Incentivizing Healthy Snacks During Out-of-School Time Through Grocery Store Partnerships

Objective
- To increase FVs served during snack at OST programs.

Methods

Design
- Snack It Up (SIU) Intervention
  - Weekly $5 grocery store discounts to promote FV snacks to volunteer-led OST programs.

Participants
- 35 recruited OST program leaders
  - 16 – SIU
  - 19 – Comparison Group

Main Outcome Measures
1. Discount redemption among SIU leaders;
2. Snacks served by SIU and comparison group leaders;
3. SIU leader perspectives using key informant interviews.

Results
- SIU leaders:
  - Saved an average of $48.75 on FV snacks throughout the intervention;
  - Served a greater frequency & variety of FVs & fewer salty/sweet snacks.

Implications
- This study extends evidence supporting partnerships between OST programs & grocery stores.
- Healthier snacks were served to children in SIU programs versus a comparison group.
- SIU leaders saved money & had positive impressions of SIU.
- Data support the need for programs like SIU by highlighting cost as a barrier to serving healthier snacks.
- Changes in OST environments can improve eating habits in other settings.
- Larger scale research assessing partnerships between grocery stores and OST programs is warranted.

Source: