

Strategies to promote healthier supermarket purchases that are good for health *and* good for business: A co-design study

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Rationale



- Supermarkets are the major source of food in NZ
- 87% NZers buy food/drinks from supermarkets at least weekly
- Growing evidence that supermarket interventions can increase healthy food purchasing but few sustained after research ends
- Strategies such as prominent placement of products can increase sales of healthier items
- Co-design study (Australia) showing promising results
- Choice architecture theory shows potential to 'nudge' consumers towards healthy options





Aim

To co-design and test ways to increase sales of healthy supermarket foods, which are good for health and business



Study design



- Phase 1: Co-design and develop commercially sustainable strategies to increase sales of healthier foods in supermarkets
- Phase 2: Test interventions during 12-week pilot in 6 Countdown stores (3 intervention, 3 control)

Co-design partner



- 180 stores across New Zealand
- >3 million customers every week
- 38% New Zealand grocery market

Lisa Conway, Kiri Hannifin, Deb Sue

What is co-design?



Similar to:

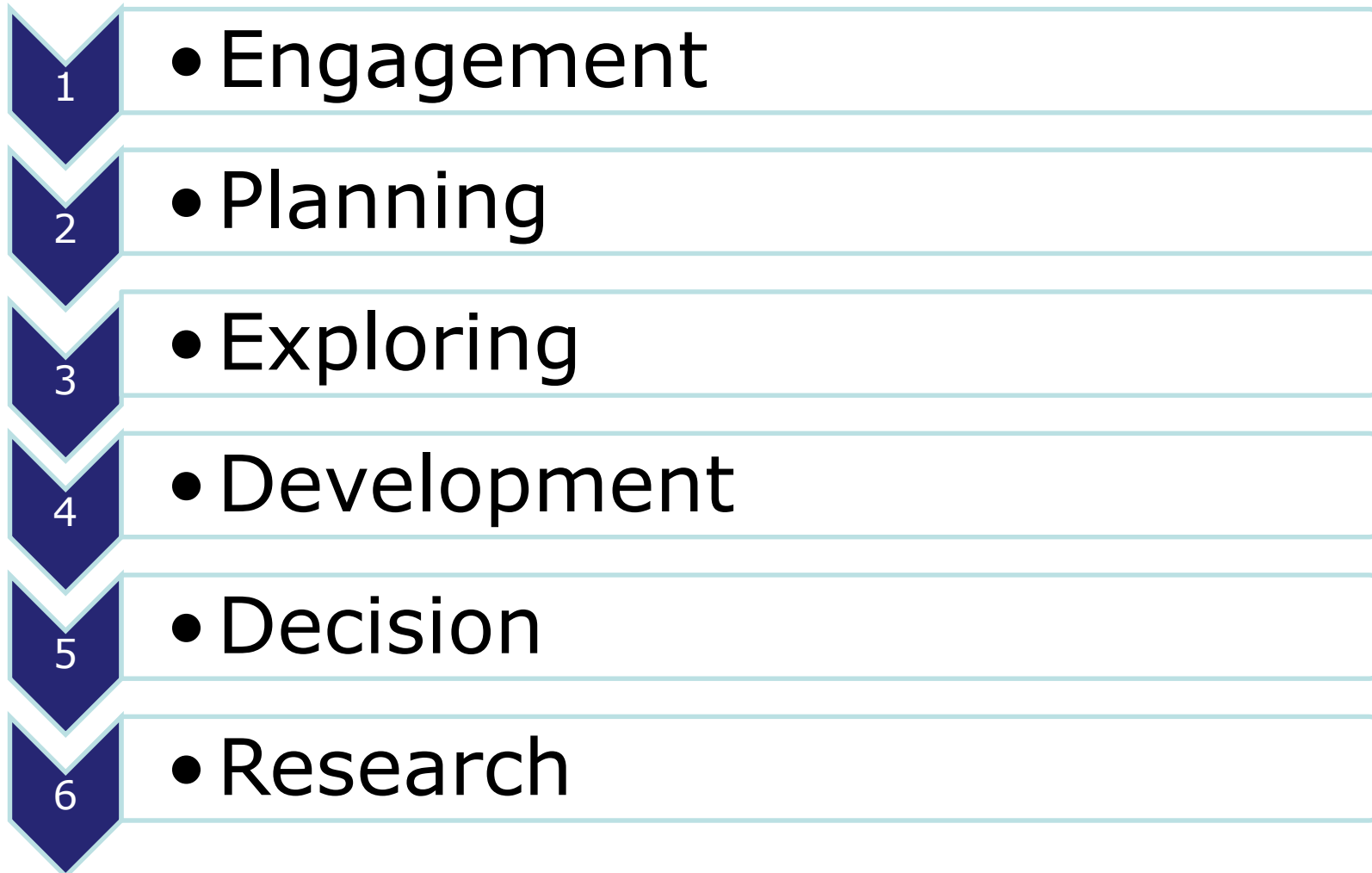
- Participatory action research
- Experience-based design



