



# GEAUX SHOP HEALTHY: A HEALTHY RETAIL PROGRAM DESIGNED WITH LOUISIANANS IN MIND



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## BACKGROUND

In 2018, Louisiana State University Agricultural Center (LSU AgCenter) agents began piloting the Stock Healthy, Shop Healthy retail program (developed by University of Missouri Extension) with stores across the state.<sup>1</sup> This pilot work revealed a need to develop a healthy retail program tailored specifically to Louisiana audiences. Additionally, a 2021 study of SNAP-authorized retail stores in Louisiana identified a need for food retail partnerships with independently-owned SNAP retailers.<sup>2</sup>

## PROGRAM DEVELOPMENT

- APR 2021** ● **WORK GROUP FORMED**  
*A work group consisting of state office specialists, nutrition researchers, and field agents was formed to begin program revisions.*
- JUN 2021** ● **SUBCOMMITTEES FORMED**  
*Work group subcommittees were created to develop program materials and resources.*
- **MONTHLY MEETINGS HELD**  
*Drawing on best practices from current literature, lessons learned from healthy retail pilot work, and resources from other healthy retail programs, work group members met to develop the Geaux Shop Healthy (GSH) program.*
- FEB 2022** ● **PROGRAM MATERIALS FINALIZED**

## PROGRAM MATERIALS

### FOR STORES:

- Posters
- Tear away recipe cards
- Shelf talkers
- Produce loyalty cards
- Storefront/window signage
- Customer feedback cards
- Aisle signs
- Kids' stickers
- Social media graphics
- Traffic Light Nutrition Tool

### FOR AGENTS:

- Implementation guide
- Program flyer
- Talking points
- Troubleshooting guide
- Partner readiness assessment
- Partnership agreement
- Pre- and post-intervention assessments

## PROGRAM IMPLEMENTATION

To implement GSH, agents follow these steps:

- Identify community need
- Identify potential partners
- Choose partner store
- Assess store
- Implement interventions
- Promote partnership
- Evaluate interventions
- Report efforts



## PROGRAM EVALUATION

### MARKET BASKET ASSESSMENT TOOL (MBAT)<sup>3</sup>

Conducted pre- and six months post-intervention to assess the availability and quality of healthful foods in the partner store.

### STOREOWNER INTERVIEW

Conducted pre-intervention.

### QUALITATIVE REPORT

Conducted post-intervention to assess the barriers and facilitators to program implementation, impact of program efforts, program sustainability, and to collect storeowner feedback.

## PROGRAM LAUNCH

GSH was launched in February 2022. After completing an online training session, agents and nutrition educators work with community coalitions to implement the program at a partner store. Agents have access to all program materials as well as technical assistance from state office staff including food systems, communications, and evaluation specialists. The AgCenter aims to have one GSH partner store in each parish.

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## REFERENCES & ACKNOWLEDGEMENTS

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3. University of Missouri Extension. Stock Healthy, Shop Healthy. <https://extension.missouri.edu/programs/stock-healthy-shop-healthy/#:~:text=Stock%20Healthy%2C%20Shop%20Healthy%20is,with%20a%20small%20food%20retailer.>

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