

RGI

Rural Grocery Initiative

Strengthening our stores
Strengthening our communities

Creating a Sustainable Model of Healthy Eating in a Community

Kevin Chamberlain

NuVal

June 9, 2014



Agenda

- NuVal Background
- Syracuse Near Westside Initiative (NWSI)
- Wrap Up

Who Is NuVal?

Topco®



What is NuVal?

- Nutrition
- Scale f
- Higher
- Scores



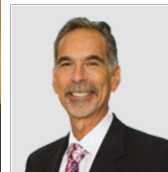
How Much Nutrition for the Calories?



13
NuVal®



eat right. Academy of Nutrition and Dietetics



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Rural Grocery Initiative

Strengthening our stores
Strengthening our communities

Where is NuVal?



Healthy Shopper Rewards: Bringing Health to the Table

May 21, 2014



A HIGHER LEVEL OF CARE

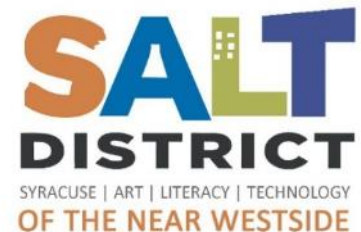


Onondaga County Health Department

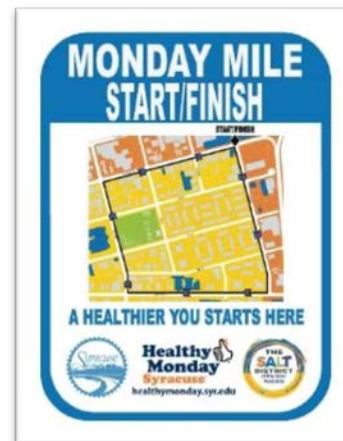
Joanne M. Mahoney, County Executive
Cynthia B. Morrow, MD, MPH, Commissioner of Health



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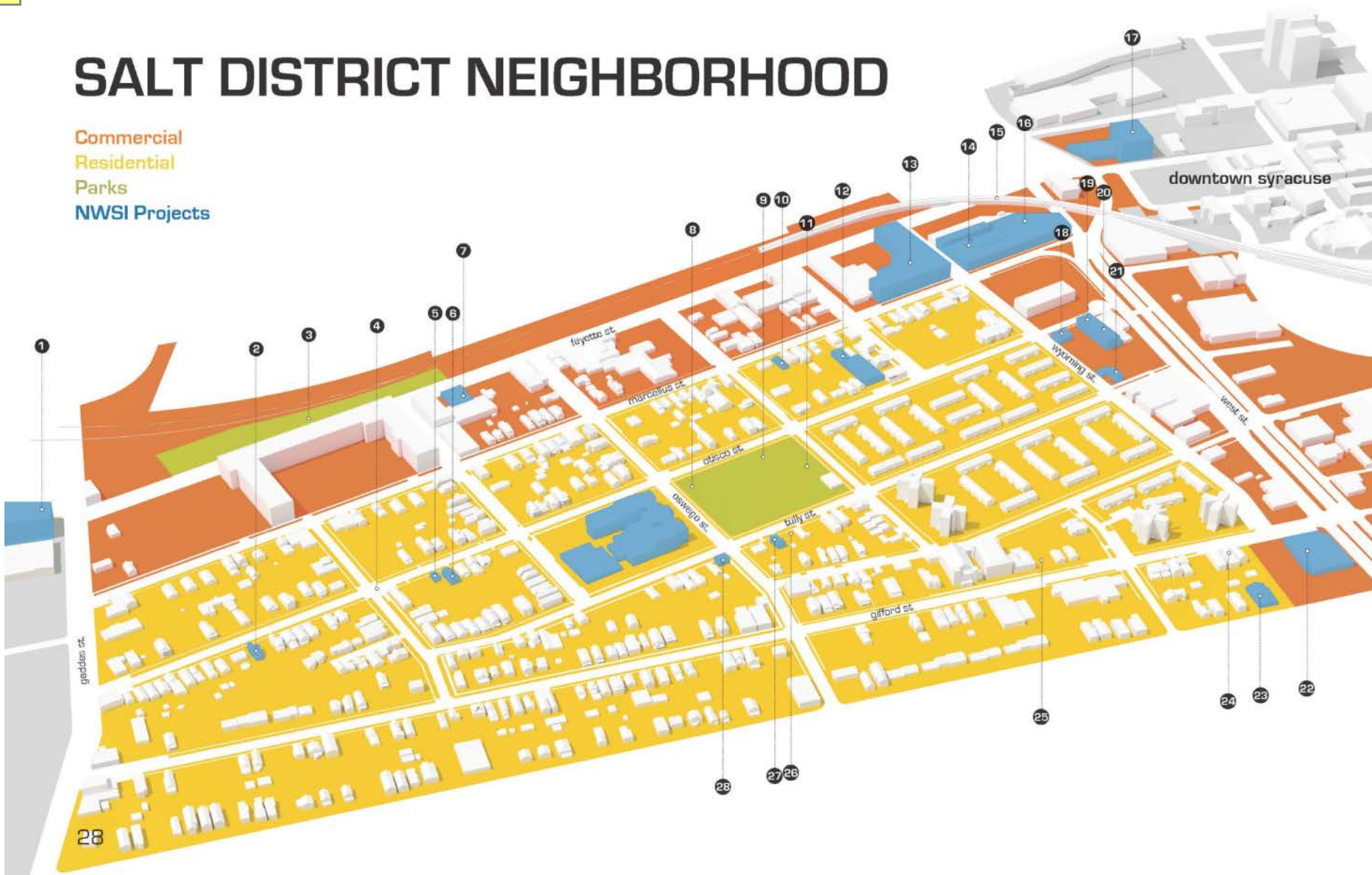
Near Westside Initiative (NWSI)





