercept survey respondents’ interest in programming options, New Orleans, 2014.

Number and percent of respondents who said the programming option would increase their interest in visiting the store “a lot”.				
Programming Options	Full Sample (n=165)	By age category		
		Young 18-35 yrs. old (n=47)	Middle 36-55 yrs. old (n=51)	Older 56 and older (n=61)
Hiring people from my neighborhood to work at the store	137 (83%)	37 (79%)	42 (82%)	53 (87%)
Offering coupons or discount cards	136 (82%)	39 (83%)	40 (78%)	52 (85%)
A space where the market grills food outdoors	90 (57%)	27 (58%)	26 (51%)	33 (53%)
Outdoor space to sit and eat food at the market	100 (62%)	28 (60%)	33 (65%)	35 (59%)
Outdoor space where fresh fruit and vegetables are grown	84 (51%)	23 (49%)	26 (51%)	31 (50%)
Cooking classes	81 (50%)	26 (55%)	21 (41%)	30 (48%)

NOTE: Full sample percentages include respondents that did not report an age.

Central City residents’ feedback on job opportunities at the store

Eighty-three percent (83%) of street intercept survey respondents reported the store’s hiring of neighborhood residents would increase their interest in visiting the store “a lot,” with some variation by age category.

Small group session participants agreed with these findings. One participant said, “Hiring people from within the neighborhood would provide them with opportunities.” Another participant added with regard to potential applicants, “It would get them off the street.” One participant felt that hiring people from the neighborhood would be a good marketing technique, as the employee would “brag” about the store to others.

Interviews with current and former FFRI funded retailers indicated they were deliberate at recruiting and hiring not only people from New Orleans but also from the neighborhood in which they were located. One unique employment position a retailer offered was that of a Health Educator. Within this role the Health Educator is stationed in the produce aisle to educate and answer questions patrons may have about fresh fruits and vegetables and their health benefits.

Literature review findings on employment and impact on health

Scientific studies have shown that employment is beneficial to health.²⁴ Particularly, it is found to positively impact general mental health and decrease depression. While employment is beneficial to general mental health, poor quality jobs characterized by high demands and complexity, lack of job control (i.e. freedom to decide how to do the work or being able to provide input), lack of job security and being underpaid are found to negatively impact psychosocial health. Low quality jobs have been found to have the same negative health impacts as being unemployed.²⁵

Other potential benefits of connecting Central City residents to jobs at the market include decreases in poverty and crime and improved educational attainment.²⁶

Central City residents' feedback on financial incentives

The pricing of fresh fruits and vegetables at the market was a priority for neighborhood residents. In fact, 82% of street intercept survey respondents said that offering coupons or discount cards would increase their interest in visiting the store “a lot.” The youngest and oldest age groups were most interested in coupons and discount cards.

Small group participants – both seniors and women with children – repeatedly expressed affordability as a top concern. Seniors who lived two blocks away from the Myrtle Banks site were particularly concerned as most reported living on a fixed income. As one small group senior participant stated, “Coupons help us a lot...they go a long way.”

Price was not the only factor of interest. For example, one woman with a young child said of fresh fruits and vegetables, “(price)...it doesn’t matter because I want them for taste and health.”

Small group participants proposed various types of discounts and amounts needed to make fresh fruits and vegetables affordable. Seniors and women with children suggested offering discounts on popular items, having special discounts for seniors (i.e. 15% off Tuesday specials), offering buy-one-get-one-free promotions, and providing visible price comparison information to other stores. Youth suggested a 50% discount for youth.

Literature review findings on financial incentives impact on health

According to the literature, cost is a barrier to consuming fruits and vegetables, particularly among low income families,²⁷ and discounts can be effective in increasing consumption. One study showed that offering a 25% discount for one week on fresh fruits and vegetables resulted in a 12% increase

in their purchase.²⁸ In another study, eight weeks of offering a 50% discount led to increases not only in purchases of fresh fruits and vegetables but consumption as well.²⁹ As little as a 10% discount has been shown to increase consumption of fresh fruits and vegetables by seven percent.³⁰

The use of coupons has also been studied. In one study, African American female shoppers (n=29) with an annual income of \$25,000 or less were provided coupons for four weeks to purchase fruits and vegetables. During the intervention, significant increases were seen in purchases of fruits but not vegetables. Of the 29 households in this study, 66% used the coupons. Challenges with the use of coupons were attributed to loss or forgetfulness.³¹

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)ⁱ and the Supplemental Nutritional Assistance Program (SNAP)ⁱⁱ are both federally funded programs that provide supplemental nutrition food assistance to qualifying low-income populations and that help individuals to purchase fresh fruit and vegetables. In a study by Anderson et al, providing coupons to WIC participants and other low income individuals for a farmer's market had a positive effect on fruit and vegetable consumption behavior. Education on the use, storage, and nutritional value of fruits and vegetables also had a positive impact on behavior. However, the strongest influence on fruit and vegetable consumption behavior was found when both coupons and education were provided.³²

While offering financial incentives such as SNAP, WIC, and other discounts might increase healthy food choices, studies also report that this increase in fresh fruit and vegetable consumption may not reduce the amount of unhealthy food purchases.³³

Central City residents' feedback on outdoor programming

An amenity to the new fresh food market in Central City will be the surrounding 11,000 square feet of green space. Ways that this space could be used to increase visits and their potential impact on health were assessed by Central City residents and through the literature.

Street intercept survey respondents were asked about their preferred outdoor programming options. Among the options suggested, 62% of respondents indicated that providing outdoor seating would increase their interest in visiting the store. About half were interested in the store grilling food outdoors, and half were interested in the store providing a space where fresh fruits and vegetables are grown. While these findings represent the overall group of respondents, differences were seen by age categories for each proposed outdoor programming option. For example:

- Offering outdoor seating was of higher interest to the middle age category (36-55 years old).
- Grilling outdoors was of interest most to the youngest age group (18-35 years old).

ⁱ WIC is a federally funded supplemental nutrition program that offers assistance to low-income women, infants and children up to five years old who are at nutritional risk. Source: <http://www.fns.usda.gov/sites/default/files/wic/WIC-Fact-Sheet.pdf>.

ⁱⁱ SNAP is federally funded supplemental nutrition program that offers subsidies for the purchase of food among eligible recipients. Source: <http://www.fns.usda.gov/snap/supplemental-nutrition-assistance-program-snap>.

Adult small group session participants were receptive of the idea of the store offering an appealing outdoor space. One respondent reported that outdoor seating would encourage them to get out and connect with neighbors. Another stated it would provide a space to sit, relax, and eat. However, many identified other stores who offered outdoor seating that they rarely utilized. Some respondents reported a preference to getting their prepared foods to go and a desire to avoid bugs.

For outdoor grilling, the types of food of interest to grill included: fish, ribs, chicken, hamburgers, and hot dogs.

The prospect of having a space where fresh fruits and vegetables are grown was met with uncertainty by many small group respondents, as most respondents weren't clear if the fresh fruits and vegetables grown from the garden would be of no charge. Otherwise, respondents felt that having a garden on-site at the market would be aesthetically appealing. Having a garden on site would also give the perception of fresh fruits and vegetables being affordable as one participant stated, "you can get pretty good deals from a fresh garden."

"You can get pretty good deals from a fresh garden"... senior small group session respondent

Among youth, providing a space to eat and hang out with family and friends was one of the best ways to increase their interest in visiting the market. Also, youth associated outdoor programming with recreation and a place for social gathering. In particular, youth stated that having a playground and offering "pick-your-own-vegetables" experiences would increase their interest in the store. Some street intercept survey respondents also expressed an interest in having a place for children to play.

Literature review findings on outdoor programming and impact on health

Community gardens were the focus of this literature review due to established linkages with health. Additionally, while Jack and Jake's will not be a farmer's market, information on farmers markets was included in this review due to Jack and Jake's emphasis on offering local produce.

Adults and vulnerable populations

McCormack et al³⁴ conducted a systematic review on the nutritional outcomes of farmers' markets and community gardens. From the 16 US based articles reviewed; it revealed:

- Participation in community gardens and farmers markets increased fruit and vegetable consumption.
- Farmers markets targeting seniors and WIC Farmers Market Nutrition Program (FMNP) recipients who received coupons or subsidies on purchases spent their own money and coupons.
- Farmers markets affected the perception of quality and affordability compared to grocery stores among seniors and WIC FMNP recipients.

The number of studies that examined the relationship between community gardens and nutritional outcomes from this review was limited. However, results of a separate study examined the use of community gardens in urban settings. The study found that among the 766 respondents, 15% reported they or a family member participated in a community gardening project in the last 12 months. Those households consumed fruits and vegetables 1.4 times more a day than households reporting no participation in a community garden project.³⁵

Youth and outdoor community gardens

Multiple studies have examined the impact of school and community gardens on nutritional outcomes among youth. A review of garden-based youth programs implemented during school, after school and in the community was met with conflicting results as to whether they had an impact on increasing fresh fruit and vegetable consumption. Increases in preference and consumption of fruit and vegetables were found in garden-based nutrition education while other interventions saw no increase or increases only among male youth.³⁶ Although evidence from this study resulted in mixed reviews, it indicated a probability of increased consumption for fruits and vegetables when nutrition education is introduced.

One study with primarily Hispanic, low income middle school students introduced the students to two or more interventions such as farmers visiting their school, food taste testing and farm-to-school (cafeteria using farmers' produce in meals for lunch) interventions and found that the combined interventions decreased their preference for unhealthy foods and increased their self-efficacy, knowledge, and fruit and vegetable intake³⁷. Based on these findings, having a community garden for youth should strive to incorporate other interventions such as nutrition education, in-class components in schools such as farmers visiting the school, providing education on-site and gardening on-site, and exposure to gardens to maximize fruit and vegetable intake.

Another finding of interest was that farmers markets or community gardens helped to create a sense of community and producing positive perceptions about a neighborhood, which fostered community cohesion and empowerment.^{38 39}

Overall, implementing additional programming to include interventions such as nutrition education among youth and adults in Central City combined with involvement in the proposed community garden may increase the likelihood of increasing fruit and vegetable intake.

Central City residents' feedback on cooking classes

Another proposed programming option was providing cooking classes in a food preparation demonstration area. According to the street intercept survey, 34% of residents were "interested," 36% were "kind of interested" and 29% were "not interested" in attending a cooking class.

Table 7 presents the interest in different types of cooking classes by age group.

Table 7: Street intercept survey respondents’ interest in specific cooking classes, New Orleans, 2014.

Number and percent of respondents who indicated that they were interested in specific cooking classes.				
Type of meals	Full Sample (n=166)	By age category		
		Young 18-35 yrs. old (n=47)	Middle 36-55 yrs. old (n=51)	Older 56 and older (n=62)
Meals with less salt/sodium	124 (75%)	37 (79%)	37 (73%)	47 (76%)
Meals with no meat/ vegetarian	54 (33%)	16 (34%)	22 (43%)	16 (26%)
Meals with different vegetables you typically wouldn’t cook	92 (55%)	25 (53%)	29 (57%)	36 (58%)
Quick meals	103 (62%)	28 (60%)	30 (57%)	41 (66%)
Meals for kids	73 (44%)	27 (57%)	23 (45%)	20 (32%)

NOTE: Full sample percentages include respondents that did not report an age

When similarities and differences were analyzed by age groups, the following distinctions were revealed:

- Preparing meals with less salt was of most interest among all age groups
- Preparing meals with no meat/vegetarian was least favorable among all age groups
- Learning how to prepare kid-friendly meals was of most interest among the youngest age group compared to the middle and oldest age groups
- The oldest age group was most interested in learning how to prepare quick meals compared to the middle and youngest age groups

Cooking classes were of interest to senior small group session participants (due to time constraints, women with children were not asked this question). One senior small group session participants stated, “It would help to teach how to prepare fresh foods rather than canned foods.” Participants indicated an interest in learning how to cook healthier foods. Some of the foods mentioned included: chicken soup, vegetable soup, steaks, Brussels sprouts, greens, pork chops, and red beans and rice.

