Healthy Way Lay Health Advocate Curriculum at Wayfield Foods Grocery Store

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Outcome Evaluation: Healthy Way Lay Health Advocate Curriculum at Wayfield Foods Grocery Store

Research Questions
- Will the LHAC increase employees’ knowledge of nutrition and diet related disease?
- Will the LHAC prepare employees for interacting with customers around healthy purchasing and health behaviors?
- Will the LHAC improve the diet quality of Wayfield employees participating in the program?

Lay Health Advocates
- In Southwest Atlanta, there are gaps in access to health resources and information for many people at risk for chronic disease. Major factors creating these gaps are distrust in the medical community and lack of relationships with a primary care provider. Programs that utilize Community Health Workers (CHW) are a strategy to close these gaps. The Healthy Way program mobilizes Wayfield store employees as a type of CHW called a Lay Health Advocate (LHA). LHAs are trusted members of the community who bridge the gap between customers at Wayfield Foods in Southwest Atlanta and access to healthcare and diet related disease knowledge.
- LHAs were trained using the Healthy Way Lay Health Advocate curriculum (LHAC).

Healthy Way Lay Health Advocate Curriculum (LHAC)
Goal: To teach knowledge of nutrition and diet related disease to Wayfield employees who will impart this information to Wayfield customers.
- The Healthy Way LHAC contains six lessons on healthy eating, customer service, and diet related disease. Results are measured by pre- and post-tests.
- Classes take place in the store breakroom
- Employees are chosen to participate in the class by the store manager
- Classes include hands on activities, role playing, and discussion

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Data Collection Tools
- Pre- and Post- nutrition survey adapted from the General Nutrition Questionnaire for Adults
- Mid course check in question: On a scale of 1 to 5, how ready are you to interact with customers in your role as a Lay Health Advocate?
- “How likely” surveys assessing change in attitude towards trying new fruits and vegetables.

Sample
- 6 employees trained
- 100% women
- Mean age 42
- Age range 16 to 63
- 83% African American
- 17% Caucasian

Data Collection and Analysis
- Evaluation materials were completed in class on paper
- Scores were hand calculated by the instructor
- Every LHA received the same evaluation

Results
- Median Nutrition pre-test 61%
- Median Nutrition post-test 91%
- Mid course check in: 4
- “How likely…” questions produced higher affirmative responses in post-test

Conclusion
- The LHAC fostered buy-in from store employees and enthusiasm for making their community healthier
- Built a solid foundation for second half of LHAC training: the referral system with The HEALing Community Center
- Employees showed a desire to learn about nutrition and how to interact with customers
- The LHAC was successful in increasing knowledge of nutrition and diet related disease in all employees as well as preparing employees to interact with customers
- More emphasis should be placed on the fruit and vegetable challenge in the next cohort
- Potential for scaling up to other Wayfield stores
- Limitations include small sample size, early intervention results, pending referral process training

Research Design
- The LHAC was successful in increasing knowledge of nutrition and diet related disease. The Healthy Way LHAC contains six lessons on healthy eating, customer service, and diet related disease. Results are measured by pre- and post-tests.
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