SALT DISTRICT NEIGHBORHOOD

- Commercial
- Residential
- Parks
- NWSI Projects





SALT DISTRICT

SYRACUSE | ART | LITERACY | TECHNOLOGY
OF THE NEAR WESTSIDE



OUR STORY: A PARTNERSHIP



LOCAL PEOPLE DOING BUSINESS WITH LOCAL PEOPLE...

NOJAIM *Shur Fine* **MARKET**

BROS.

SINCE 1919



- 3rd Generation family business
- One of the last independent grocery stores in Syracuse
- Grant through Empire State Development REDC to assist with store renovation, as well as other funders.

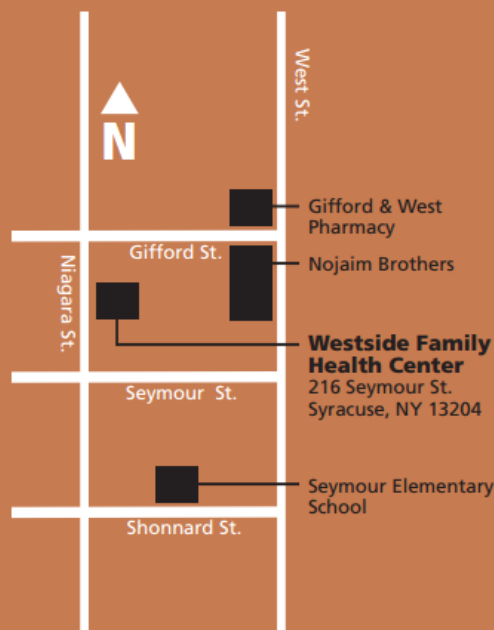
Primary Care Center-West



A HIGHER LEVEL OF CARE



- Level III Medical Home Certified
- Primary care, obstetrics, pediatrics, behavioral health, and referrals to community resources
- Expansion funded by NYSDOH \$7M grant
- Physicians available 24-hours-a-day, seven-days-a-week



Syracuse clinic and grocer team up to boost health in the struggling Near Westside neighborhood



