

# **PROCESS EVALUATION OF A FOOD MARKETING AND ENVIRONMENTAL CHANGE INTERVENTION TO PROMOTE FRUIT AND VEGETABLE CONSUMPTION AMONG LATINOS THROUGH GROCERY STORES**

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There is a growing population of Latino immigrants with unhealthy diets consisting of inadequate quantities of fruits and vegetables and excess fat consumption. Data show such diets are a risk factor for chronic illnesses. Store-based health promotion interventions have the potential to improve diet, thereby assisting in disease prevention. Vida Sana Hoy y Mañana tested the efficacy of a food store-based environmental change and food marketing intervention to increase sales and consumption of fruits and vegetables among Latino immigrants living in North Carolina. The study involved 4 stores that each implemented an 8-week intervention. Several intervention components were implemented: in-store structural changes, a diverse food marketing campaign, staff trainings, and food demonstrations. Process evaluation strategies were implemented to assess the dose delivered and reach. The intervention components presented showed an overall moderate level of fidelity.