

Incentivizing Healthy Snacks During Out-of-School Time Through

Grocery Store Partnerships



- Volunteer-led out-of-school-time (OST) programs, such as 4-H, scouting, and youth sports, reach a large population of children and are positioned to offer opportunities for healthy eating. However, cost is a barrier to providing healthy snacks such as fruits and vegetables (FVs) during OST.



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:

Anzman-Frasca, S., Folta, S. C., Angstrom, H. M., Brown, C. M., Beets, M. W., Finley, A. M., . . . Economos, C. D. (2019). Incentivizing Healthy Snacks During Out-of-School Time Through Grocery Store Partnerships. *Journal of Public Health Management and Practice*, 1. doi:10.1097/phh.0000000000000853