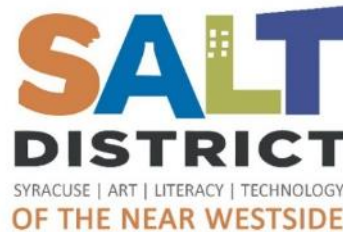
A HIGHER LEVEL OF CARE

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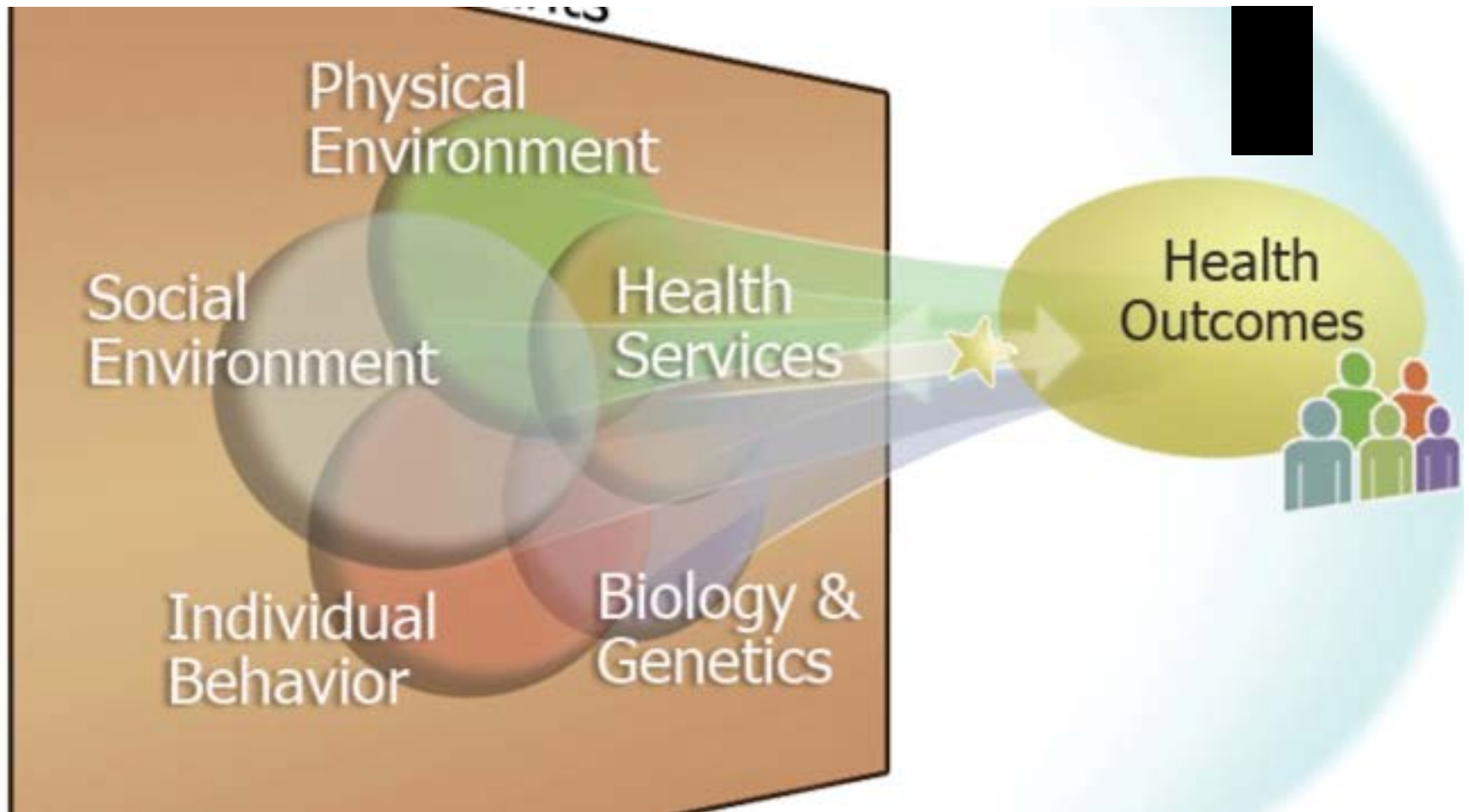
LERNER CENTER FOR PUBLIC HEALTH PROMOTION

Guiding Principles

- Work in partnership with citizens, students, researchers, and public health professionals to identify needs, develop programming, and deploy collaborative initiatives.
- Create a *sustainable foundation* for health promotion within the curriculum of public health practice and policy and community engagement.



Our Model for Community Health



The Shopper Rewards Program

- Earn points based on the 'quality' of the food purchased
- Redeem points for healthy prizes