Youth were also very interested in attending cooking classes and healthy food cooking demonstrations. Some of the foods of interest among youth included: fried chicken, macaroni and cheese, pizza with unusual toppings such as almond butter, easy to warm up foods (e.g. microwavable), gumbo, and strawberry smoothies.

The sessions with seniors explored willingness to pay for a cooking class. Some participants suggested the classes should be free of charge, while others were willing to pay \$5.00.

Advisory committee members suggested promoting the cooking classes from the perspective of health promotion rather than disease prevention (e.g., “healthy eating” was preferred to “diabetes prevention”). They also suggested utilizing community residents as teachers. For example, one advisory committee member offered to teach a class targeted to men.

Literature review findings on cooking classes and impact on health

A review of relevant literature indicated that lack of cooking skills could be associated with insufficient consumption of healthy foods, such as fruits and vegetables,⁴⁰ specifically among low-income populations.⁴¹ Several studies indicated that cooking classes paired with nutrition education can increase the consumption of healthy foods across diverse demographics.^{42,43,44,45} However, some cooking education interventions have not demonstrated a significant impact on dietary behavior,^{48,46} and a consensus as to what constitutes best practices for culinary-based initiatives has yet to be established.

A systematic review of the literature on cooking class initiatives for children found several cooking class interventions that led to increased fruit and vegetable consumption. However, the review ultimately concluded that due to the lack of quantity and strength of studies on the subject, more research would need to be conducted to support cooking classes as an effective intervention for increasing healthy food consumption among children.⁴⁷

Based on the literature review, most successful interventions of this nature employed nutrition education in conjunction with cooking classes and also involved eating or taste-testing the goods prepared.^{51,48} The potential positive impacts of cooking class programming included exposure to fruits and vegetables not previously tried, increased confidence in cooking skills, and increased consumption of healthy foods.

Central City residents’ feedback on public outreach/marketing

Finally, we assessed how to best inform Central City residents about the store. Based on the street intercept survey, the top three venues to receive information about the store were: community events, churches, and social media (*Table 8*). The top three methods for distribution were: flyers/circulars, word of mouth, and the newspaper.

Flyers were the preferred method to reach all age groups. Additional findings included:

- Other top ways to reach the youngest age group (18-35) included social media, word of mouth and the internet.
- The middle age group (36-55) preferred receiving information about the store via word of mouth, churches, and events in the neighborhood.
- The oldest age group (56 and older) also preferred word of mouth, churches, and events in the neighborhood.

Table 8: Street intercept survey respondents’ preferences on the most effective methods and venues to receive information about the store, New Orleans, 2014.

Number and percent of respondents’ preference on venues and ways to inform them about the store.				
Method	Full Sample (n=166)	By age category		
		Young 18-35 yrs. Old (n=47)	Middle 36-55 yrs. old (n=51)	Older 56 and older (n=62)
Social Media	75 (45%)	32 (68%)	21 (41%)	18 (29%)
E-Mail	56 (34%)	19 (40%)	20 (39%)	15 (24%)
Newspaper	87 (52%)	24 (51%)	32 (63%)	28 (45%)
At the bus stop	55 (33%)	17 (36%)	24 (47%)	11 (18%)
At events in the neighborhood	80 (48%)	20 (43%)	28 (55%)	30 (48%)
Flyers or circulars	135 (82%)	36 (77%)	44 (86%)	53 (85%)
Word of mouth	97 (58%)	27 (57%)	31 (61%)	36 (58%)
Churches	78 (47%)	17 (36%)	28 (55%)	31 (50%)
The internet/store website	68 (41%)	26 (55%)	24 (47%)	14 (23%)
Other	14 (8%)	1 (2%)	4 (8%)	9 (15%)

NOTE: Full sample percentages include respondents that did not report an age.

Findings from the literature on public marketing/outreach and impact on health

Because of the lack of available literature on best practices for external marketing/promotion, we focused on reviewing strategies for in-store marketing. A 2011 review of 125 peer-reviewed journal articles examined how retail grocery store marketing strategies relate to healthy food purchases. The literature review suggested several approaches for in-store marketing to encourage healthy food choices by increasing availability, affordability, prominence, and promotion of healthy foods and/or restricting or de-marketing unhealthy foods. Proposed strategies included: ensuring the availability of healthful products, reducing unhealthy food availability, reducing prices for healthier items, placing healthy foods in visible and accessible locations, developing “healthy checkout aisles,” increasing promotion of nutrient dense foods, decreasing promotion of sugary foods, and highlighting healthy options with displays, labels, and taste testing.⁴⁹

Another systematic review analyzed supermarket and grocery store based interventions that promoted healthy food choices. The most commonly used strategy identified by the review was point-of-purchase promotion and advertising. In this category, five out of seven interventions demonstrated increased sales of featured items. Other successful interventions targeted both the supply and demand side of healthful eating by working closely with community members to identify healthy, culturally relevant foods while also collaborating with store managers to stock and

advertise the community-selected items. These community-based interventions targeted low income and minority populations and were tailored to their respective communities with culturally relevant messages and materials.⁵⁰

As indicated by the literature, strategic placement and promotion of healthy food options, such as fresh fruits and vegetables, may increase purchase and consumption of healthy foods among Central City residents. The success of such efforts could be bolstered by involvement of Central City community residents to identify culturally appealing foods and relevant messaging.

