



The Heart Foundation *Buyer's Guide for managers of remote Indigenous stores and takeaways*

Evaluation Report

Heart Foundation

**Deanne Wooden
Project Officer**

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Executive Summary

This report provides preliminary evaluation findings of the Heart Foundation *Buyer's Guide for managers of remote Indigenous stores and takeaways*.

The objectives for the evaluation were set using the RE-AIM Health Promotion Framework: *Reach, Effectiveness, Adoption, Implementation, and Maintenance*.

A number of barriers to meeting the objectives were identified following a pilot evaluation with store managers and also from informal feedback received from nutritionists/ health workers and key contacts such as buying groups, store groups and distributors. These barriers included (but are not limited to): poor uptake of the resource by store managers, nutritionists/health workers, and store groups; a lack of baseline data on store stocking practices; and a lack of information on the numbers and contact details of remote Indigenous stores and takeaways across Australia and those who received a copy of the Buyer's Guide.

As a result, a decision was made to discontinue the project evaluation as planned and re-direct capacity and resources to alternative strategies with greater potential to impact on food supply to remote Indigenous communities.

Recommendations are as follows:

1. Further scope the potential of working with distributors to influence the availability and identification of healthier food and drink items for remote Indigenous store managers.
2. Continue to seek opportunities for advocacy around remote Indigenous food security.
3. Continue to promote the use of the Buyer's Guide at every opportunity, for example, on the Heart Foundation website, through the Heart Foundation Health Information Service, through health publications, at trade shows and conferences, on relevant websites, and through nutrition/health worker networks. (Details regarding dissemination of the Guide should be documented for evaluation purposes).
4. Consider strategies to support the distribution of the Buyer's Guide with training in how to use it, for example by working more closely with organisations with "on-the-ground" capacity such as the Red Cross, store licensing officers, and state health jurisdictions. (Dissemination and implementation strategies should be documented for evaluation purposes).

Introduction

The Remote Indigenous Stores and Takeaways (RIST) Project was established in 2005 by the South Australian, Western Australian, Northern Territory, Queensland, New South Wales and Australian Government health departments to improve access to a healthy food supply for Aboriginal and Torres Strait Islander people in remote communities. The project aimed to establish and improve standards for 'healthy' remote stores. To reach the goals of the project, a suite of resources and guidelines were developed to promote access to healthy foods: the RIST resources.

A key component of the project was the development of the Heart Foundation's *Buyer's Guide for managers of remote Indigenous stores and takeaways* (Buyer's Guide or the Guide). The Guide was developed in 2007/2008 and offers a listing of recommended branded and private label products supporting the RIST *Food Variety Guidelines*.

Distribution of the Buyer's Guide was conducted in July and August 2008. It was directly posted to stores where contact details were available (Northern Territory only), and to nutritionists, health workers, distributors and buying groups. It was the responsibility of the lead nutritionists within each state (other than NT) to further disseminate the Guide to stores. The Guide was also available for download from the Heart Foundation website, and promoted on the *HealthInforNet* website.

Evaluation of the project was scheduled to occur mid 2009 and aimed to assess the reach and effectiveness of the Buyer's Guide, and investigate the barriers and enablers to using it. A secondary part to the evaluation was to assess the uptake of the Buyer's Guide by agencies that have the potential to impact on store buying practices in the longer term, for example community health workers, nutritionists, stores buying groups, distributors and suppliers.

Specific objectives of the evaluation were as follows:

Process

1. Determine the reach of the Buyer's Guide to key stakeholders, including managers of remote Indigenous stores and takeaways, health workers, nutritionists, distributors.

Impact

2. Investigate to what extent the Buyer's Guide is being used by store managers (primary audience) as originally intended and identify barriers and enablers to its use;
3. Determine the level of promotion, support and usage of the Buyer's Guide by nutritionists, health workers and store buying groups (secondary audience);
4. Evaluate the impact the Buyer's Guide has on the stocking of healthier food items in remote Indigenous stores;
5. Determine to what extent the Buyer's Guide has been embedded into store or store group buying practices and distributor/supplier lists (secondary audience).

Method

Key stakeholders were identified and contacted at the beginning of evaluation planning, and a draft evaluation project proposal was circulated for comment.

Key objectives included:

Process

1. Determine the reach of the Buyer's Guide to key stakeholders, including managers of remote Indigenous stores and takeaways, health workers, nutritionists, distributors.

Impact

2. Investigate to what extent the Buyer's Guide is being used by store managers (primary audience) as originally intended and identify barriers and enablers to its use;
3. Determine the level of promotion, support and usage of the Buyer's Guide by nutritionists, health workers and store buying groups (secondary audience);
4. Evaluate the impact the Buyer's Guide has on the stocking of healthier food items in remote Indigenous stores;
5. Determine to what extent the Buyer's Guide has been embedded into store or store group buying practices and distributor/supplier lists (secondary audience).

Evaluation methodology was to consist of a combination of telephone and online surveys with stores managers, and key informant interviews with nutritionists and health workers. Prior to formal evaluation, a pilot evaluation was undertaken by a fourth year nutrition and dietetics student via telephone interviews (see Appendix 3) with store managers in June 2009, and informal feedback was sourced from nutritionists/ health workers during the development of the evaluation plan, over the period December 2008 until June 2009.

The sample used for the pilot evaluation was assembled from a list of stores which had been sent the Buyer's Guide in the original dissemination, and also from suggestions made by nutritionists working directly with stores. A total of thirty store managers were contacted and from this, five agreed to participate in the pilot survey. Each participating store manager was from a different state and territory across Australia. Informal discussions and interviews about the usability of the Buyer's Guide were conducted with approximately eight public health and community nutritionists from Western Australia, South Australia, Northern Territory and Queensland, both government-employed and working with store groups. One interview each was conducted with the Director of a store group in Queensland, the Director of a buying group from Western Australia, and with the Director of a distribution company in Northern Territory. The NATSINSAP project officer working in remote food supply was also consulted.

A detailed outline of the evaluation project plan can be found in Appendix 1 and the project schedule in Appendix 2.

It should be noted here that Queensland Health is the only state health jurisdiction conducting an evaluation of the entire suite of RIST resources, including the Heart Foundation Buyer's Guide. The evaluation conducted by Queensland Health began in November 2008, and a report will be available late 2009.

Results & Discussion

The results reported here relate to the Heart Foundation's Buyers Guide pilot evaluation and feedback from nutritionists/ health workers and key contacts such as buying groups, store groups and distributors. Queensland Health has also undertaken an evaluation of the RIST resources. Preliminary results from the Queensland Health evaluation that relate to the Buyers Guide are also reported here.

Process Evaluation

Objective 1: Determine the reach of the Buyer's Guide to key stakeholders, including managers of remote Indigenous stores and takeaways, health workers, nutritionists, distributors

Distribution method: Promotion on the HealthInfonet website, along with all other RIST resources.

Reach: Unknown. The HealthInfonet website linked directly to the Heart Foundation website, where the Buyer's Guide is available for downloading or a hard copy available by contacting Heart Health Information Service (see below).

Distribution method: Available for download from the Heart Foundation website or hard copies available through Heart Foundation Health Information Service.

