

MT-DIRC St. Louis 6/7/2016



Shiriki Kumanyika, PhD, MPH
kumanyika@drexel.edu

www.AACORN.org



Evidence to Action *

- **Implementation:** The process of putting to use or integrating evidence-based interventions within a specific setting

*from slide in Brownson 6/6/2016 presentation

Conundrum:

D & I is different when interventions or outcomes relate to behaviors that are fundamental to way of life





“Way of Life” behaviors

- Universal and fundamental
- Socially and economically embedded
- Historically-culturally grounded
- Instinctive, involuntary, emotional component
- Functional
- Connected to other aspects of way of life, including personal identity and relationships



Evidence to Action *

- The objects of dissemination and implementation are interventions with proven efficacy and effectiveness

*from slide in Brownson 6/6/2016 presentation

Situation analysis

- Efficacy studies, especially of food-related behaviors are usually isolated from, or in spite of ways of life and therefore can be expected to have limited sustainability in the unnatural settings in which we find ourselves
- The relatively few individuals that sustain these behaviors may be those with very supportive environments and high choice latitude

- Settings for food-related behaviors present unique challenges as contexts for creating sustainable interventions related to food
- Very few effectiveness studies of food-related *behaviors* have been conducted in the natural settings that affect socially disadvantaged populations – populations who are of high priority for D & I in this arena

Environmental Influences on Obesity Risk

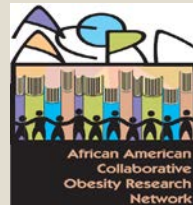
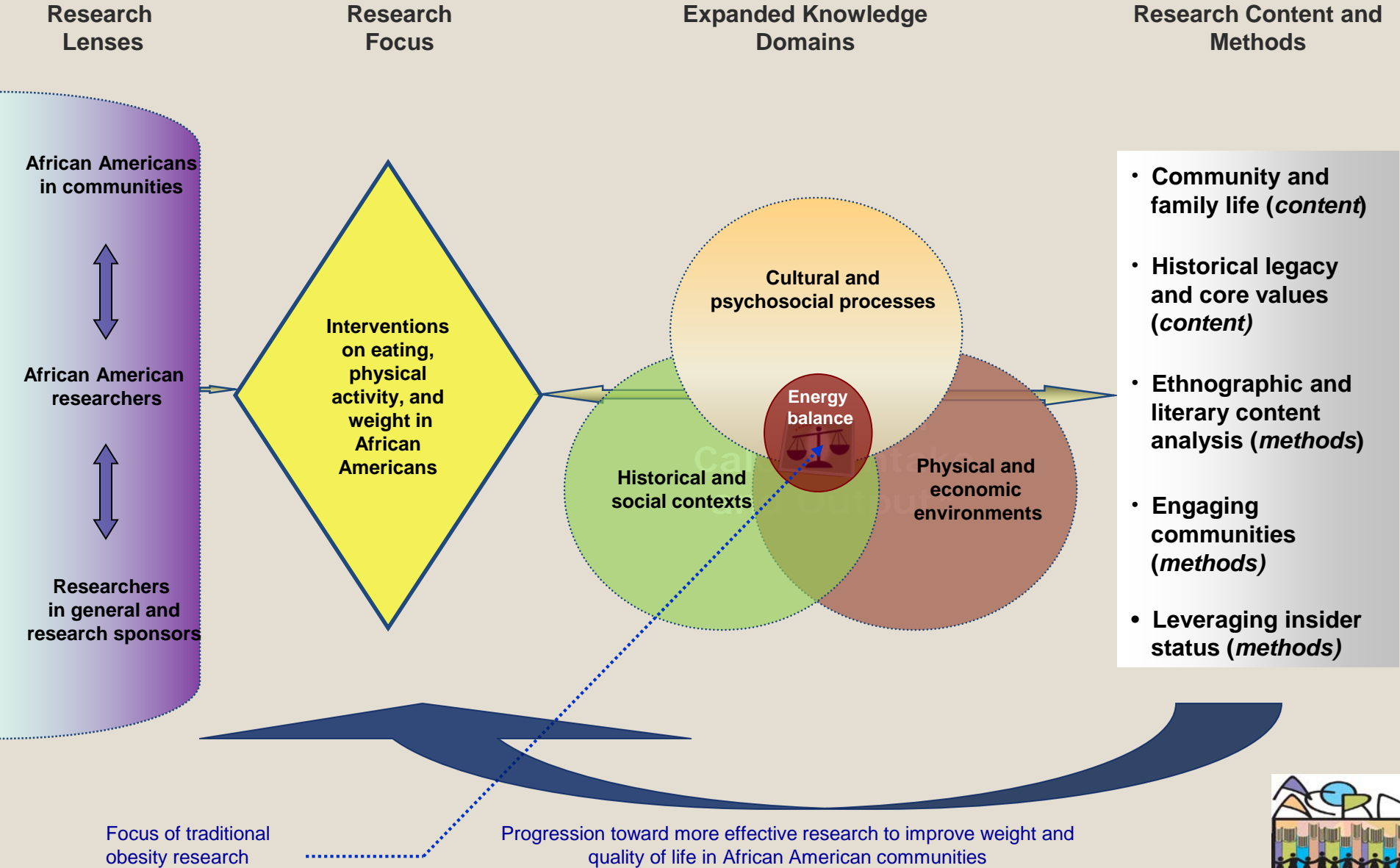
Type of Environment	Food	Physical Activity
Physical	<ul style="list-style-type: none"> • Fewer quality supermarkets • More fast food restaurants • Targeted marketing of unhealthy foods • Less private transportation 	<ul style="list-style-type: none"> • Availability or condition of parks • Few or low quality recreation centers • Neighborhood safety issues • Limited access to appealing playgrounds
Economic	<ul style="list-style-type: none"> • Low incomes or unstable employment • Financial sponsorships from food and beverage industry • Cost of supervised child care 	<ul style="list-style-type: none"> • Poorly equipped school facilities • Staffing and supervision for PE in and recess in schools • Cost of fitness facilities • Limited investment in parks/recreational facilities
Sociocultural	<ul style="list-style-type: none"> • Traditional cuisine • Concerns about food insecurity • Body size norms • Prevalent obesity • Women's food-related roles 	<ul style="list-style-type: none"> • Attitudes re physical activity and rest • Activity lifestyles • Preference for cars • Over-reliance on TV • Gender norms about appropriate PA

