PROGRESS REPORT: Healthiest State Initiative

Objectives
1. ISU Extension and Outreach will link to current Healthiest State/Hy Vee Initiatives (community gardens, State Fair Food Finder).
2. ISU Extension and Outreach will engage Hy Vee in staff professional development (home food preservation for Hy Vee RDs and food safety for Hy Vee deli and food demonstration staff) throughout the initiative.
3. ISU Extension and Outreach and Hy Vee 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 $130,909

Progress to Date
Objective 1: ISU Extension and Outreach will continue to partner with the Des Moines Register to provide the State Fair Food Finder for the 2014 Iowa State Fair. The Des Moines Register and Healthiest State Initiative will promote the app. Negotiation with the Des Moines Register led to ISU Extension and Outreach being acknowledged as a collaborator by providing updated nutrition information without financial commitment by ISU Extension and Outreach.

Through this grant the Iowa State University Master Gardener program is partnering with Hy Vee to train up to 50 employees (registered dietitians and garden center employees) to assist with outreach through community garden programming. Currently eleven Hy Vee employees have been trained as Master Gardeners. As Master Gardener Interns they are expected to volunteer 40 hours of service in the next year at a community garden at their local Hy Vee. 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 winter of 2013, Dr. Shaw met with food safety director and head trainer at their newest store in Ankeny, Iowa to determine additional food safety material needs. The action items needed were: update to the food safety check list for fruit and vegetable growers, bulk commodities (such as eggs, spices), and niche items. Additionally, Hy Vee expressed a desire to obtain information about best practices to train employees across the state without face to face. As a result, Hy Vee released a standardized food safety check list in the winter of 2013/2014 and Dr. Shaw directed them to personnel in ISU CELT program to assist with learning about newest teaching methods. Completion of food safety training was delayed due to Corporate Hy Vee training self-development but updates will be provided in summer of 2014 into fall 2014 for a completion date of December 2014.
Objective 3: The pilot project to evaluate two types of nutrition intervention – traditional aisle demonstrations vs. technology was completed January 2014-April 2014. See attachment for full description of pilot project collaboration with Hy Vee. Nine Hy Vee stores participated: three Hy Vee control stores (Mt. Ayr, Eldora, Algona), three aisle demonstration stores (Albia, Washington, Spirit Lake), and three technology intervention stores (Leon, Bedford, Harlan). Eight nutrition education messages were developed to be delivered via aisle demonstration and technology. The message was the same, only differing by the mode of delivery. Messages included: 1. Comparison shopping, 2. Dairy: get your calcium-rich foods, 3. Beans the musical vegetable, 4. Seafood – twice is nice, 5. Focus on fruits, 6. Vary your veggies, 7. Find the whole grain, and 8. Make half your grains whole. Data collected include: sales data of featured food items, number of customers engaged in aisle demonstration, number of resources (recipe cards, publications) distributed in aisle demonstration, and use of technology (Facebook likes, featured product QR codes, recipe downloads, video views/downloads, publication downloads). An intercept survey was conducted with store customers at the aisle demonstration and technology stores in May 2014. Data will be examined to explore any differences between aisle demonstration, technology, and control stores.

Next Steps

Objective 1:
Continue communication/negotiation with the Des Moines Register to continue the State Fair Food Finder app.

Hy Vee employees will continue to be recruited for Master Gardener training. We hope to recruit fifteen to twenty Hy Vee employees for the fall 2014 training session. 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 Hy Vee community gardens to assess potential programs for youth and adults.

Objective 2: Due to limited interest by Hy Vee dietitians to serve as PTTS collaborators, the memorandum of understanding, which expired on June 30, 2014, was not renewed. The three Hy Vee dietitians who were registered as collaborators have attended nearly all PTTS workshops and are actively planning collaboratively-led PTTS workshops with Extension and Outreach program specialists. These workshops are planned for Fall 2014. 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 were delayed due to the training division of Hy Vee making some changes to the food safety portions by corporate. We plan to complete these by end of September with the final modules still completed by December 2014.

Objective 3: Data analysis/synthesis for graduate student thesis June-December 2014.