Active participation of end-users as co-designers throughout

Result - Intervention developed for and with users

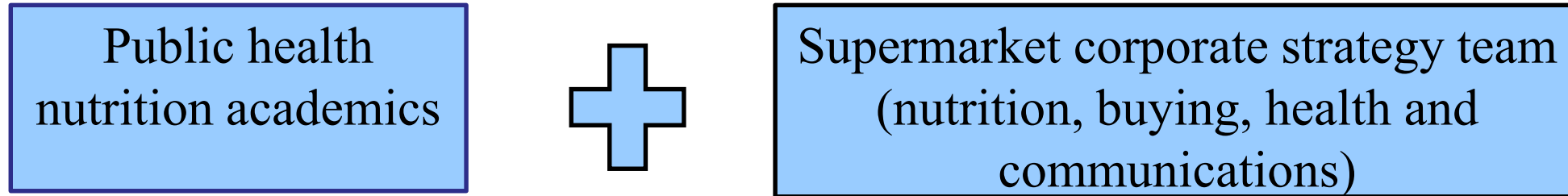
Phase 1: Co-design process



Method

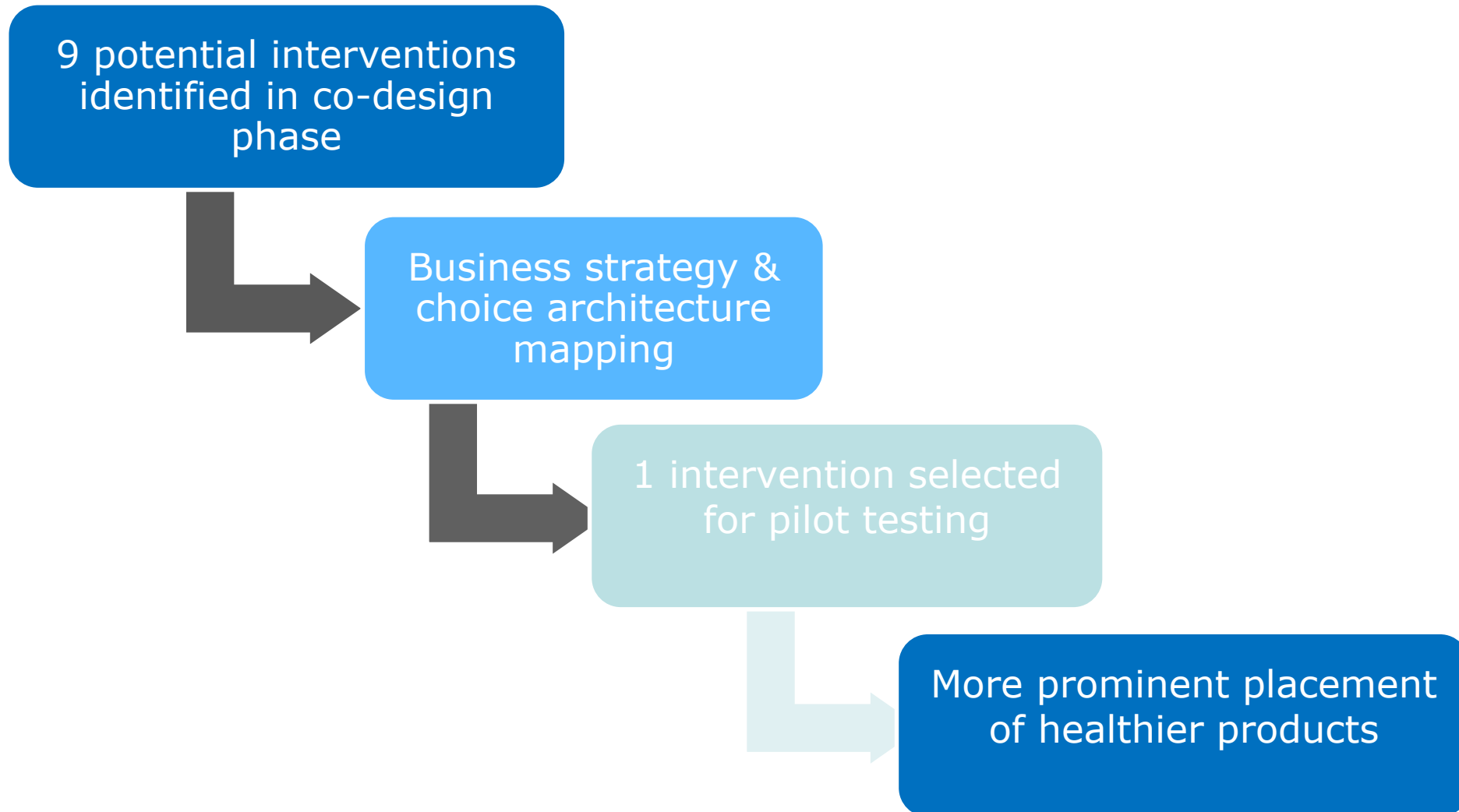


- Series of co-design workshops led by experienced facilitator



- Thematic analysis of co-design data
- Mapped against choice architecture frameworks and business strategy
- Identification of potential intervention(s) for pilot testing

Results



Phase 2: Pilot study



Intervention

- More prominent placement of healthier products in one category

Intervention and control stores

- Selected and matched on category size, sales, sales growth, shopping patterns, store type & local area obesity rates



Outcome measures

- Sales of healthy products as % total category sales relative to pre-intervention period, customer feedback, store manager feedback

Timing

- 30 April – 4 July 2019. First results available late 2019

Next steps



- Process evaluation

- Store audits
- Interviews with store managers
- Shopper surveys (face-to-face and online)



- Data analysis

- Sales of healthy products as % total category sales compared with pre-intervention periods (12-weeks prior and 12-months prior)

Acknowledgements



- **Funding:** Health Research Council of New Zealand 18/672 (DIET Programme 2018-2023)
- **Countdown team :** Lisa Conway, Deb Sue, Kiri Hannifin, Scott Davidson, Martha Nurtjahja, 6 trial Countdown stores and staff
- **NIHI team:** Jacqui Grey, Magda Rosin, Yannan Jiang, Cliona Ni Mhurchu