Reach: Information obtained from the Heart Foundation Health Information Service shows 43 Buyer's Guides were sent out via this method, to a total of 14 callers. Website download information is not available before January 2009. There was a total of 200 downloads from the website between January 2009 and June 2009, with a peak in May 2009 (66) which may be related to the DAA Conference in Darwin with a focus on Indigenous nutrition. Exactly who has accessed these downloads cannot be tracked.

Distribution method: Direct post to stores where contact details were available (Northern Territory only).

Reach: Posted to 94 stores.

Distribution method: Direct post to nutritionists and health workers requesting copies of the Buyer's Guide.

Reach: Posted to 85 nutritionists and health workers.

Distribution method: Direct post to stakeholders, particularly distributors and buying groups, who occasionally ordered multiple copies.

Reach: Contact details of four distribution companies nationally to which the Buyers Guide has been sent have been collected. Most distributors and buying groups ordered multiple copies, a total of 64 copies were sent to this group of stakeholders.

Distribution method: Secondary dissemination to stores and state/territory based nutritionists/health workers via the nutritionist representing each state and territory jurisdiction on the RIST Steering Committee

Reach: Unknown. This information could not be supplied in adequate detail by nutritionists in each state and territory.

From the information provided through Heart Health Information Service and nutritionists in each state and territory jurisdiction, the estimated state by state distribution of the Buyer's Guide is summarised in the table below.

Table 1 – State by State dissemination of the Buyer's Guide

State	Stores	Nutritionists/Health Workers	Distributors/buying groups	Other	Totals
Northern Territory	94	24	10	17	145
Queensland	11	34	4	5	54
Western Australia	22	54	50	18	144
South Australia	4	80	0	0	84
NSW	0	6	0	0	6
Victoria	0	1	0	0	1
Totals	131	199	64	40	434

A total of 1500 copies were printed, with 750 remaining in the warehouse, therefore it is unknown exactly where the remaining 316 copies have ended up.

It is important to note that no training or explanation of how to use the Buyer's Guide was available to store managers when they received it, unless local nutritionists or health workers chose to provide this when disseminating the Guide themselves.

Despite promotion and distribution of the Buyer's Guide being managed via a number of different methods, it is clear from the pilot evaluation that very few store managers have access to a hard copy one year after distribution, and in fact most are not even aware of the resource. Reasons for this could include a high turnover of people occupying store manager positions, a low priority given to the nutritional quality of foods sold by store managers (therefore limited interest in the resource), and poor penetration of and uptake by the target audience via the distribution methods chosen. Comprehensive distribution was hampered by the fact that a complete list (with contact details) of all remote community stores and takeaways nationally does not exist. In an effort to track where the Guide has been sent, nutritionists in each state were requested to send through details of where they had sent the Guide, but this resulted in a poor response rate. Use of the Buyer's Guide has also been held back by a lack of training accompanying the dissemination of the resource.

Discussions with the Project Officer within Queensland Health regarding preliminary findings from the evaluation of the usage of all RIST resources within Queensland and the APY Lands (South Australia) suggest that without substantial support from nutritionists and health workers, store managers are not using any of the RIST resources, including the Buyer's Guide. This finding also echoed feedback from nutritionists working in other states and territories.

A second distribution and further promotion of the Buyer's Guide was considered prior to formal evaluation however informal discussions with a range of key stakeholders suggested that in its current format, the Buyer's Guide would be unlikely to be used without significant support from nutritionists and health workers. This support could not be assured due to lack of resources and capacity of nutritionists and health workers. This risk was originally raised in the scoping report by the RIST Project Officer in April 2008:

“The individual store managers consulted with perceived extra work would be involved and, as they are time poor, expressed doubt when asked whether they would use the guide... The majority of managers indicated they would need support and guidance in order to use the Guide.”

Impact Evaluation

Objective 2: Investigate to what extent the Buyer's Guide is being used by store managers (primary audience) as originally intended and identify barriers and enablers to its use

To what extent is the Buyer's Guide being used by store managers?

Pilot evaluation results

The majority of store managers contacted (28 from 30) were not aware of and did not have a copy of the Buyer's Guide. Of the five store managers who agreed to participate in the pilot survey two had a copy of the guide and two were using it. (note: three store managers were sent another copy of the Buyer's Guide just prior to their telephone interview).

Those store managers using the Buyers Guide were using it "sometimes" or "rarely", and mostly for checking items against items on their usual ordering sheet, or "pantry list".

The Buyer's Guide is being used in a small capacity by nutritionists working in some store groups. Examples of how the Buyer's Guide is being used by nutritionists include:

- Used to cross-check nutritional suitability of items in core range, particularly if no Nutrition Information Panel is available from supplier;
- Used to develop a "healthy food badge" system in-store;
- Used to stock healthier takeaway options, e.g. lasagne, *Lean Cuisine*[®].

Barriers and enablers to using the Buyer's Guide drawn out from the pilot survey, informal discussions with key stakeholders, and original scoping report are summarised below.

Barriers

- **Workload of store managers.** Store managers report they are too busy to learn how to use a new resource. One distributor reported that store managers often short cut ordering by using a "pantry list" unique to each store, representing the items usually ordered. A variety of different methods of ordering are employed, such as fax, telephone, email and on-line. Regardless of the method used, consulting the Buyer's Guide before ordering adds an extra step in the process that store managers have little time for.
- **Format of Buyer's Guide.** One nutritionist reported "*Store managers are not going to open another book and refer to it back and forth when they are ordering, whether they are using an electronic or paper-based ordering system*". One store group requested a copy of the Buyer's Guide in an electronic format in order to integrate into ordering system. This was offered, however the store group did not follow up. Conversely, of the store managers who were using the Guide, most (two out of five) reported that the layout of the Guide made it easy to use.
- **Potential to negatively impact on profit.** Red Cross staff reported that store managers are under pressure from Store Management Committees to continue showing a profit. If the manager believes implementing change will negatively impact on profit, they will be resistant to change.
- **High staff turnover.** Despite using a list of stores that had been sent the Buyer's Guide, most reported they did not have a copy, suggesting either they

were not working in the store when the Buyer's Guide arrived, or they had lost their copy.

- **Inadequate match between items listed in the Buyers Guide and available products.** Despite attempts to ensure the products listed in the Buyer's Guide are available across most remote areas in Australia, it was noted by nutritionists working in the Northern Territory and Queensland that neither the range of categories, nor the items within those categories, sufficiently matched the products available through their distributors for the Buyer's Guide to be useful. Conversely, some store managers reported that range of products available in the Buyer's Guide is adequate.
- **Inability to endorse branded products.** Some nutritionists working for government departments also commented that inclusion of branded products may be a barrier due to limited capacity of government employees to "endorse" branded products.
- **Limited choice of distributors.** Due to the geographical isolation of remote communities, there are a limited number of distributors supplying each area, in some cases only one or two. This diminishes the range of items available, makes store managers very dependent on their distributors, and reduces the likelihood that there will be adequate crossover between items listed in the Buyer's Guide, and items on ordering lists.
- **Rebates and incentives.** As discussed in the original scoping report, anecdotal evidence suggests there is potential for a number of incentive and/or rebate deals taking place within the supply chain. Such deals can take the form of legitimately negotiated trading terms, or unscrupulous deals involving undisclosed rewards and benefits.
- **Core range already established.** Some store groups, for example Outback Stores and ALPA already have a core range established and therefore do not require a resource such as the Buyer's Guide to guide the stocking practices of store managers. Some store managers also reported that they used order lists which already contained healthy lines.
- **Nutrition criteria not available.** From one store group nutritionist: *"The NHF offered for individuals to email product names to the buyer's guide team who would then indicate what category i.e. 'everyday' or 'sometimes' that those products would fit into. However, this would be a laborious and time consuming process. It would be great if the booklet contained the NHF criteria so that other products not included in the book could be measured against this"*.