Health impact analysis summary

The health impact analysis was used to summarize data gathered from the literature review, existing data and new data to make a judgment on if and how the potential programming options could impact health (*Table 9*). Three intermediate impacts were analyzed under each potential programming option; use of store, purchase of healthy foods and community engagement. Two project team members from the Health Department met to complete the analysis. The criteria developed to create the table was based on findings from all new data collected from Central City residents and existing data from literature review findings. When each impact was reviewed, the project team reviewed literature findings and considered study design, limitations and characteristics of study participants to determine the likelihood of impacts. New data directly from Central City residents was weighted more heavily. By using this analytic method, it aided in developing a consensus on how to rate each programming option. From this, it was found that one of the most influential options were financial incentives and connecting Central City residents to jobs at the store.

Evidence for offering cooking classes based on literature review findings were strong and showed a positive impact on health. However, based on the primary data from Central City residents the likelihood is low due to the lack of interest in participating in cooking classes. The distribution of each programming option would reach most of Central City residents and primarily the identified vulnerable populations; low-income, African American, seniors, women with children and youth if proposed programming were implemented.

Table 9: Health impact analysis of programming options.

Programming	Direction of Impactⁱⁱⁱ	Magnitude of Impact^{iv}	Likelihood of Impact^v	Distribution of Impact^{vi} African American residents (AA), Low Income residents (LI), Women with Children (WC), Seniors (S), Youth/Children (YC)
<i>Job Opportunities</i>				
Use of store	positive	low	likely	AA, LI, WC, S
Purchase of healthy food	positive	low	possible	AA, LI, WC, S
Community engagement	positive	low	likely	AA, LI, WC, YC
<i>Financial Incentives</i>				
Use of store	positive	high	likely	AA, LI, WC, S
Purchase of healthy food	positive	high	possible	AA, LI, WC, S
Community engagement	positive	high	likely	AA, LI, WC, S, YC
<i>Outdoor programming</i>				
Use of store	positive	high	likely	AA, LI, WC, S, YC
Purchase of healthy food	positive	high	possible	AA, LI, WC, S
Community engagement	positive	high	likely	AA, LI, WC, S, YC
<i>Cooking Classes</i>				
Use of store	positive	low	possible	AA, LI, WC, S, YC
Purchase of healthy food	positive	low	likely	AA, LI, WC, S
Community engagement	positive	low	possible	AA, LI, WC, S, YC
<i>Public outreach/marketing</i>				
Use of store	positive	high	likely	AA, LI, WC, S
Purchase of healthy food	positive	high	likely	AA, LI, WC, S
Community engagement	positive	high	likely	AA, LI, WC, S

ⁱⁱⁱ Direction of Impact: **Positive**= changes that may improve health, **negative**=changes that may detract from health, **uncertain**=unknown how health will be impacted, **no effect**=no effect on health

^{iv} Magnitude of Impact: **Low**=causes impacts to no or very few people (i.e., >25% of Central City residents), **medium**=causes impacts to wider number of people (i.e., 25 - 75% of Central City residents), **high**=Causes impacts to many people (i.e., <75% of Central City residents) *Note: this is relative to population size

^v **Likelihood of Impact:** **Likely**= it is likely that impacts will occur as a result of the proposal (i.e., both Central City residents feedback and literature review strongly supported the potential impact) **Possible**=it is possible that impacts will occur as a result of the proposal (i.e., Central City residents feedback support impact, but literature review was inconclusive) **Unlikely**=it is unlikely that impacts will occur as a result of the proposal (i.e., Central City residents feedback do not support the potential impact and literature was inconclusive)

^{vi} Distribution of Impact: segments of the Central City population who will be impacted the most if programming option was implemented.

Assessment phase limitations

Street intercept surveys: Survey respondents were primarily female and the surveys lacked a robust percentage of input from younger respondents (i.e. very few 18-26 years old). The surveys were self-report, and most respondents completed the survey with no assistance. Therefore, some respondents may have had challenges with reading or interpreting survey variables. Also, the street intercept surveys didn't indicate whether cooking classes would be free. This could have affected respondent's perceived interest in attending cooking classes.

Small group sessions: The facilitator was unable to answer participants' questions as to whether the outdoor programming option of an on-site garden would be free to the community, as this could have influenced interest. Among small group participants, the number of women with children and youth participating was fairly low. In addition, some of the participating women with children couldn't complete all the questions due to receiving services at the WIC clinic. Additionally, youth representation was primarily male youth with only two female participants, and only two sessions with youth were conducted.

Overall, the assessment phase lasted a little over four weeks with limited staff availability. Therefore, convenient sampling occurred to meet the demands of the timeline for the project.

Recommendations

Recommendations were developed based on all sources of data from assessment phase findings. To ensure recommendations were sound, the following criteria were taken into consideration:

- Responsive to data collected and predicted impacts
- Specific and actionable
- Technically feasible
- Economically efficient
- Relative to the authority of decision-makers
- Equitable to ensure they are responsive to Central City residents needs

The following recommendations are listed by level of priority.



Programming option: Connecting Central City residents to job opportunities

Recommendations:

- *Create a strategy to employ Central City residents at the store as a way to increase visits as well as promote economic development and community engagement.*
- *Publicize job postings to Central City residents through a combination of channels including the internet, word of mouth, flyers, signs, and the newspaper.*
- *Ensure that wages are competitive and working conditions are favorable to promote economic opportunity and mental health among employees.*

Programming option: Offering financial incentives

Recommendations:

- *Offer Central City residents at least a 10% discount on produce to increase affordability and encourage fruit and vegetable consumption.*
- *Offer financial incentives such as coupons in conjunction with education on the use, storage and nutritional value of fresh fruits and vegetables to have the maximum impact on consumption behavior.*
- *Offer specials that appeal to targeted groups such as low-income seniors and youth.*
- *Accept WIC and SNAP benefits at the store to increase patronage and affordability of fresh fruits and vegetables.*

Findings from the assessment phase suggest that there are an abundance of Central City residents who receive supplemental income and/or supplemental food assistance (i.e. social security, WIC and SNAP). By offering such financial incentives, this would increase the affordability of fresh fruits and vegetables and would add to the economic viability of the store. To date there is a federally imposed restriction on new grocery stores applying for a WIC vendor's license in the state of Louisiana. Therefore, once this restriction is lifted, it is suggested the store applies.

