Section C

Apache Healthy Stores
Apache Healthy Stores Intervention

- 2003-2004
- Intervention in six phases
- Stocking of healthier food options in large and small stores
- Cooking demos/taste tests
- Shelf labels (e.g., lower in fat)
Apache Healthy Stores Intervention

- Flyers, posters, educational displays, recipes
- Community media—newspaper, radio
- Series of many brief contacts
End-Cap Displays
Newspaper Cartoons

“Why should I rinse, Mom?”
“It gets out a lot of extra fat.”

“Dad, I think I’ll have a regular size!”
Culturally Themed Radio Announcements
Apache Healthy Stores

- Process evaluation
  - Individual: high dose
  - Store: high dose and reach, moderate fidelity
  - Community: moderate fidelity and reach
<table>
<thead>
<tr>
<th>Component</th>
<th>Intervention</th>
<th>Comparison</th>
<th>Signif.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of times shopped in intervention store last month</td>
<td>19.0</td>
<td>6.6</td>
<td>p = 0.0001</td>
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<tr>
<td>Attended cooking demo/taste test</td>
<td>1.7</td>
<td>0.8</td>
<td>p = 0.0209</td>
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<tr>
<td>Heard about program on radio</td>
<td>1.7</td>
<td>0.6</td>
<td>p = 0.0001</td>
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<tr>
<td>Number of foods bought due to shelf label</td>
<td>2.4</td>
<td>0.73</td>
<td>p = 0.0005</td>
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</table>
### Exposure to the AHS Program, n = 176

<table>
<thead>
<tr>
<th>Component</th>
<th>Intervention</th>
<th>Comparison</th>
<th>Signif.</th>
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<tbody>
<tr>
<td>Saw cartoon</td>
<td>2.8</td>
<td>1.2</td>
<td>p = 0.0012</td>
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<tr>
<td>Saw poster or educational display</td>
<td>5.4</td>
<td>2.5</td>
<td>p = 0.0001</td>
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<td>Got flyer</td>
<td>1.9</td>
<td>0.9</td>
<td>p = 0.0023</td>
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<tr>
<td>Number giveaways received</td>
<td>1.1</td>
<td>0.4</td>
<td>p = 0.0056</td>
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</table>
Impact on Promoted Foods

- Impact of promoted foods—number of times purchased in past month
Starting in April...

Taste test foods at this store!

Apache Healthy Foods
Apache Healthy Foods Timeline

- Program evaluation and instrument development capacity building workshop: August 27-28, 2007
- Baseline data collection/DPP program evaluation (September 2007-April 2008)
- DPP evaluation preliminary results report (November 16, 2007)
- Conceptual frameworks for program design and planning capacity building workshop: January 10, 2008
- Program modification capacity building workshop (February 25, 2008)
- Intervention training (April 3-4, 2008)
- Program implementation (April 21-October 31, 2008)
Apache Healthy Foods Timeline

- Extensive reworking of original AHS materials
- Food vendor training
- Healthy use of commodity foods (FDPIR)
- Outreach to tribal departmental employees
- Outreach to youth (boys and girls club)
- Integration into existing DPP activities (e.g., community fun walks, health fairs)
- Additional questions as part of baseline evaluation
Food Vendor Training: Healthy Cooking Methods
Conceptual Model for Sustainability
Three Study Sites

- For all sites:
  - JHU provides interventionist training and materials, capacity building as requested, evaluation

- Navajo Nation: Special Diabetes Program
  - Full partners in development, implementation
  - Intervention entirely carried out by SDP staff

- San Carlos Apache: Diabetes Prevention Program
  - Full transfer of existing program, adaptation and integration of activities (including evaluation)
  - Extensive revision of materials, addition of many components
  - Intervention primarily carried out by DPP staff

- White Mountain Apache tribe
  - Partial transfer of existing program
  - Program being implemented by Cibecue District Council