

RACIAL AND ETHNIC APPROACHES TO COMMUNITY HEALTH



Food Pantry Enhancement Initiative

Background

In an effort to influence healthy food choices among clients, Cabarrus Health Alliance (CHA) and Cooperative Christian Ministry (CCM) partnered to renovate the largest client choice food pantry in Cabarrus County. This included incorporating product placement and food marketing strategies that increase the visibility of healthy items such as fresh produce, low sugar, low sodium, and whole grain options. Food pantry clients were surveyed before and after renovations to assess the impact changes had on their food and beverage choices.



Impact

Of the 58 food pantry clients surveyed that said environmental prompts were helpful:



90% said fresh produce was easy to find and **91%** chose fresh produce items.



84% chose low sugar items.



80% said low sodium items were easy to find and **74%** chose low sodium items.



53% said water was easy to find.



94% said whole grain items were easy to find and **54%** chose whole grain items.

During the one week survey period:



605 pounds of fresh produce was distributed to clients



89% reported that volunteers pointed out healthy items during their shopping experience.

Volunteers Said:

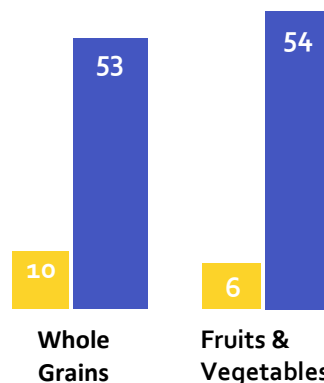
"Clients take more fresh produce since it comes first"

There is a "decrease in [the] number of desserts clients are taking"

Clients are "more aware of healthy items"

Food Received by clients:

■ Before
■ After





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