



# SuperShelf

## PILOT

TRANSFORMED  
TO BRING GOOD  
FOOD TO ALL

## EVALUATING A BEHAVIORAL ECONOMICS APPROACH TO IMPROVE THE SELECTION OF HEALTHY FOOD AMONG FOOD SHELF CLIENTS

### INTRODUCTION



In 2015, an estimated **12.7% of U.S. households** experienced food insecurity.

An estimated **46.5 million individuals** rely on charitable food assistance like food shelves.



**Food shelf clients** are concerned about:

- Poor dietary quality
- High chronic disease rates
- Range and quality of food offered

**Food shelves** face both supply and demand issues.

### STUDY AIM

- **Aim:** Evaluate the impact of a behavioral economic intervention in two food shelves on the nutritional quality of food selected by clients.
- **Primary Research Question:** Will the intervention lead to change in HEI scores for food selected by clients? (See right for HEI explanation)
- **Hypothesis:** On average, HEI-2010 scores of foods selected by clients will be higher after the intervention.

### THE HEALTHY EATING INDEX (HEI)



The HEI is a scoring measure that assesses diet quality of specific foods based on the *Dietary Guidelines for Americans*. It has a scoring maximum of 100 points; 100 being the highest diet quality and 0 being the lowest.

### THE INTERVENTION

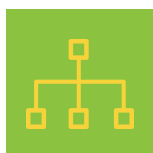


**SUPERSHELF** TRANSFORMS FOOD SHELVES, CREATING WELCOMING ENVIRONMENTS FOR COMMUNITIES TO ACCESS APPEALING, HEALTHY FOOD.

#### 6 STEPS TO SUPERSHELF SYSTEMS CHANGE



### STUDY DESIGN



#### Pre/post comparison in two intervention food shelves

- We compared data from 70 clients before and 70 clients after the intervention.
- We measured change in inventory in the two intervention food shelves as well as two control food shelves.



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## METHODS

WE COLLECTED  
3 TYPES OF  
DATA...



**FOOD SHELF  
MEASURES**

Inventory  
Environmental changes



**CLIENT SURVEY**

Demographics  
Food shelf usage  
Intent to purchase healthy items

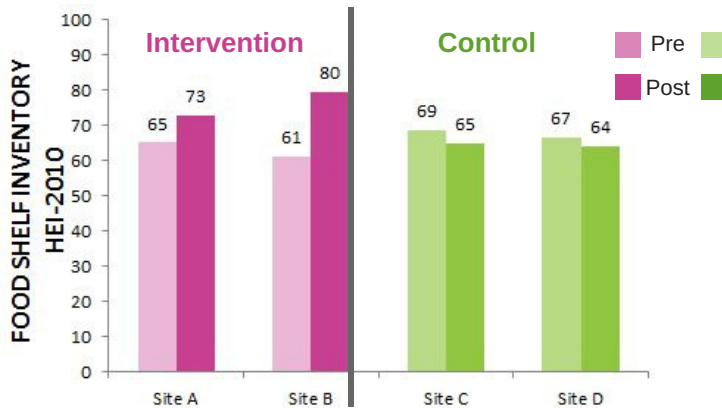


**CLIENT CART  
INVENTORY**

Product selected by client

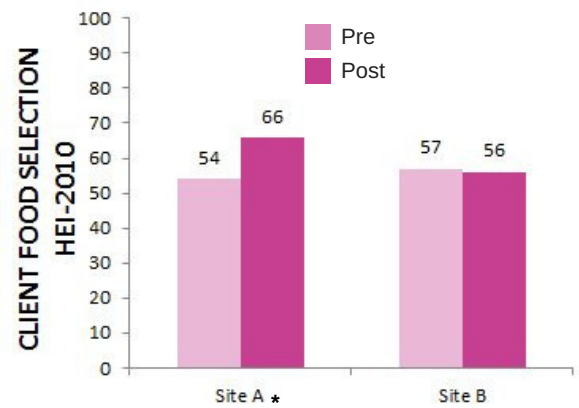
## RESULTS

### FOOD SHELF INVENTORY HEI SCORE CHANGES



HEI scores increase in the intervention food shelves but not in the control food shelves.

### INTERVENTION CLIENT HEI SCORE CHANGES



\* This 10-point increase was statistically significant ( $p < 0.0001$ ) and takes into account the age, race, education, and food insecurity status of the clients.

## CONCLUSIONS

- When implemented well, the intervention shows promise in improving clients' diet due to the large change in the healthfulness of food and large amount of food taken.
- Clients and food shelf managers responded positively, however, this was a small study, and there were no control measures for clients. We hope to address these limitations in our future research.

55%

55% of clients got at least half of their total food from the pantry in the last 6 months.

88%

88% of clients reported positive changes in overall satisfaction at the food shelf post-intervention.

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