Programming option: Use of outdoor space offering programming such as an outdoor seating area, on-site gardening and grilling of food at the store.

Recommendations:

- *Provide an outdoor seating area that appeals to both adults and youth. Consider ways to minimize bugs in outdoor areas.*
- *Provide a children's play area and/or host special events for youth recreation.*
- *If there will be on-site gardening, educate the community regarding how they can be engaged in this programming and what it means for them. Engagement opportunities identified by this assessment included:*
 - *Offer "pick-your-own" opportunities for youth*
 - *Offer community garden opportunities for families*
- *Offer gardening programming for youth that is coupled with nutrition education and/or in-school components.*
- *Offer outdoor grilling items of highest interest to residents (e.g. fish, ribs, chicken, hamburgers and hot dogs) in combination with opportunities to try fresh fruits and vegetables.*
- *Create an engagement strategy with regard to the various age demographics of Central City residents to promote the use of outdoor programming.*

Programming option: Offering cooking classes and a food preparation demonstration area.

Recommendations:

- *Offer free cooking classes highlighting different types of meals and targeted to the preferences of various demographic groups.*
- *Incorporate nutrition education and how to properly clean and store fresh produce into cooking classes.*
- *When possible, utilize community members as teachers.*
- *Receive community feedback on time and frequency of class offerings to cater to availability and interests of Central City residents.*

Programming option: Public outreach/marketing

Recommendations:

- *Create a strategy that engages community members to assist with identifying healthy, culturally relevant foods to promote in the store.*
- *Create a marketing strategy that includes culturally appropriate and relevant materials to targeted segments of Central City residents to promote visits to the store.*
- *Marketing for the store should be promoted through flyers and/or circulars as this is the best way to inform all Central City residents about the store.*
- *To influence health, consider product placement of healthier food options to promote and increase their purchase and consumption.*

It is particularly important to work with Central City community residents to identify culturally appealing foods and relevant messaging when planning the promotion and placement of healthy foods.

Next Steps

Overall, participating Central City residents expressed excitement about a new store coming to their neighborhood selling locally grown, organic, and affordable produce, and they welcomed the proposed programming at Jack and Jake's to engage the community. This assessment revealed the need for a tailored approach to implementing all proposed programming, taking into account factors such as age and cultural relevance, and leveraging a combination of strategies (e.g., discounts combined with cooking and nutrition education) to maximize their benefit.

Jack and Jake's has already begun to connect with representatives of community organizations, including some who took part in this project, to assist with implementation of the recommendations and engagement strategies (*see Appendix F for suggested linkages to community organizations*).

A next step for HIA stakeholders will be to identify ways to monitor and evaluate the use of these recommendations by Jack and Jake's and the effectiveness of the implemented strategies to increase the purchase and consumption of fresh fruits and vegetables by Central City residents.

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List of Appendices

- A Stakeholder Engagement Table
- B Street intercept survey instrument
- C Adult small group discussion guide
- D Youth small group discussion guide
- E Key informant interview guide
- F List of recommendations with suggested linkages to community organizations

Appendix A

Stakeholder Engagement Table

Stakeholders were engaged and involved throughout each step of the HIA process. This table lists the contributions of key stakeholders to the HIA.

Member Agencies	Key Contributions
Steering Committee	
New Orleans Health Department New Orleans Redevelopment Authority Livable Claiborne Communities Initiative Alembic Community Development Jack and Jake’s * Advisory Committee Representative from Knowledge Is Power Program (KIPP)	<ul style="list-style-type: none"> ● Serve as the decision making body ● Review and approve written and visual materials for meetings ● Identify steering committee members ● Assist with meeting coordination ● Provide direction on the scope of the project ● Review and approve recommendations ● Review and approve final report
Data Resource Committee	
Louisiana Public Health Institute Tulane Prevention Research Center * Advisory Committee Representative from National Partnership Network (NPN)	<ul style="list-style-type: none"> ● Provide expertise in the content area of food access and data analysis ● Provide guidance on assessment phase specifically review and input on the development of assessment phase deliverables: <ul style="list-style-type: none"> ○ Research questions ○ Research plan ○ Street intercept survey ○ Small group session guides ○ Key informant guide ● Provide existing health data on target population and geographic area to assist with answering research questions ● Provide input on recommendations ● Provide input on final HIA report

Appendix A

Advisory Committee	
<p>Harmony Neighborhood Development</p> <p>ReThink Kids New Orleans and two Rethink youth</p> <p>B.W. Cooper Resident Management Corporation</p> <p>Bethlehem Lutheran Church</p> <p>Central City Renaissance Alliance (CCRA)</p> <p>Neighborhood Partnership Network, NPN</p> <p>Central City Partnership (CCP)</p> <p>Knowledge Is Power Program (KIPP) Central City</p> <p>Guste Resident Management Association</p> <p>Ashe Cultural Arts Center</p> <p>Faubourg Lafayette Neighborhood Association</p> <p>Central City Branch Library</p> <p>New Orleans Library System</p> <p>King Rampart Apartment Senior Housing, Resident Representative</p>	<ul style="list-style-type: none"> ● Provide input on scoping, assessment, and recommendations which entail: <ul style="list-style-type: none"> ○ Approval of geographic scope of the project ○ Decision options/programming ○ Identification of vulnerable populations ○ development of a)research questions, b)research plan, c)development of survey and small group session guides and d) assist with distribution of street intercept surveys and coordination of small group sessions ● Review and approve recommendations ● Review and approve communications plan ● *Advisory Committee representative review and approve final report
Funders	
<p>NACCHO</p> <p>Human Impact Projects</p>	<ul style="list-style-type: none"> ● Provide technical assistance and training ● Secure an experienced HIA practitioner for peer-to-peer assistance with the project
Project Team	
<p>New Orleans Health Department</p> <p>New Orleans Health Department Interns</p> <p>Livable Claiborne Communities Initiative</p> <p>The National Network of Public Health Institutes</p>	<ul style="list-style-type: none"> ● Participate on the steering committee ● Coordinate committee meetings ● Create and prepare written and visual communications for committee meetings ● Act as a liaison between the steering committee and NACCHO ● Coordinate, implement and support other stakeholders involved in the assessment