Enablers

- **Health worker or nutritionist** working with stores to support the use of the RIST resources. The evaluation carried out by the Queensland Health project officer showed that the store managers who are using the RIST resources are those who are specifically supported to do so by their local nutritionist or health worker.
- **Training in the use of the Buyer's Guide.** Training in the use of the RIST resources had been systematically offered to all health staff working in remote Indigenous nutrition across Queensland six months prior to the evaluation. This finding supported initial concerns expressed by store managers that they would need support and guidance in order to use the Buyer's Guide, and also underpins the importance of providing training simultaneously with dissemination.
- **Personal interest in health** of the community by store manager.
- **Being part of a store group if that group is using the Buyers Guide.** Particularly if the store group has a nutritionist and is using a group procurement process.

Potential enablers (not elucidated in preliminary evaluation but suggested by other stakeholders)

- Direct contact with store manager by the Heart Foundation prior to sending a copy of the Buyer's Guide.
- Support by Store Management Committee for store manager to use the Buyer's Guide.
- Store Nutrition Policy.
- Higher demand from community members requesting healthier foods.
- In answer to a question regarding information provided in the Buyer's Guide, one store manager commented "A supplier listing relevant to geographics would improve ease of use".

Objective 3: Determine the level of promotion, support and usage of the Buyer's Guide by nutritionists, health workers and store buying groups (secondary audience)

Promotion, support and usage of the Buyer's Guide by nutritionists, health workers and store buying groups varied, depending on the state or territory.

Northern Territory

Multiple copies of the Buyer's Guide were requested by Northern Territory Department of Health and Families nutrition unit in August 2008. Despite this, few nutritionists still had access to a hard copy. Due to competing priorities within remote communities and lack of capacity overall, promotion of the RIST resources and support for store managers using them appears to be opportunistic and occasionally a low priority. One nutritionist commented that working with store managers was very difficult and therefore he preferred to work in other priority areas within the community where greater success was possible.

Queensland

Due to the appointment of a RIST Project Officer within Queensland Health, the promotion of the RIST resources among the nutrition workforce has been systematic and wide ranging. As in the Northern Territory, support of store managers using the RIST resources varied depending on the workload priorities of the individual nutritionists.

Western Australia

Very little information has been collected on the promotion and use of the Buyer's Guide by nutritionists and health workers in Western Australia.

South Australia

Very little information has been collected on the promotion and use of the Buyer's Guide by nutritionists and health workers in Western Australia. It is understood that a group of stores in the APY Lands are well supported by a nutritionist and are therefore using the RIST resources as intended, including the Buyer's Guide.

New South Wales

No information has been collected on the promotion and use of the Buyer's Guide in New South Wales.

Objective 4: Evaluate the impact the Buyer's Guide has on the stocking of healthier food items in remote Indigenous stores

The aim of the Buyer's Guide is to impact on "stocking" of healthier foods, thereby influencing the *availability* of healthier foods, rather than influencing sales. It is a subtle difference, however an important one. A number of factors can influence the sale of food items once they are stocked, including pricing, placement and promotion within the store. The Buyer's Guide does not have the ability to address these factors; although other RIST resources have been designed to do exactly that.

Two options to evaluate the impact of the buyers guide on 'stocking' of healthier foods were suggested. The optimal method requires collection of baseline and follow-up data regarding stores product lines. The second option is obtaining self reported data from store managers regarding changes in stocking practices. Option two is less resource intensive compared with the first; however it may also be less accurate and not as comprehensive.

Initial data used to inform the development of the Guide was collected by Menzies School of Health Research and this was a collection of the sales data from six representative stores across Australia. This information does not actually describe the range of items available on store shelves. Therefore, no baseline data is available for what stores were stocking prior to distribution of the Buyer's Guide.

The pilot evaluation did not specifically address this evaluation objective.

Objective 5: Determine to what extent the Buyer's Guide has been embedded into store or store group buying practices and distributor/supplier lists

Store managers

When prompted only one store manager indicated that they used a specific strategy to embed the Buyer's Guide into buying practices, and this was by simply remembering which brands to order. Other store managers mentioned checking their usual ordering list against the brands listed in the Buyer's Guide, so this could be classified as embedding the Buyer's Guide into buying practices, particularly if changes were made.

Store groups

Nutritionists or procurement staff for a number of store groups were consulted, including Outback Stores and ALPA (NT); and IBIS and Retail Stores (Queensland). As discussed under Objective 2, some examples of how the Guide has been used which may also be classified as embedding into buying practices include:

- Used to cross-check nutritional suitability of items in core range, particularly if no Nutrition Information Panel is available from supplier;
- Used to develop a "healthy food badge" system in-store;
- Used to stock healthier takeaway options, e.g. lasagne, *Lean Cuisine*[®].

Distributor/supplier Lists

At this stage, there is no evidence of distributors embedding the Buyer's Guide into lists. Discussions with distributors and buying groups revealed that some companies are already using a system which identifies healthier options within the lists. This has been achieved through consultation with a local nutritionist.

There is some interest from distributors in facilitating identification of healthier options for their buyers. This is an unexplored area, which warrants further investigation.

Other opportunities to influence the food supply to Aboriginal and Torres Strait Islander people in remote communities - next steps:

1. Working with Distributors

Despite the willingness of some distributors to support the stocking of healthier items, they expressed doubt that a stand alone resource would assist store managers in changing their practices. There have been a number of suggestions on how to facilitate the ordering of healthier items, including adding a "healthy lines" department to catalogues, highlighting healthy options in web-based ordering, regional promotions, and developing a "core list" for store groups. The latter has already been done by Metcash for Outback Stores.

After discussions with various stakeholders, it would appear there is potential to influence distributors to provide healthier products to stores or store buying groups.

The advantages of working with distributors are:

- a. Working further upstream in the food supply, more efficiently with limited capacity;
- b. Better potential to contribute to key Heart Foundation Food Supply area of reducing levels of saturated and trans fats in the Australian food supply;
- c. Working in a space currently not occupied by any health or government jurisdiction but with recognised need, and potential for significant impact;
- d. Capitalising on and progressing organisational and technical knowledge built up via development of the Buyer's Guide resource and the Heart Foundation Tick Program.

2. Government policy - advocating for change

Store Licensing

A further potential enabler for the Buyer's Guide is to link it to the Department of Families, Housing, Community Services and Indigenous Affairs store licensing scheme, currently in use in the Northern Territory. This scheme requires stores to meet certain criteria in order to obtain and maintain a licence to trade. One of the criteria specifically requires stores to stock a minimum range of food, as follows:

"The quality, quantity and range of foods must be sufficient to meet the needs of the whole community and should meet the specific needs of: pregnant women; children; and people suffering disease including diabetes, heart disease and obesity."