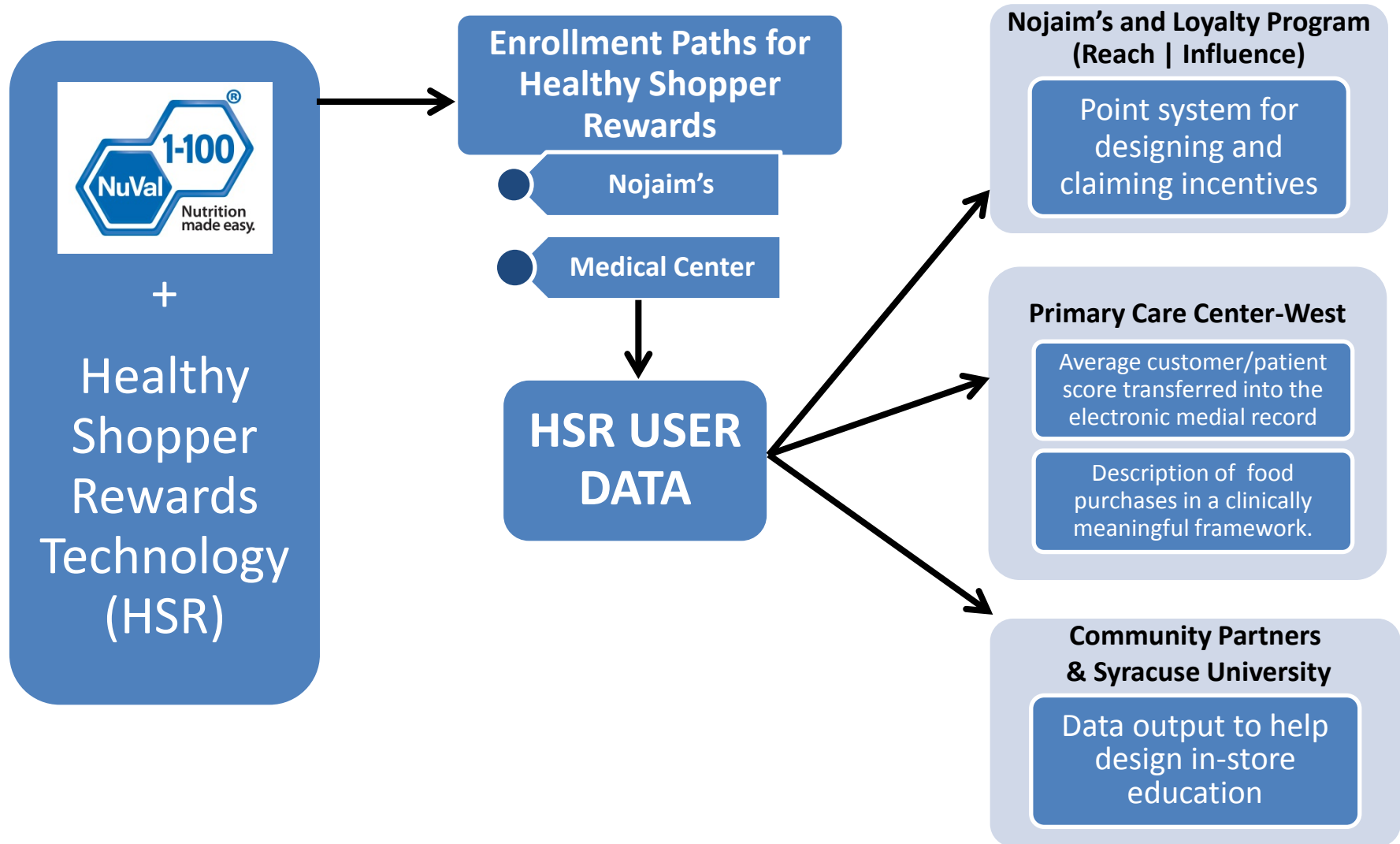
Shopper Rewards Program

Data on food purchases will be sent to the neighboring Primary Care Center-West

- Reduced to clinically meaningful information
- Used by providers (physicians, nurses, dieticians)
- Enhances the YMCA's Diabetes Prevention Program
- Combined with incentives to access healthy food



Data Flow Requirements for the Healthy Shopper Rewards Initiative



Sustainability

Based on a common goal:

- *To Improve the Population's Health*

Grounded in an understanding of the underlying objectives of each partner:

- ***St. Joseph's Hospital Health Center/Westside Center***
 - ✓ Achieving Level 3 Medical Home Metrics
- ***Nojaim Brothers Grocery Store***
 - ✓ Increasing sales of more healthful food choices
- ***Lerner Center for Public Health Promotion at Syracuse University***
 - ✓ Providing a venue for research and Graduate Public Health Education
- ***Onondaga County Health Department & NWSI***
 - ✓ Achieving measurable improvements in population health indicators





Wrap Up

- NWSI timeline
- Power of partnerships
- NuVal enables healthy food choices

The NuVal Algorithm

Numerator ÷ **Denominator** =



Fiber
Omega-3 fatty acids
Vitamin D
Total bioflavonoids
Total Carotenoids
Potassium
Calcium
Vitamin C
Folate
Magnesium
Vitamin E
Vitamin A
Zinc
Vitamin B12
Vitamin B6
Iron

Trans fat
Sodium
Sugar (added)
Saturated fat
Sugar (intrinsic)
Cholesterol

Generally Favorable Nutrients
Generally Less Favorable Nutrients = NuVal Score

The scoring algorithm is grounded in the Dietary Guidelines for Americans, FDA/USDA regulations, and evidence-based science.