Healthy Bodegas: Bringing the Community Together to Eat Healthier
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BACKGROUND AND SIGNIFICANCE

• Colorectal cancer (CRC) incidence has remained stable in the United States (U.S.) the past 50 years.
• Despite this trend, there has been a significant increase in CRC incidence among the millennial generation.1,2
• The association between the Western diet and CRC, and racial and gender disparities in CRC is well-established.3
• Public health and community efforts are needed to address barriers to healthy nutrition in this population.
• One identified barrier is food access in lower-income communities, sometimes called “food deserts”.4,5
• Local stores, or “bodegas”, have potential to increase access to healthy affordable foods and contribute to risk reduction for the development of chronic diseases such as CRC.6,7

PURPOSE
Assess the effectiveness of the Healthy Bodega Initiative (HBI), designed to increase availability and promotion of healthy foods; engage community participation by mobilizing community-based organizations (CBOs) and local store owners to participate in the initiative; and, facilitate positive dietary changes.

METHODS AND ANALYSIS

• Guided by the Conceptual Logic Model of community-based participatory research, this study will: a. evaluate the intervention through in-store observations and pre- and post-intervention surveys of participating store owners b. conduct surveys with customers and store owners at a subset of stores, including open-ended questions

RESULTS
• This study is in planning phases; no findings are available.

DISCUSSION AND IMPLICATIONS

• Prospective longitudinal research with long-term follow-up should be conducted to explore the social determinants affecting: a. low-income populations b. changes that result after improved access to healthy foods c. long-term health outcomes

Table 1. Barriers to Implementation and Retention of Participants

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<thead>
<tr>
<th>Barriers</th>
<th>Potential Solutions</th>
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<tbody>
<tr>
<td>Implementation</td>
<td>Cost of produce to store owners</td>
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<td>Access to farmers for produce</td>
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<td>Community buy-in</td>
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<td>Social cohesion of target population</td>
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<td>Retention</td>
<td>Consumer demand exceeding store owner’s or farmer’s capabilities</td>
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<td>Lack of community empowerment or attitude of non-acceptance</td>
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<td>Lack of resources within bodegas for store owners (e.g., space, shelving)</td>
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REFERENCES


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