Store licensing officers use a "Community Stores Monitoring Visit Checklist", which is closely based on the RIST resource *Food Variety Guidelines*. The Buyer's Guide was developed to be used in conjunction with the RIST *Food Variety Guidelines*, giving store managers a list of branded products which will help them to meet these criteria.

National Policy Context

There are a number of converging interests currently emerging in remote Indigenous food supply. At the beginning of July 2009, the Council of Australian Governments announced a decision to develop a national strategy to address food security in remote Indigenous communities. This strategy is expected to be informed by the recommendations from the House of Representatives Inquiry into operation of local community stores in remote Aboriginal and Torres Strait Islander communities, which

are due in October 2009. In addition, the National Preventative Health Taskforce Report (September 2009) recommends a number of strategies targeting improvement of remote Indigenous food supply, and finally the National Health and Hospitals Reform Commission Report (August 2009) included a recommendation to implement an integrated package to improve nutrition in targeted remote Indigenous communities.

The Heart Foundation has built up a body of knowledge and expertise in food supply to remote areas and continues to be an active player in this field. In addition to work specific to the Buyer's Guide, there are many opportunities to advocate for improved accessibility and affordability of healthy, nutritious and culturally appropriate foods for people living in remote communities.

Recommendations

1. Further scope the potential of working with distributors to influence the availability and identification of healthier food and drink items for remote Indigenous store managers.
2. Continue to seek opportunities for advocacy around remote Indigenous food security.
3. Continue to promote the use of the Buyer's Guide at every opportunity, for example, on the Heart Foundation website, through the Heart Foundation Health Information Service, through health publications, at trade shows and conferences, on relevant websites, and through nutrition/health worker networks. (Details regarding dissemination of the Guide should be documented for evaluation purposes).
4. Consider strategies to support the distribution of the Buyer's Guide with training in how to use it, for example by working more closely with organisations with "on-the-ground" capacity such as the Red Cross, store licensing officers, and state health jurisdictions. (Dissemination and implementation strategies should be documented for evaluation purposes).

Appendix 1 – Project Plan

Project Plan (draft)

Evaluation of the RIST Heart Foundation Buyer's Guide

Prepared by Deanne Wooden

Nutrition Manager – Queensland

Food Supply Community of Practice

Version number: 1
Date of current plan: June 2009
Sponsor: *Susan Anderson*

Project Plan Distribution List

Name	Position	Interest in Project
Shanthi Thuraisingam	Food Supply Evaluation Officer	Project owner
Susan Anderson	National Director, Healthy Weight	Project sponsor
Coral Colyer	Food Supply Operations Manager	Related project owner – development of RIST Heart Foundation Buyer's Guide
Traven Lea	Manager, National Aboriginal and Torres Strait Islander Program	Executive Officer, ATSIP Working Group
Bill Stavreski	Manager, Data and Evaluation Unit	Internal project consultant

Version Control

Record changes to the project plan.

Version Number	Date	Reason/Comments/Approvals
1	June 2009	First draft

Project timeline:

1. By fourth quarter 2009, evaluate the reach of the Buyer's Guide,
2. By first quarter 2010 investigate the barriers and enablers to its use; and
3. By second quarter 2010, evaluate the effectiveness, uptake and sustainability of the Buyer's Guide.

Project Objectives:

1. Distribute the Buyer's Guide to key stakeholders, including managers of remote Indigenous stores and takeaways, health workers, nutritionists, distributors (reach)
2. Investigate to what extent the Buyer's Guide is being used by store managers (primary audience) as originally intended and identify barriers and enablers to its use (implementation)
3. Determine the level of promotion, support and usage of the Buyer's Guide by nutritionists, health workers and store buying groups (secondary audience) (adoption)
4. Evaluate the impact the Buyer's Guide has on the stocking of healthier food items** in remote Indigenous stores (effectiveness)
5. Determine to what extent has the guide been embedded into store or store group buying practices and distributor/supplier lists (secondary audience) (maintenance)

Key Benefits for the Heart Foundation:

1. Contribute to the Healthy Weight Operational Plan – Food Supply

Objective: To improve the availability of healthy food choices;

Strategy 1.0: Improve the nutritional profile of the food supply, particularly from manufacturers and retailers and foodservice;

Action 1.4: Improve food supply to ATSI population by:

- production and dissemination of the Remote Indigenous Stores and Takeaway Buyers Guide
- Use and effectiveness of Buyers Guide

2. *Support the development of the national agenda for Aboriginal and Torres Strait Islander cardiovascular health by acting to improve the food supply for people living in remote Indigenous communities. This will contribute to Closing the Gap in cardiovascular health disparities currently witnessed between the Indigenous and non-Indigenous population of Australia.*

3. *Evaluation of the Buyer's Guide will result in recommendations relating to the reviewing and updating of the resource, enhance the usability of the resource and offer more certain return on the investment expended to develop the Guide.*

Key Milestones

1. *Collection contact details and redistribution of Buyer's Guide to all store managers by end Aug 2009;*
2. *Database developed of store managers, nutritionists, health workers and distributors who have a copy of the Buyer's Guide, by end Sept 2009;*
3. *Telephone and online survey of store managers implemented and results collated by end Nov 2009;*
4. *Online survey of nutritionists and health workers and results collated by end Nov 2009;*
5. *Production of Evaluation Report by June 2010.*

Management Summary

<p>Costs</p> <p>Direct</p> <p>Healthy Weight Theme, Food Supply - 1 x 0.4FTE (project manager) + 1 x 0.1FTE (business line manager)</p> <p>Operating costs – unknown, potential is project officer to complete telephone surveys of store managers</p> <p>Indirect</p> <p>HIS - Further distribution of the Buyer's Guide, and collection of dissemination information;</p> <p>Data & Evaluation Unit - Assistance with survey methodology including questionnaire design and targeted analysis of results</p>

Major Changes From Project Proposal

<p><i>If significant changes are required from the Project Proposal, use the table below to indicate changes needed across the specific key project areas and the adjustments within each area to accommodate the requested changes. If no significant changes have taken place, delete 3.1 and 3.2.</i></p>		
Category	Reason for Variance from Project Proposal	Proposed Changes (From Project Proposal)
Scope	Preliminary work from student project found that despite earlier distribution, most store managers do not have a copy of the Buyer's Guide	Objective 1 is now to distribute the Buyer's Guide to store managers, rather than to measure the distribution
Time	Store manager survey to be implemented earlier due to need for surveying soon after distribution	Survey to be implemented Nov 2009 rather than Jan 2010
Cost	CATI survey not chosen as method to survey store managers, can be done effectively using combination of other methods	Lower cost than initial \$30000, unknown as yet what cost will be
Quality	<p>a). Preliminary findings suggest that Buyer's Guide not being used by store managers, therefore redistribution and survey need to be completed within 3 months.</p> <p>b). Sales data from original Menzies work not relevant for measuring impact of Guide therefore need to use self-reported information</p>	<p>a). Redistribution and survey 3 months later</p> <p>b). KPI for Objective 4 has been adjust to read: More healthier food items** are available for purchase from remote community stores using information supplied through surveys of stores managers and other stakeholders.</p>