Appendix A

	<p>phase</p> <ul style="list-style-type: none">• Conduct data gathering, analysis and synthesis from assessment phase• Create a communications plan<ul style="list-style-type: none">○ Oversee the development and execution of communication tools (i.e. press release, policy brief and one-pager)• Create an evaluation plan<ul style="list-style-type: none">○ Oversee the development and execution of the evaluation plan (i.e. assess HIA process among steering, data resource and steering committee and decision-maker)• Develop recommendations• Develop a monitoring plan• Write full HIA report• Host site visit by mentor from Los Angeles County Health Department
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Central City Fresh Foods Market Survey

There will be a fresh foods market opening in Central City located at the old Myrtle Banks school site on O.C. Haley Blvd. that will sell fresh fruits, vegetables and other healthy foods. The market wants to know how it can best serve neighborhood residents.

Place a check ✓ for your answer.

1. Do you live in Central City? Yes No If no, what area do you live in: _____

2. How much interest do you have in visiting the fresh foods market? Place a check ✓ for your answer.

<input type="checkbox"/> not interested	<input type="checkbox"/> kind of interested	<input type="checkbox"/> very interested
---	---	--

3. Where do you usually shop for groceries? 1) _____ 2) _____ 3) _____

4. What are the top three (3) fruits you would like to see offered at the fresh foods market?

1. _____

2. _____

3. _____

5. What are the top three (3) vegetables you would like to see offered at the fresh foods market?

1. _____

2. _____

3. _____

6. What are the top three (3) ready to eat foods (e.g. gumbo, fish, chicken) you would like to see at the fresh foods market?

1. _____

2. _____

3. _____

Place a check ✓ for your answer.

7. How much do you agree or disagree with these statements:

I have enough time to cook fresh fruits and vegetables	<input type="checkbox"/> disagree	<input type="checkbox"/> somewhat disagree	<input type="checkbox"/> somewhat agree	<input type="checkbox"/> agree
I know how to cook fresh vegetables	<input type="checkbox"/> disagree	<input type="checkbox"/> somewhat disagree	<input type="checkbox"/> somewhat agree	<input type="checkbox"/> agree
I know how to pick or select fresh fruits or vegetables	<input type="checkbox"/> disagree	<input type="checkbox"/> somewhat disagree	<input type="checkbox"/> somewhat agree	<input type="checkbox"/> agree
I can afford fresh fruits and vegetables	<input type="checkbox"/> disagree	<input type="checkbox"/> somewhat disagree	<input type="checkbox"/> somewhat agree	<input type="checkbox"/> agree
I can find fresh fruits and vegetables at a store near my house	<input type="checkbox"/> disagree	<input type="checkbox"/> somewhat disagree	<input type="checkbox"/> somewhat agree	<input type="checkbox"/> agree

8. How much do each of the following activities increase your interest in visiting the fresh foods market?

Outdoor space where fresh fruits and vegetables are grown	<input type="checkbox"/> not at all	<input type="checkbox"/> a little	<input type="checkbox"/> a lot
Outdoor space to sit and eat food at the market	<input type="checkbox"/> not at all	<input type="checkbox"/> a little	<input type="checkbox"/> a lot
A space where the market grills food outdoors	<input type="checkbox"/> not at all	<input type="checkbox"/> a little	<input type="checkbox"/> a lot
Cooking classes	<input type="checkbox"/> not at all	<input type="checkbox"/> a little	<input type="checkbox"/> a lot
Coupons or a discount card	<input type="checkbox"/> not at all	<input type="checkbox"/> a little	<input type="checkbox"/> a lot
Hiring people from my neighborhood to work at the store	<input type="checkbox"/> not at all	<input type="checkbox"/> a little	<input type="checkbox"/> a lot

9. Are you interested in attending cooking classes?

<input type="checkbox"/> no	<input type="checkbox"/> a little	<input type="checkbox"/> a lot
-----------------------------	-----------------------------------	--------------------------------

10 YOU ARE ALMOST FINISHED, TURN SURVEY OVER TO THE BACK

Group _____

<input type="checkbox"/> Weekday mornings (Monday-Friday)	<input type="checkbox"/> Weekend mornings (Saturday-Sunday)
<input type="checkbox"/> Weekday afternoons (Monday-Friday)	<input type="checkbox"/> Weekend afternoons (Saturday-Sunday)
<input type="checkbox"/> Weekday evenings (Monday-Friday)	<input type="checkbox"/> Weekend evenings (Saturday-Sunday)

11. What kinds of meals should be prepared during the cooking classes? Place a check ✓ by all that apply.

- How to cook meals with low-sodium or less salt.
- How to cook meals with no meat (vegetarian).
- How to cook different types of vegetables I may not usually cook.
- How to cook quick meals.
- Meals for kids.
- Other: _____

12. What are the best ways to let people know about the store? Place a check ✓ for all that apply.

<input type="checkbox"/> Flyers or circulars around the neighborhood	<input type="checkbox"/> Social media (e.g. Facebook)
<input type="checkbox"/> Word of mouth	<input type="checkbox"/> By email
<input type="checkbox"/> Churches	<input type="checkbox"/> Newspaper
<input type="checkbox"/> The internet/store website	<input type="checkbox"/> At the bus stop
<input type="checkbox"/> Other	<input type="checkbox"/> At events in the neighborhood

13. What other thoughts do you have about how to make the fresh foods market a welcoming place for Central City residents?

