

**TITLE:** Linn County Wellness in Neighborhood Stores (WINS): Partnering for store-based changes to improve food security and healthy eating

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**STUDENT SUBMISSION:** No

**TOPIC/TARGET AUDIENCE:** Topic: food access, food security, nutrition. Target Audience: Public health program developers and evaluators in the community health space.

**ABSTRACT:** Background: One in 6 Linn County children and 1 in 8 adults are food insecure, meaning they do not have enough acceptable, affordable, available nutritious food to eat. Many of these same individuals also live within walking distance of convenience stores. Purpose: Linn Wellness in Neighborhood Stores (WINS) is a formative assessment to understand the perspectives, experiences, and needs of community members who shop at, manage, or own local convenience stores, to inform store-based changes that can improve food security. Methods: In summer 2022, semi-structured interviews will be conducted with store owners, managers and shoppers. Findings will be used to develop an observational store survey to examine purchasing, stocking, and food access in local convenience store environments. Results: This presentation will describe the Linn WINS process and findings. The formative assessment will inform a program plan for store-based policy and marketing (product, place, promotion, price) changes to improve food security, particularly for Oregon Health Plan members. Implications: Convenience stores serve as important places for people to buy food and are unique targets for interventions in Linn County. This formative assessment will inform program planning in these retail-based spaces, with the potential for expansion into other areas of Oregon.

**OBJECTIVE(S):** Identify the unique needs and perspectives of community members who own, manage, and shop at convenience stores in Linn County. Discuss possible retail policy strategies to improve food security and access at the local level.

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