Kumanyika SK, Whitt-Glover MC, Haire-Joshu D. What works for obesity prevention and treatment in black Americans? Research directions. *Obes Rev.* 2014 Oct;15 Suppl 4:204-12.

Stakeholder Engagement

- *Use frameworks that start with the people rather than the problem, i.e., designed to highlight specific population contexts, to guide quantitative and qualitative assessments*
 - “community-centered paradigms”
 - People-place frameworks

AACORN's Expanded Obesity Research Paradigm



Stakeholder Engagement

- *Select/develop theories of change that facilitate a view of the big picture*
 - e.g., asking people where they shop
 - “In the way or on the way” assessments
 - Understanding/addressing food retail business

Stakeholder Engagement

- *Use process that aims for stakeholder ownership and control*
 - Participatory research – assessments and benchmarking
 - Coalitions
 - Integration into existing organizations

ESHE is a tool for scoring food environments in terms of support for healthy eating.

- Quantifies status of food environments by combining several county or state level indicators
- Standardized scoring tools can be used nationally
- Stimulates positive actions and interactions about changing food access and food policy landscapes to improve dietary quality
- Toolkit for use with community members

ESHE Hub name on
CommunityCommons.org –

“ESHE Index: Healthy Food Matters”



ESHE PILOT PROJECTS

ESHE COMMUNITY MEASURES CASE STUDY

Taking Action to Build Capacity for Urban Agriculture



The Neighborhood Gardens Trust leverages data and resources to protect gardens that support community

THE ISSUE

COMMUNITY GARDENS SERVE AN IMPORTANT ROLE in Philadelphia, PA communities. These open spaces provide numerous benefits, including: community building; access to green spaces; intergenerational educational opportunities; and providing fresh fruits and vegetables for community members, many in low-to-moderate income areas. It has been documented that gardeners formally and informally distribute significant produce in communities. Jenny Greenberg, Executive Director for The Neighborhood Gardens Trust (NGT) shares that "recently, calls from community residents affected by food insecurity have moved beyond emergency requests for food to residents creating long-term solutions by determining how they can obtain land access to grow produce for their families."

Similar to many urban areas, Philadelphia's real estate development market continues to expand and could potentially displace community agriculture taking place on vacant land across a case for preserving community gardens and determining what resources we community gardens in securing permanent land access.