Please tell us more about you!

14. Gender: Male Female Other: _____

15. What is your ethnicity? (Check all that apply)

White Black/African American Latino/Hispanic Indian/Native American Asian Pacific Islander Other: _____

16. Age: 18-25 26-35 36-45 46-55 56-65 66 or older

Store Connections

17. Where do you usually look for jobs? _____

**OPTIONAL: Provide your information if you would like more information about the store or job opportunities.
(Please Print)**

Name: _____

Phone number: _____

Email address: _____

**Myrtle Banks Redevelopment HIA Project
Central City
Small Group Session Guide**

Name of Community Setting: _____

Location: _____

Target population: _____

Approximate number of people: _____

Date: _____ **Time:** _____

Script: *There will be a fresh foods market opening in Central City located at the old Myrtle Banks school site on O. C. Haley Blvd. that will sell fresh fruits, vegetables and other healthy foods. The market is interested in getting your thoughts and feedback on the best ways to welcome Central City residents to the market.*

Interest of Store

Overall, how interested are you in shopping at the new fresh foods market?

Lead in questions:

- Where do you shop now for fresh fruits and vegetables?
- What makes you shop there/what do you like about it?
- Are there places where you don't go to shop and why?
 - Alternate question: What would make you more likely to shop at the fresh foods market?
 - Alternate question: What are some reasons why you would choose not to shop at the fresh foods market?
 - What can the fresh foods market do to make you feel like it is a part of the community?

Barriers to eating fresh fruits and vegetables

- Overall, how difficult is it to eat fresh fruits and vegetables? What makes it difficult/easy to eat fresh fruits and vegetables?
- How much does the price of fruits and vegetables play a factor in buying them?

Script: *The fresh foods market would like to offer program activities so that people in the neighborhood will visit. We would like your thoughts about some specific activities that the store is considering.*

Programming activities at the fresh foods market

- Public outreach/marketing

Appendix C

- What is the best way to reach people in the community about store programming and offerings?
- OPTIONAL QUESTION: What can the fresh foods market do to get people to shop at the store?
- Outdoor space (i.e. on-site grilling, gardening and in/outdoor eating area)
 - Lead in question: What places have you visited that has outdoor seating and what did you like about it?
 - What do you think about the market providing outdoor seating where people can eat food?
 - What do you think about the fresh foods market grilling food outdoors?
 - What do you think about providing a space where fresh fruit and vegetable are grown?
- Cooking classes and food preparation demonstrations
 - Would you be interested in participating in cooking classes at the fresh foods market? Why/why not?
 - What are the best times to schedule the cooking classes?
 - Would you be willing to pay to attend each cooking classes? If so, how much?
- Financial incentives
 - What types of discounts or special promotions would be of interest to you for you to visit the store?

Priority question: Overall, out of all the programs offered; what is most important to you?

- Are there any other thoughts on how to make the fresh foods market a welcoming place for Central City residents?

*For note taker and facilitator, note observations of session (e.g. wheelchair bound individuals).

End of Questionnaire

Thank you for taking time to answer our questions.

**Myrtle Banks Redevelopment HIA Project
Small Group Session Guide for Youth**

Dot Survey Activity for Youth

Script: *There will be a fresh foods market opening in your neighborhood soon. To make sure the fresh foods market will be inviting to you, we need your feedback on what would make you want to visit the store.*

Materials needed: Large sheets of large paper, a package or two of round stickers, pen, clipboard/paper, a busy location, and a large vertical surface for hanging.

Instructions

1. Write each question to include their response categories on a blank sheet of paper to be hung on a wall, window or easels.
 2. Give each student ten dots.
 3. Read the question out loud and instruct each person to place a dot by their response.
-

1. What fun things would you like to see offered in a fresh foods market? (Choose all that apply)

- *a place to hang-out and eat with my family and friends
- *a place where I can help grow fresh fruits and vegetables in a garden
- *a place where I can watch people cook healthy foods
- *a place where I can play out side

2. What kinds of fruits would you like to see in a fresh foods market? (Pick your top 3 choices)

Oranges
Apples
Watermelon
Peaches
Plums
Grapefruits
Strawberries
Blueberries

3. What kinds of vegetables would you like to see in a fresh foods market? (Pick your top 3 choices)

Corn on the cob
Broccoli
Green beans
Greens (mustard, collard and turnips)
Brussels sprouts
Cabbage
Potatoes
Sweet Potatoes
Mushrooms

Appendix D

Zucchini
Summer Squash
Turnips
Radishes

Script: Now we would like to ask you more specific questions about fruits and vegetables and other ways the fresh foods market can be inviting to you!

5. Where do you get most of your information about fruits and vegetables?
6. Would you be interested in attending cooking classes? Why/why not?
7. What types of meals should be prepared/cooked at the cooking classes?
8. What are other fun activities the fresh food market could have to make you want to visit?
9. Is there anything else the store can do to make you feel welcomed to visit?

End of Questions

Myrtle Banks HIA Project Key Informant Interview Guide

Script: The health department is a proponent for New Orleanians to live healthy and active lifestyles which includes promoting fresh fruit and vegetable consumption. There will be a fresh foods market slated to open late summer/early fall in Central City; a low-income neighborhood with poor health outcomes. It is our hope to gain insight from experienced fresh foods market owners on best practices to engage neighborhood residents to visit the store.

Do you have any questions before we begin?

Community Engagement Efforts

In what ways have you engaged neighborhood residents to visit your store?