Category	Reason for Variance from Project Proposal	Proposed Changes (From Project Proposal)
Risk Management	Low response rate - mitigated	Redistribution and survey 3 months later to improve response rate
Communications	N/A	

Project Information

Requirement	Description
Project Number (if applicable):	N/A
Project Name:	Evaluation of the RIST Heart Foundation Buyer's Guide
Date:	June 2009
Project Ownership:	Shanthi Thuraisingam – Food Supply Evaluation Officer
Project Sponsor and Approval:	Susan Anderson – National Director, Healthy Weight

Project Contacts:

	Name	Position	Phone	Email
Primary	Deanne Wooden	Nutrition Manager - Queensland	0738722546	deanne.wooden@heartfoundation.org.au
Other	Shanthi Thuraisingam	Food Supply Evaluation Officer	03 93211539	shanthi.thuraisingam@heartfoundation.org.au

Introduction and Background

The Remote Indigenous Stores and Takeaways (RIST) Project was established in 2005 by the SA, WA, NT, QLD, NSW and Australian Government Health Departments to improve access to a healthy food supply for Aboriginal and Torres Strait Islander people in remote communities. The project aimed to establish and improve standards for 'healthy' remote stores. To reach the goals of the project, a suite of resources and guidelines were developed to promote access to healthy foods: the RIST resources.

A key component of the project was the development of the Heart Foundation's *Buyer's Guide for managers of remote Indigenous stores and takeaways* (Buyer's Guide). This guide offers a listing of recommended branded and private label products supporting the RIST *Food Variety Guidelines*.

Remote stores provide a vital service supplying the majority of the food eaten in the community, however they face unique challenges due to isolation and economies of scale that influence the foods they stock. The aim of the Buyer's Guide was to provide a branded listing of food and beverages based on the types of foods presented in the RIST *Food Variety Guidelines* and most frequently purchased by RIST customers so that store managers are able to easily identify and stock healthier food items**. The dissemination of the Buyer's Guide began in July 2008, however it remains unclear exactly where and how many stores and takeaways exist in remote Indigenous communities across Australia.

This project aims to evaluate the reach and effectiveness of the Buyer's Guide, and investigates the barriers and enablers to using the guide. A secondary part to the evaluation will assess the uptake of the Buyer's Guide by agencies that have the potential to impact on store buying practices in the longer term, for example community health workers, nutritionists, stores buying groups, distributors and suppliers.

The evaluation report will also include recommendations to inform the process of reviewing and updating the Buyer's Guide for future editions

** food items recommended in the Heart Foundation *Buyer's Guide for managers of remote Indigenous stores and takeaways*

Project Objectives

Overall Objective	
<p>This project aims to:</p> <ol style="list-style-type: none"> 1. By fourth quarter 2009, evaluate the reach of the Buyer's Guide, 2. By first quarter 2010 investigate the barriers and enablers to its use; and 3. By second quarter 2010, evaluate the effectiveness, uptake and sustainability of the Buyer's Guide 	
Phase (if required)	Objectives
I	<p>1. <i>Distribute the Buyer's Guide to key stakeholders, including managers of remote Indigenous stores and takeaways, health workers, nutritionists, distributors (reach)</i></p>
	<p>KPI/s - 100% of store managers and other stakeholders for which contact details could be found have a copy of the Guide.</p>
I	<p>2. Investigate to what extent the Buyer's Guide is being used by store managers (primary audience) as originally intended and identify barriers and enablers to its use (implementation)</p>
	<p>KPI/s – 75% of store managers who have a copy of the Guide are using it to stock healthier foods items by: using the Guide to assist in ordering healthier products; using the Guide in conjunction with Guidelines for Stocking Healthy Foods; drawing more orders from the "Everyday Foods" section in preference to "Sometimes" foods; reducing ordering of unhealthy foods not listed in the Guide. A log of barriers and enablers to using the Guide is developed for reference when updating the Guide.</p>
II	<p>3. Determine the level of promotion, support and usage of the Buyer's Guide by nutritionists, health workers and store buying groups (secondary audience) (adoption)</p>
	<p>KPI/s – 80% of health workers and nutritionists working with remote stores are promoting and using the guide; 50% of store groups who have the guide are using it to guide ordering and have integrated it into their buying lists.</p>
II	<p>4. Evaluate the impact the Buyer's Guide has on the stocking of healthier food items** in remote Indigenous stores (effectiveness)</p>
	<p>KPI/s – More healthier food items** are available for purchase from remote community stores using information supplied through surveys of stores managers and other stakeholders.</p>
II	<p>5. Determine to what extent has the guide been embedded into store or store group buying practices and distributor/supplier lists (secondary audience) (maintenance)</p>
	<p>KPI/s - 50% stores and store groups have used the guide to develop a "core list" of healthier products; Most people using the guide have expressed interest in receiving updated versions; Some distributors have used the guide to increase the availability of healthier products;</p>

Scope, Constraints and Assumptions

Scope
Within Scope
Monitoring of the distribution of the Buyer's Guide to store and takeaway managers, nutritionists, health workers, and distributors to remote Indigenous communities in South Australia, Western Australia, Northern Territory, Queensland, New South Wales (Victoria and Tasmania do not have Indigenous communities classified as remote).
Monitoring of changes in stocking of healthier food items** within RIST
Monitoring of the availability of healthier food items** from suppliers/distributors
Development of list of barriers and enablers to using the Buyer's Guide, from the perspective of both store managers and health workers/nutritionists.
Development of Evaluation Report and recommendations for updating/reviewing the Buyer's Guide
Monitoring of the distribution of the Buyer's Guide to store and takeaway managers nutritionists, health workers, and distributors to Indigenous communities in Victoria and Tasmania
Outside Scope
Collection and analysis of sales data as the aim of the Buyer's Guide is to improve the <i>stocking</i> of healthier food items rather than the <i>sales</i>
Monitoring of the marketing and promotion of healthier food items (and use of other RIST resources except for <i>Guidelines for Stocking Healthy Foods</i>)
Updating/reviewing of the Buyer's Guide as this will be commenced following the outcome of the evaluation and development of recommendations
Monitoring use of the Buyer's Guide in areas not classified as remote (e.g. rural) or Indigenous communities (<85% Indigenous)
Constraints
A comprehensive list of all relevant remote Indigenous stores and takeaways is not available and therefore some store managers may not receive the Buyer's Guide, and/or may not be able to participate in the evaluation
Lack of knowledge about the dynamic of decision making on remote communities
Nutritionists and health workers working with remote Indigenous communities have a range of issues to address in addition to food supply and therefore may prioritise other work over supporting the evaluation of the Buyer's Guide
Assumptions
Literacy levels of managers of remote Indigenous stores and takeaways are adequate to use the Buyer's Guide
Store and takeaway managers are interested in changing ordering and purchasing practices
Healthier food items listed in the Buyer's Guide are available from all suppliers servicing remote communities
Public health and community nutritionists and health workers will assist with the dissemination and evaluation of the Buyer's Guide
There is an adequate budget and resources available to conduct all project activities according to plan
Detailed data on stocking practices of remote stores will be available, and will be adequate to assess changes by comparing with data from the stores originally included in pilot study (Menzie's)
There will be adequate time between distribution of the buyers guide and evaluation to accurately measure outcomes.