THE QUESTIONS

NGT EXPLORED the following healthy food environment questions as part of (ESHE) Community Measures Pilot Project:

- What gardens are producing and distributing healthy fruits and vegetable with limited supermarket access?
- Of the gardens identified throughout the City, which are in jeopardy of being lost for support and preservation to enable them to continue to enhance the



North Marshall Street

"Creating and environment land access we can grow them"

ESHE COMMUNITY MEASURES CASE STUDY

Adapting "On the Ground" Indicators in a Rural Context



The Granville-Vance District Health Department assesses indicators for healthy food access and food quality



THE ISSUE

VANCE COUNTY IS A RURAL COUNTY located in north-central North Carolina on the Virginia border. Spanning 270 square miles, Vance County has a total population of about 45,000. Vance residents live with high rates of poverty (30% of the county population with incomes below the poverty level), and a median household income much lower than that of the state (\$34,987 compared to \$46,334). The county seat in Vance is the city of Henderson.

In summer 2015, the Granville-Vance District Health Department (GVDHD), conducted a comprehensive Community Health Needs Assessment (CHNA) for both Granville and Vance Counties. The CHNA serves as a reference for prioritizing strategic issues and describes the health status of the population, identifies areas for health improvement and determines assets and resources that can be mobilized to address public health improvement. Research has shown that in rural areas, a lack of transportation is a barrier that can make it more difficult for residents to access healthy food. County and sub-county level data previously collected by GVDHD provided information about food retail density. However, data were not available in terms of the quality of foods available nor for residents' access to healthy food retail outlets in Vance County.

THE QUESTIONS

WORKING IN PARTNERSHIP with an academic research partner, a member of the African American Collaborative Obesity Research Network based at the University of North Carolina at Chapel Hill (UNC -CH) Center for Health Promotion & Disease Prevention, GVDHD selected three areas outside of Henderson to examine the diversity of food access and highlight parts of the county with the greatest challenges to healthful food access. Moreover, because Vance County is a "majority minority" county (i.e., African Americans represent over half of the county population), the project team was particularly interested in how food access was experienced in this context.

The GVDHD project team explored the following healthy food environment questions as part of their Environments Supporting Healthy Eating (ESHE) Community Measures Pilot Project:

- What is the neighborhood food store quality (i.e., what percent of local stores offer healthy and affordable foods?)
- How accessible are healthy food retail outlets (i.e., are those stores easily and safely accessible to neighborhood residents?)
- In a county where people have an agricultural background, are there informal systems of accessing healthful foods that don't show up in any of the standard food access assessments that are currently conducted?

ESHE COMMUNITY MEASURES CASE STUDY



Community Action and Retailer Engagement to Improve Food Marketing in Urban Neighborhoods

Healthy Corner Store Project" for store owners and to work together on healthy investments



unities for all communities to have a healthy food system. Consumers are more likely to environments where nutritious foods are accessible and affordable.

ry stores serve as a key source of food for many residents living in urban communities. variety of healthful food options and/or charge high prices for the options that are present has been underway to organize community stakeholders around food justice and generate action toward neighborhood level solutions to expand healthy food access. This go, IL.

Project was launched as a partnership between the University of Illinois at Chicago (UIC)-Promotion (CPHP), and the Inner-City Muslim Action Network (IMAN). The building blocks partnership centered on mission-aligned activities to provide residents the opportunity to lead have included two successful community conferences to support the initial introduction of ever in Illinois, obtaining grant funding to expand the project reach, and a consulting contract by food retail and conduct community engagement in low food access communities.

orked to support and mobilize the public in creating community change. As new funding and improve food environments in low food access communities throughout Chicago the challenge for consumer options for healthy food choices and economic benefits for store owners.

in Chicago engaged in an Environments Supporting Healthy Eating (ESHE) Community the following food environment questions:

to provide a more detailed picture of the current food environment infrastructure and why?

uring community resident/consumer feedback with the owners of small stores/corner of fresh fruits and vegetables, healthy product placement, sustainable sourcing, and

ederal and state program that improves access to healthy foods in communities that need it through critical loan and

Questions for Discussion

- *How do we select the best available evidence to translate?*
- *Is there a good hybrid model that combines effectiveness and implementation research?*
- *What tools do we have to address challenges?*