What strategies have worked well for you in getting neighborhood residents to visit your store?

What strategies have not worked well for you in getting neighborhood residents to visit your store?

Overall, how well do you think you are doing in attracting neighborhood residents as customers?

Financial Incentives

What kinds of programming or incentives do you or have you provided to promote eating fresh fruits and vegetables?

*If the answer is no to the previous question; ask the following:

- What programming strategies have you considered?
- What made you not implement them?
-

What programs or financial incentives have worked well to increase purchasing fresh fruits and vegetables?

What programs or financial incentives have not worked well to increase the purchase of fresh fruits and vegetables?

How has offering financial incentives economically impacted your store and/or affected the sustainability of your store?

Do you have any additional comments/ thoughts to share? Do you have any questions? Thank you for your time.

**Myrtle Banks Redevelopment HIA Project
Recommendations and Linkages to Community Organizations**

These following recommendations have been prioritized by proposed programming options that are of most interest to Central City residents that will increase visits to Jack and Jakes. Additionally, development of recommendations were based on evidence from the HIAs various information sources (i.e. systematic literature review, street intercept surveys and small group sessions, existing health data), feasibility, utility and equity of Central City residents and the decision-maker. Suggested community connections are not a complete list, and Jack and Jake’s is encouraged to pursue other linkages that may assist it in carrying out the recommendations.

Recommendations	Community Connections
Connecting Central City residents to job opportunities	
<ul style="list-style-type: none"> ➤ <i>Create a strategy to employ Central City residents at the store as a way to increase visits as well as promote economic development and community engagement.</i> ➤ <i>Publicize job postings to Central City residents through a combination of channels including the internet, word of mouth, flyers, signs, and the newspaper.</i> ➤ <i>Ensure that wages are competitive and working conditions are favorable to promote economic opportunity and mental health among employees.</i> 	<ul style="list-style-type: none"> ● Connect with Job 1, Central City Renaissance Alliance, Ashé Cultural Center, Café Reconcile and The Network for Economic Opportunity to create a strategy for recruitment, training and hiring of Central City residents at the store
Offering financial incentives	
<ul style="list-style-type: none"> ➤ <i>Offer Central City residents at least a 10% discount on produce to increase affordability and encourage fruit and vegetable consumption.</i> ➤ <i>Offer financial incentives such as coupons in conjunction with education on the use, storage and nutritional value of fresh fruits and vegetables to have the maximum impact on consumption behavior.</i> ➤ <i>Offer specials that appeal to targeted groups such as low-income seniors and youth.</i> ➤ <i>Accept WIC and SNAP benefits at the store to increase patronage and affordability of fresh fruits and vegetables.</i> 	<ul style="list-style-type: none"> ● Connect with Circle Foods Store to inquire about the WIC exemption process ● Connect with the New Orleans Health Department to assist and/or provide guidance on applying for a WIC exemption ● Connect with HIA advisory committee to assist with the promotion and distribution of financial incentives in the form of coupons through flyers/circulars or other identified methods

Using outdoor space and offering outdoor programming such as an outdoor seating, on-site gardening and grilling of food at the store	
<ul style="list-style-type: none"> ➤ <i>Provide an outdoor seating area that appeals to both adults and youth. Consider ways to minimize bugs in outdoor areas.</i> ➤ <i>Provide a children’s play area and/or host special events for youth recreation.</i> ➤ <i>If there will be on-site gardening, educate the community regarding how they can be engaged in this programming and what it means for them. Engagement opportunities identified by this assessment included:</i> <ul style="list-style-type: none"> ○ <i>Offer “pick-your-own” opportunities for youth</i> ○ <i>Offer community garden opportunities for families</i> ➤ <i>Offer gardening programming for youth that is coupled with nutrition education and/or in-school components.</i> ➤ <i>Offer outdoor grilling items of highest interest to residents (e.g. fish, ribs, chicken, hamburgers and hot dogs) in combination with opportunities to try fresh fruits and vegetables.</i> ➤ <i>Create an engagement strategy with regard to the various age demographics of Central City residents to promote the use of outdoor programming.</i> 	<ul style="list-style-type: none"> ● Connect with Fit NOLA to guide and/or provide on-site physical activity events for targeted segments of Central City residents (i.e. youth, seniors and women with children) ● Connect with KIPP’s Healthy School Food Collaborative to inform and guide youth gardening programming ● Connect with Kids Rethink to assist with guiding youth involvement and participation for community gardening ● Connect with Ashé Cultural Center to assist with providing on- site physical activity programming
Offering cooking classes and a food preparation demonstration area	
<ul style="list-style-type: none"> ➤ <i>Offer free cooking classes highlighting different types of meals targeted to the preferences of various demographic groups.</i> ➤ <i>Incorporate nutrition education and how to properly clean and store fresh produce into cooking classes.</i> ➤ <i>When possible, utilize community members as teachers.</i> ➤ <i>Receive community feedback on time and frequency of class offerings to cater to availability and interests of Central City residents.</i> 	<ul style="list-style-type: none"> ● Connect with LSU Agricultural Center who provides free cooking classes with a tailored approach to the community ● Connect with advisory committee members interested in teaching cooking classes

Public outreach/marketing	
<ul style="list-style-type: none">➤ <i>Create a strategy that engages community members to assist with identifying healthy, culturally relevant foods to promote in the store.</i>➤ <i>Create a marketing strategy that includes culturally appropriate and relevant materials to targeted segments of Central City residents to promote visits to the store.</i>➤ <i>Marketing for the store should include distribution of flyers and/or circulars as this is the best way to inform all Central City residents about the store.</i>➤ <i>To influence health, consider product placement of healthier food options to promote and increase their purchase and consumption.</i>	<ul style="list-style-type: none">● Connect with advisory committee members and other recommended community organizations to guide the public outreach/marketing strategies