Interdependencies with other Activities

Activity	Impact
ATSIP working group activities	Cross-functional support and knowledge sharing
Sales/ Marketing/ Distribution	
Heart Foundation website; Heart Health Information Service; Dietitian's Association of Australia, newsletter inserts and interest group discussion lists; HealthInfonet website, Public Health Association of Australia website?, state health departments, remote health publications, Australian Health Promotion Association website	

Strategic Alignment and Business Case Benefits

Benefits	Improvement Indicators or Measure
Strategic alignment with HF business Plans and community vision and goals	
<p>Healthy Weight Operational Plan – Food Supply <i>Objective:</i> To improve the availability of healthy food choices; <i>Strategy 1.0:</i> Improve the nutritional profile of the food supply, particularly from manufacturers and retailers and foodservice; <i>Action 1.4:</i> Improve food supply to ATSI population by:</p> <ul style="list-style-type: none"> - production and dissemination of the Remote Indigenous Stores and Takeaway Buyers Guide - Use and effectiveness of Buyers Guide <p>The Heart Foundation's strategic plan <i>Championing Hearts 2008-2012</i> strives for health equity for Indigenous Australians by setting a core principle for all priority areas to: <i>"Consider and act upon Aboriginal and Torres Strait Islander cardiovascular health in our work wherever possible."</i></p>	<p>Dissemination of Buyers Guide to all stores by Q4 09 Evaluation report on Buyers Guide by Q2 2010</p> <p>Improved advocacy and opportunities for action in "Closing the Gap" in life expectancy for Indigenous Australians</p>
Financial: quantitative, for example, improves efficiency, increases donations, stimulates external funding.	
Evaluation of the Buyer's Guide will enhance the usability of the resource and offer more certain return on the investment expended to develop the Guide.	Updated versions of the Buyer's Guide are more useful for managers of remote stores and takeaways, therefore better opportunity for influencing the food supply to remote communities.
Other, for example, legislative compliance, infrastructure refresh, local benefit	
Evaluation of the Buyer's Guide will result in recommendations relating to the reviewing and updating of the resource, which the Heart Foundation has committed	Updated versions of the Buyer's Guide are more useful for managers of remote stores and takeaways, resulting in greater uptake (reach and effectiveness)

Benefits	Improvement Indicators or Measure
to conducting on a regular basis.	and therefore improved stocking of healthier food items** over time.
A positive evaluation may enhance the profile of the Heart Foundation as a key player in positively influencing the food supply and addressing health inequalities in the Indigenous population living in remote communities.	Increased profile of the Heart Foundation as food supply experts.

Work Breakdown Structure (WBS)

See Appendix 2.

Risk Management

Major Risk	Likelihood <small>Choose from: Almost Certain Likely Moderate Unlikely Rare</small>	Consequence <small>Choose from: Insignificant Minor Moderate Major Catastrophic</small>	Impact <small>Choose from: Extreme High Moderate Low (Refer to above Risk Calculator table)</small>	Risk Treatment or Mitigation <small>Choose from: Take/Accept Treat/Mitigate Transfer/Reassign Terminate/Stop</small>
A comprehensive list of all relevant remote Indigenous stores and takeaways is not available and may not be fully clarified for the evaluation	Likely	Moderate	High	Treat/Mitigate
Scope of project may increase if more stores exist than actually estimated, which will have an impact on cost and possibly time	Unlikely	Moderate	Moderate	Treat/Mitigate
Queensland Health comprehensive RIST resources evaluation in Queensland will have a negative effect on this evaluation	Unlikely	Moderate	Moderate	Treat/Mitigate
Data and Evaluation Unit may not have capacity to support survey design and analysis	Moderate	Moderate	High	Treat/Mitigate
Public health and community nutritionists may not support further dissemination and evaluation activities in local communities	Unlikely	Moderate	Moderate	Treat/Mitigate
0.4FTE for project officer may be insufficient to complete all project activities	Unlikely	Moderate	Moderate	Treat/Mitigate
Very low survey response rate	Moderate	Moderate	High	Treat/Mitigate
Federal Government inquiry into the operation of remote	Unlikely	Minor	Low	Take/Accept

<p style="text-align: center;">Major Risk</p>	<p>Likelihood Choose from: Almost Certain Likely Moderate Unlikely Rare</p>	<p>Consequence Choose from: Insignificant Minor Moderate Major Catastrophic</p>	<p>Impact Choose from: Extreme High Moderate Low (Refer to above Risk Calculator table)</p>	<p>Risk Treatment or Mitigation Choose from: Take/Accept Treat/Mitigate Transfer/Reassign Terminate/Stop</p>
<p>community stores may impact negatively on evaluation activities due to timing and outcomes</p>				
<p>If CATI survey not completed by end-November 2009, project will be delayed by at least 3 months due to wet season and Christmas (not able to survey store managers during Dec/Jan)</p>	<p>Unlikely</p>	<p>Minor</p>	<p>Minor</p>	<p>Take/Accept</p>

Project and Resource Cost Forecast

Costs and resources during the life of the project

#	Category	Details	Length of Time (as applicable)	Funding Source (eg, EMG, Govt funding etc)	Amount
Salaries					
1	Nutrition Manager, Qld	Grade 7, 0.4FTE	2 years	HF Health Qld	
2	Food Supply Evaluation Officer		1 year		
3		Grade 5??	3 months		
Non-Capitalised Expenditure, including Hardware <\$5K and Software <\$100K					
	??				
Travel & Related Staff Development & Training					
Other, Including General Consumables, Printing and Stationery, Telecommunications, Consultancy and Contractors					
	Project Officer				
	Printing, stationery, postage	Letters, flyers	2 years		
	Media communications	Promotional articles, editorials?	1 year		
	Project manager				
Capitalised Expenditure, including Hardware >\$5K, Software >\$100K					
	Nil				
Grand total (all costs)					
Total from external Govt funds					0
Total from other funding (eg, EMG sponsor advised)					
Total project funds requested					
Year(s) to receive above requested funding (eg If total requested = \$100K, then, 2006: \$40K, 2007: \$60K)					Year 1 – 200x: amount Year 2 – 200x: amount

Proposed Time Frame

Key Activity Milestone	Est Milestone Date	Est Duration (wks)
1. Collection contact details and redistribution of Buyer's Guide to all store managers by	End Aug 2009	6 weeks
2. Database developed of store managers, nutritionists, health workers and distributors who have a copy of the Buyer's Guide, by	End Sept 2009	4 weeks
3. Telephone and online survey of store managers implemented and results collated by	End Nov 2009	12 weeks
4. Online survey of nutritionists and health workers and results collated by	End Nov 2009	12 weeks
5. Production of Evaluation Report by	End June 2010	20 weeks

Stakeholders/ Target Audience

Project Role	Name	NHFA Position	Interest in Project
Sponsor (or Steering Group of required)	Susan Anderson	National Director, Healthy Weight	Overall accountability for project decisions, outcomes and benefit delivery
Business Line Manager	Shanthi Thuraisingam	Food Supply Evaluation Officer	Project Owner
Project Manager	Deanne Wooden	Nutrition Manager Queensland	Responsible for project delivery
Project Officer	Deanne Wooden	Nutrition Manager Queensland	
Client or Customer	Managers of remote Indigenous stores and takeaways	External	Who you are delivering the project outcomes to.
Business Subject Matter Expert	RIST Steering Committee Sharon Laurence, Project Officer, NATSINSAP Anthea Gregoriou – Queensland Health Project Officer Tick Team	External External External Internal	Provides business requirements and knowledge to the project
Project Steering Group member	N/A		Approval and Governance role
Shared Service representative		Data and Evaluation Unit Heart Health	Provides IT, Finance, HR competencies

