PROGRESS REPORT: Making Iowa the Healthiest State

Objectives
1. ISU Extension and Outreach will link to current Healthiest State/HyVee Initiatives (community gardens, State Fair Food Finder).
2. ISU Extension and Outreach will engage HyVee in staff professional development (home food preservation for HyVee RDs and food safety for HyVee deli and food demonstration staff) throughout the initiative.
3. ISU Extension and Outreach and HyVee will collaborate on a pilot project to explore the impact of two educational marketing methods on consumer purchasing behaviors Fall 2013 – Fall 2014.

Funding Awarded  $222,515

Funding Expended to Date  $82,748.90

Progress to Date
Objective 1: Human Sciences Extension and Outreach partnered with The Des Moines Register to sponsor the State Fair Food Finder app for the second year. Activity associated with the app appears in the table below. The app was featured/marketed by The Des Moines Register and featured on IPTV State Fair Show.

<table>
<thead>
<tr>
<th></th>
<th>July/Aug 2012</th>
<th>July/Aug 2013</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downloads</td>
<td>11,941</td>
<td>9,974</td>
<td>24,138*</td>
</tr>
<tr>
<td>Pageviews</td>
<td>315,713</td>
<td>990,066</td>
<td>1,305,779**</td>
</tr>
<tr>
<td>App + mobile site views</td>
<td>NA</td>
<td>1,240,000</td>
<td>1,240,000***</td>
</tr>
<tr>
<td>Nutrition information</td>
<td>86,621</td>
<td>81,664</td>
<td>168,285</td>
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</tbody>
</table>

*total downloads since inception (July 2012-August 2013)
**213% increase
***290% increase in total views in August 2013 vs August 2012 per The Des Moines Register

Through this grant the Iowa State University Master Gardener program is partnering with HyVee to train 50 employees (registered dietitians and garden center employees) to assist with outreach through community garden programming. This fall (2013) ten HyVee employees are participating in the Master Gardener training. As Master Gardener Interns they are expected to volunteer 40 hours of service in the next year at a community garden at their local HyVee. In addition, two graduate students are currently working to evaluate training to meet the needs of these and other Master Gardeners in their community gardening efforts. Additional training materials necessary to better retain Master Gardener volunteers is the focus for one graduate student, while the other graduate student will evaluate Master Gardener volunteers working with youth in community gardens.
Objective 2: To date, 40 Hy-Vee dietitians have registered for the Preserve the Taste of Summer Program (PTTS), our statewide food preservation program; three of these registered to serve as PTTS collaborators. In the spring of 2012, Dr. Shaw met with the head of the food safety division of corporate HyVee (Chuck Seaman) to discuss potential areas of development. During this meeting, they identified local foods qualifications and prepared meals areas (i.e. deli, self-service, and catering) as areas to focus. The training division was undergoing a major project to update all training material so the food safety portion was asked to be delayed until 2013. In the summer of 2013, Dr. Shaw met again with the food safety division lead to discuss HyVee training needs. During this meeting, she learned about the opening of multiple new stores around Iowa and the need to develop some general food safety modules over the fall semester. These modules are currently under construction. On November 13, 2013 Dr. Shaw will meet again with the food safety director and head trainer at their newest store in Ankeny, Iowa to determine additional food safety material needs.

Objective 3: This project will evaluate two types of nutrition intervention – traditional aisle demonstrations vs. technology intervention. Nine HyVee stores are participating: three HyVee control stores, three traditional intervention stores, and three technology intervention stores. Stores have also been stratified as store with Registered Dietitian, store without Registered Dietitian and store in Blue Zone Community. Sales data will be examined to explore any differences by intervention or store stratification. To date, eight comprehensive aisle demonstration sessions have been developed. We are actively creating the complementary technology intervention strategies.

Next Steps
Objective 1:
The Des Moines Register will be contacted to negotiate continued collaboration on the State Fair Food Finder app for Year 3.

HyVee employees will continue to be recruited for Master Gardener training. We hope to recruit fifteen to twenty HyVee employees for the winter 2014 training session and another twenty for fall 2014 training. Graduate students will survey (via focus groups and questionnaires) current Master Gardeners to assess what additional training is needed for their community gardening volunteer efforts with clients of all ages. Graduate students will also visit existing HyVee community gardens to assess potential programs for youth and adults.

Objective 2: Efforts will continue to encourage Hy-Vee dietitians to register as a collaborator of the PTTS program, particularly in central and western Iowa. Currently all three collaborators are in eastern Iowa. Development of Food Safety Material for Hy-Vee to be used as part of the corporate training program. Development of a series of Food Safety Training Modules for Hy-Vee to use as part of initial employee training and annual training updates. These modules will be completed for Hy-Vee review by May 2014, with final modules completed by December 2014.

Objective 3: Pilot project to be implemented January – May 2014. Data analysis/synthesis June-December 2014.