

Strategies to Promote Healthier Supermarket Purchases that are Good for Health and Good for Business: A co-design study

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Supermarkets are important settings for dietary interventions and there is growing evidence that supermarket interventions (e.g. discounts on healthy foods) can be effective. However such interventions are often not rolled out in the real world because they are not cost-effective for the retailer. A new industry-academic collaboration aims to co-design commercially sustainable strategies to increase sales of healthier foods relative to less healthy foods in New Zealand supermarkets. A series of co-design workshops, led by an experienced facilitator, will involve supermarket corporate strategy team members (nutrition, purchasing, health, and communications) and a team of public health nutrition academics. Other stakeholders e.g. food manufacturers and consumers may also contribute in later stages. The workshops will follow a typical co-design process: (1) engagement - establishing relationships; (2) planning - working to establish goals; (3) exploring - learning about partner needs and experiences; (4) development - turning ideas into possible interventions (within agreed parameters and constraints); (5) decision - determining the interventions to be used; (6) research - evaluation of the interventions. Thematic analyses of the co-design workshop data will identify potential interventions that will then be mapped against Choice Architecture evidence frameworks and further refined before piloting in 6 supermarket stores mid-2019. The co-design phase will be completed by March 2019 and the results will be presented for the first time at the ANA conference.

Key take home messages are:

- Dietary interventions in supermarkets need to be commercially sustainable
- Co-design aims to enhance the effectiveness and uptake of interventions by involving end users in the design process.

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