Project Role	Name	NHFA Position	Interest in Project
		Information Service	
External Provider	Project officer?		Provides products, services, or industry partner inputs
Audit representative			Audit and governance review

Communication

Stakeholder Group	Communication Strategy	Training Strategy
Project governance group	Regular scheduled teleconferences	Nil
Food Supply COP	Updates in F2F meetings	Presentation
RIST Steering Committee	Email updates at key milestones	Nil
Store managers	Mailed or emailed report as requested	Nil
Nutritionists / health workers	Emailed report as requested	Nil
Project officer / volunteers / student dietitians	Small group session as required	Workshop

Appendix 2 – Project Schedule

Project Schedule – RIST Heart Foundation Buyer's Guide Evaluation (Draft)

Strategy/Activity	Obj #	Accountable Officer/s	Duration	Months (2009/2010)											
				June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
<i>Project strategy implementation / finalisation activities</i>															
<i>Develop data base of store manager, nutritionist and other stakeholders contact details nationally</i>	1	Deanne	3 months	✓	✓	✓									
<i>Draft letter to be sent with Buyer's Guide + order form for more copies + information about evaluation – contact if DON'T want to participate</i>	1	Deanne	1 month		✓										
<i>Develop spreadsheet for use by HIS when distributing Buyer's Guide</i>	1	Deanne	1 month		✓										
<i>Identify suitable avenues/ media for promotion of Buyer's Guide</i>	1	Deanne	1 month		✓										
<i>Distribute Buyer's Guide to all store managers, nutritionists and other stakeholders</i>	1	HIS, Deanne	1 month		✓	✓	✓								
<i>Write articles and present information to promote Buyer's Guide in appropriate media</i>	1	Deanne, Monique?	1 month			✓	✓								

Strategy/Activity	Obj #	Accountable Officer/s	Duration	Months (2009/2010)											
				June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
<i>Engage local level nutritionists and brief on Buyer's Guide – telephone, email, ?face to face</i>	1	Deanne	3 months		✓	✓	✓								
<i>Develop telephone, online and faxback survey to be used with store managers</i>	2, 4	Deanne + student	3 months	✓	✓	✓									
<i>Develop online survey to be used with nutritionists & health workers</i>	3	Deanne	2 months			✓	✓								
<i>Develop key informant interviews to be used with buying groups and distributors</i>	3, 5	Deanne	2 months			✓	✓								
<i>Develop position description and advertise for project officer</i>		Deanne	1 month			✓									
<i>Set up online survey website for online surveys</i>	2, 3, 4	Deanne	1 month				✓								
<i>Train project officer / volunteers in telephone survey</i>	2	Deanne	1 month				✓								
<i>Develop data base to collate & analyse results from surveys and interviews</i>	All	Deanne + Data & Evaluation Unit	1 month				✓	✓							
<i>Implement store manager surveys</i>	2, 4	Deanne + project officer	2 months				✓	✓	✓						

Strategy/Activity	Obj #	Accountable Officer/s	Duration	Months (2009/2010)											
				June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
<i>Implement nutritionist / health workers surveys</i>	3	Deanne	2 months				✓	✓							
<i>Implement key informant interviews</i>	3, 5	Deanne	1 month						✓	✓					
<i>Collate results from all surveys and interviews</i>	All	Deanne + Data & Evaluation Unit	2 months							✓	✓				
<i>Analyse results from all surveys and interviews</i>	All	Deanne + Data & Evaluation Unit	2 months									✓	✓		
<i>Write project report</i>	All	Deanne	3 months										✓	✓	✓
Project management activities															

Appendix 3 – Pilot Evaluation Questionnaire

Buyer's Guide Evaluation Survey

CALL INTRO: Hello, my name's [interviewer's name] and I'm calling from the Heart Foundation. We are surveying remote store managers on a booklet produced by the Heart Foundation called the Buyer's Guide, which is used to help store managers order and stock healthier foods.

Screening Questions

QA. Would it be possible for me to speak to the person responsible for ordering for your store?

Yes – speaking > go to QB

Yes – goes and gets them > Repeat CALL INTRO then go to B

No – store buying group is responsible for ordering > thank respondent for their time.

No > ask if it would be possible to call back at a different time. If yes, make appointment to call back. If no, thank respondent and log refusal.

QB. Do you have, or have you ever had, a copy of the buyer's guide, either hard copy or electronic?	Yes	1 (Continue)
	No	2 (terminate)
	Don't know	3 (terminate)

If QB=Yes, go to QC.

No > thank respondent and ask if they would like to be sent a copy of the Guide. If they do, record name and address.

Don't know > Describe booklet: It's an A4 booklet with a photograph of rocky outback landscape on the cover. It contains a list of brands of foods that are healthier choices.

QC. Would you be willing to participate in a survey to help us improve future versions of the Buyer's Guide? The survey should take no longer than 15 minutes to complete, and you go in the draw to win... All information you provide will be kept confidential.	Yes	1 (Continue)
	No	2 (terminate)

If QC=Yes, thank respondent and continue with survey.

No > ask if it would be possible to call back at a different time. If yes, make appointment to call back. If no, thank respondent and log refusal.

Use of Buyer's Guide

Q1a. Firstly, I would like to know if you have used the Buyer's Guide?	Yes	1 (go to Q2)
	No	2 (go to Q1b)
	Don't know	3 (go to Q1b)

Q1b. How likely are to you to start using the guide in the future? Would you say...? (Read out options 1-5)	Very likely.....	1
	Likely	2
	Neither likely nor unlikely	3
	Unlikely	4
	Very unlikely	5
	Don't know	6

Q1c. Have any of the following prevented you from using the Buyer's Guide....? (Read out options 1-6, multiple answers allowed)	Lack of time?.....	1
	The Guide was too difficult to understand or use?	2
	The brands in the guide were not available?.....	3
	You were told to use a different ordering guide?4	
	You don't see any reason to use the Guide? (INTERVIEWER: Probe for further information, eg. "why is that?") (<i>comment</i>)	5
	Anything else? (<i>specify</i>)	6
	Don't know	7

**Go to Question 13
Buyer's Guide Usage**

Q2. Approximately how long ago did you start using the Guide? Would you say less than one month, one to three months, four to six months, or longer than six months ago? (Read out options 1-4)	Less than one month	1
	One to three months	2
	Four to six months	3
	Longer than six months	4
	Don't know	5

Q3. Can you please tell me the main reason you decided to use the Buyer's Guide?

