



ShopRite of Colonie Offers Customers the National Diabetes Prevention Program

Issue:

There is a large prevalence of adults with diabetes in Albany County 20,700 adults in Albany County, 8.7%, diagnosed with diabetes, 2008-2009. (<http://www.health.ny.gov/statistics/brfss/expanded/2009/county/docs/albany.pdf>). In order to prevent more adults from developing this chronic disease, the National Diabetes Prevention Program (NDPP) has been disseminated and supported by the QTAC-NY for several years.

Recently, the large grocery store chain, ShopRite, piloted the NDPP at the Colonie, NY store to highlight its in-store dietitian program and to demonstrate the availability of healthy food items found throughout the store, which also were used as demonstrational props throughout the year-long program.

ShopRite's support of the NDPP was clear from the beginning when the in-store dietitian, Amy Imler, MS, RD, CDN, was permitted to commit some of her work hours to the promotion, recruitment and facilitation of the program within the newest store in the Albany area.

Intervention:

The *National Diabetes Prevention Program* (NDPP) is an evidence-based lifestyle change program that is recognized by the CDC as an evidence-based for adults who are at risk of developing Type 2 diabetes, or who are pre-diabetic. The year-long program helps participants make real lifestyle changes such as eating healthier, including physical activity into their daily lives, and improving problem-solving and coping skills. Participants meet with a trained lifestyle coach and a small group of people who are making lifestyle changes to prevent diabetes. Sessions are weekly for 6 months and then monthly for 6 months. This proven program can help people with prediabetes and/or at risk for type 2 diabetes make achievable and realistic lifestyle changes and cut their risk of developing type 2 diabetes by 58 percent.



Reach and Impact:

The pilot program kicked off in May 2014 with 17 people registered. Of those, 10 people attended an average of 91% of the classes losing an average of 16 pounds with 8 ultimately lost the recommended 5-7%, or more, of weight. The program was held on Monday evenings for the working population. Store recruitment included: flyers; in-store broadcast announcement; flyers as bag stuffers; pharmacy inserts; ShopRite Shop at Home flyers: and through one-on-one nutritional counseling. The promotion of the class also gave ShopRite the opportunity to tell people about other

services within the store and about the other Living Healthy programs like the Diabetes Self Management Program. All participants were directed to register online through QTAC-NY *Compass*.

Within the organization itself other store employees as well as store supervisors became aware that something was happening because they'd see that the community room was booked for the classes or maybe they'd see it full of people. This relayed the message that the Lifestyle Coach and store employee was bringing potential customers into the store. A win-win for all involved.

Importance of Impact:

There was a noticeable difference with many of the participants. People in the program reported to their Lifestyle Coaches, Ms. Imler and Ms. Cori Rowe, that they felt better and that the impact of learning about portion sizes and measuring along with the addition of physical activity into their lives, motivated them and made a difference in the program outcomes like weight loss and increases in physical activity.



The Lifestyle Coaches also noted that participants gained from learning about stress management in the program. One of the coaches made STOP signs on 8"X11" cardstock for each participant to have and to focus on when stress was interfering with their lifestyle changes. It is said that people really focused on themselves; sometimes spouses or family members took on the lifestyle changes without attending the program e.g., it was reported that one participant's husband lost weight following the program without ever attending it himself.

Resources Leveraged:

The next NDPP at ShopRite of Colonie will begin September 2015; again, with an early evening start time for people who work during the day. In addition to in-store marketing, recruitment flyers will also be distributed at community health events and through existing community network opportunities within the Capital District.

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