

Healthy Retail

PURPOSE

Studies show that living in the rural United States is associated with higher rates of obesity and lower rates of fruit and vegetable consumption in comparison to urban areas. There are often fewer stores offering a variety of health promoting foods in rural environments, and in lieu of grocery stores, corner stores and gas stations are often used by rural residents for food purchases. Research shows that these stores offer a higher proportion of unhealthy foods and beverages than larger grocery stores. Therefore, this project seeks to test the impact of several interventions to increase the quantity and variety of healthy food options available in rural corner stores.

PROJECT TIMELINE

Since 2015, the UNC Center for Health Promotion and Disease Prevention (HPDP) has partnered with rural corner stores and community liaisons across North Carolina to test the impact of low-cost environmental modifications on healthy food purchasing and perceptions among low-income residents participating in the Supplemental Nutrition Assistance Program (SNAP).



SNAP-Ed staff test techniques in behavioral economics to influence healthy shopping decisions in small neighborhood and grocery stores in order to make the healthy choice the affordable choice for SNAP eligible shoppers.