Q4. How often do you consult the Guide when deciding what to order? Would you say....? (Read out options 1-5)	Always	1
	Most times	2
	Sometimes	3
	Rarely	4
	Never	5
	Don't know	6

Q5. Do you have a way to order brands from the Buyer's Guide without needing to open it each time you make an order? An example is using an ordering list based on foods in the Buyer's Guide.	Yes	1 (go to Q5a)
	No	2 (go to Q6)
	Don't know	3 (go to Q6)

Q5a. And how do you do this? Is it by....? (Read out options 1-4, multiple responses allowed)	Using a new ordering list?	1
	Highlighting food items on an order form?	2
	Remembering which brands to order?	3
	Another way? (<i>specify</i>)	4
	Don't know	5

Q6. On a scale of 1 to 10, where 1 is extremely dissatisfied and 10 is extremely satisfied, how satisfied or dissatisfied are you that the guide has...? [READ OUT]											
											Don't Know
Helped you to order food	1	2	3	4	5	6	7	8	9	10	11
Helped you to identify healthier food options	1	2	3	4	5	6	7	8	9	10	11

Q7. How often do you expect to use the Guide in the future? Would you say....? (Read out options 1-5)	Always	1
	Most times	2
	Sometimes	3
	Rarely	4
	Never	5
	Don't know	6

Ask all

Q7a. Why do you say that? (interviewer to probe)

Q8. When ordering food, do you use the Buyer's Guide in combination with another guide?	Yes	1 (go to Q8a)
	No	2 (go to Q9)
	Don't know	3 (go to Q9)

Q8a. What is the guide, or guides, you also use? Do you use the....? (Read out options 1-5, multiple responses allowed)	
1.	Food Variety Guidelines booklet? (INTERVIEWER: The Food Variety Guidelines were produced as part of the Remote Indigenous Stores and Takeaways (RIST) Project. It consists of a checklist which outlines the minimum range of healthy foods that should be available in any store.)
2.	Order list guidelines from your distributor?
3.	An ordering guide from a store association? (INTERVIEWER: Examples of store associations include IBIS stores, ALPA, Outback Stores.)
4.	An ordering guide from a community health worker? (INTERVIEWER: Do not include other options listed above if received from a community health worker.)
5.	Another ordering guide? (<i>specify</i>)
6.	Don't know

Food Stocking Practices

The next part of the questionnaire is about your food stocking practices.

Q9. Thinking about the brands that you stock in your store, what percentage would you estimate to be from the Buyer's Guide? Would you say less than 25%, 25 to 50%, greater than 50 but less than 75%, or 75% or more?	Less than 25%	1
	25% to 50%	2
	50% to 75%	3
	More than 75%	4
	Don't know	5

You may have noticed that the foods in the Buyer's Guide are separated into 'Everyday' foods, which are located at the front of the Guide, and 'Sometimes' foods, which are located towards the back.

The 'Everyday' foods are basic healthy foods like lean raw meats, fruit and vegetables, milk, and breakfast cereal. The 'Sometimes' foods are convenience, ready-to-eat meals and snacks like canned meats, pizza, ready meals, ice cream, and cereal bars.

Q10. Think about the food you stock, would you say you stock more 'Everyday' foods than 'Sometimes' foods, more 'Sometimes' foods than 'Everyday' foods, or about equal amounts of 'Everyday' and 'Sometimes' foods?	More 'everyday' foods	1
	More 'sometimes' foods	2
	Equal share	3
	Don't know	4

Q11. Have you started stocking more 'Everyday' foods or less 'Sometimes' foods as a result of using the Buyer's Guide? (INTERVIEWER: Code as 'yes' if respondent answers it is <i>partly</i> a result of using the Guide).	Yes	1
	No	2
	Don't know	3

Q12. Since first using the Buyer's Guide, have you changed brands you would normally order to brands from the Guide?	Yes	1 (go to Q12a)
	No	2 (go to Q13)
	Don't know	3 (go to Q13)

Q12a. And were these brands 'Everyday' foods, 'Sometimes' foods, or both? (INTERVIEWER: 'both' means the respondent has changed brand(s) of 'everyday' foods, and brand(s) of 'sometimes' foods – there are no brands that belong to both food categories).	'Everyday' foods	1
	'Sometimes' foods.....	2
	Both	3
	Don't know	4

Barriers and Enablers to Using the Buyer's Guide

I would like to ask you a few questions about how the Buyer's guide can be improved for use.

Q13. I'm going to read you a series of statements about the Buyer's Guide now. For each statement, I would like you to tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree.

[READ OUT]						
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't know
The guide contains enough product categories. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?	1	2	3	4	5	11
Enough product lines in the Guide are available from your supplier. (INTERVIEWER: Repeat categories as you deem necessary).	1	2	3	4	5	11
The appearance of the Guide made you want to use it.	1	2	3	4	5	11
The layout and design of the Guide make it easy to use (INTERVIEWER: if disagree, probe for suggestions for improvement – Q13a).	1	2	3	4	5	11
The Guide contains the right amount of explanatory information (INTERVIEWER: if disagree, probe for suggestions for improvement – Q13a).	1	2	3	4	5	11

Q13a. Do you have any (other) suggestions for how the Guide can be improved? (interviewer to probe)

--	--

Q14. Are there any brands, foods or categories you believe should be listed in the guide?

Yes 1 (go to Q14a)

No 2 (go to Q15)

Don't know 3 (go to Q15)

Q14a. They include? (interviewer to probe)

--	--

Q15. Did you discuss how to use the Buyer's Guide with anyone?

Yes 1 (go to Q15a)

No 2 (go to Q16)

Don't know 3 (go to Q16)

Q15a. Who did you discuss the Guide with? (INTERVIEWER: **Do not** read out options)

Nutritionist..... 1

Other health worker 2

Food supplier / distributor 3

A store manager 4

Heart Foundation health information service 5

Other (*specify*) 6

Don't know 7

Q15b. How helpful was this? Would you say....? (Read out options 1-3)	Very helpful	1
	Somewhat helpful	2
	Not helpful	3
	Don't know	4

Q15c. Do you think you would have used the Buyer's Guide if you had not discussed it with anyone?	Yes	1
	No	2
	Don't know	3

Food Operations

Finally, I would like to ask you some questions about you and your store.

Q16. How would you best describe your food operation? Would you say you are mainly a food store, a take-away, or a food and take-away store?	Food store	1
	Take-away store	2
	Food and Take-away store	3
	Don't know	4
(INTERVIEWER: This question concerns the store's <i>food</i> operation only. If respondent answers they also sell general merchandise in addition to food, for instance, mark as 'food store'.)		

Q17. Is your store privately owned, owned by the community, by the council, a store association, or by another person or group?	Private	1
	Community	2
	Council	3
	Store association	4
	Other (<i>specify</i>)	5
	Don't know	6
(INTERVIEWER: examples of store associations include ALPA, IBIS stores, and Outback stores.)		

Q18. How long have you worked in community stores? Would you say less than three months, three to six months, greater than six but less than twelve months, or twelve months or more?	Less than 3 months	1
	3 to 6 months	2
	6 to 12 months	3
	More than 12 months	4
	Don't know	5

Q19. I just have one final question. If you would be willing, would it be possible to get a copy of your store's ordering list? This would help us in the next stage of our evaluation to look at changes over time in what stores are stocking. Of course, your store list would be kept confidential.	Yes	1
	No	2

If Q18=yes, tell respondent they can email the list to Deanne.wooden@heartfoundation.org.au, or mail to ...

I would like to thank you very much for your time today. Would you like to go into the draw to win...? Yes/No. If yes, record respondent's name and contact number.