



5

Healthy Corner Stores

Assessment Instruments

General Resources

PSE-Specific Resources

- **Healthy Store Certification**
- **Healthy Eating Zones**
- **CX³ Score Improvements**
- **Improving Quality, Storage & Handling of Produce**
- **Licensing, Zoning & Other Financial Incentives**
- **Increasing Availability & Quality of Fruits & Vegetables**
- **Retailers Participate in NEOPB's Retail Program**
- **Healthy Corner Store Design**
- **Improving Store Exterior Environment**
- **Smart Meals Program**
- **Improving Walkability & Public Transportation**

Elements in this compendium may not be wholly SNAP-Ed eligible. Please consult the most recent SNAP-Ed guidance posted on both the NEOPB and USDA websites for the updated language on allowable activities using SNAP-Ed funds. Local health departments may work with other funding streams and organizations as needed to achieve community change goals and their Policy, Systems and Environmental (PSE) change objectives.

ASSESSMENT INSTRUMENTS

CX³ Food Availability and Marketing Survey - Nutrition Education Obesity Prevention Branch of CA Department of Public Health (NEOPB)

Observational assessment tool for quantifying the availability and marketing of healthy food choices within a store.

http://www.cdph.ca.gov/programs/neopb/Pages/CX3_OTG_FAMSurvey.aspx

CX³ Store Environment-Walkability and Safety Survey - Nutrition Education Obesity Prevention Branch of CA Department of Public Health (NEOPB)

This survey is a modified version of the Walkability Checklist from the Pedestrian and Bicycle Information Center. The survey is a tool to evaluate the safety and walkability in relation to stores in the neighborhood.

http://www.cdph.ca.gov/programs/neopb/Pages/CX3_OTG_WalkabilitySurvey.aspx

Healthy Bodegas Initiative: Consumer Survey - New York City Department of Health and Mental Hygiene

The survey assesses purchases of targeted foods (Fruit and Vegetables, beverages, snacks, and dairy), perceptions of neighborhood food access, and where customer shops for majority of healthy food products.

http://cwh.berkeley.edu/sites/default/files/primary_pdfs/CDPH_St16_Tool_Healthy_Bodegas_Initiative_Consumer_Survey_10.13_0.pdf

GENERAL RESOURCES

Access to Healthy Food and Why it Matters: A Review of the Research - PolicyLink

*The report reviews more than 170 studies, published between 2010 and 2013, in an attempt to synthesize and present the latest research on healthy food access and identify where gaps may still exist since the publication of the first groundbreaking 2010 report, *The Grocery Gap: Who Has Access to Healthy Food and Why It Matters*.*

http://www.policylink.org/sites/default/files/GROCERYGAP_FINAL_NOV2013.pdf

Cooperation Works! Community Owned Retail Stores - The Cooperative Development Network

A collection of success stories from around the country in creating cooperatively owned retail stores, with an emphasis on development in rural settings.

<http://www.cooperationworks.coop/success-stories/consumer-retail>

Food Access Research Map - USDA

This interactive mapping tool provides food access data for populations within census tracts and includes food desert map. Users can create maps showing food access indicators by census tract and can download census-tract-level data on food access measures.

<http://www.ers.usda.gov/data-products/food-access-research-atlas.aspx>

Healthy Corner Store Network

The network supports efforts to increase the availability and sales of healthy, affordable foods through small-scale stores in underserved communities. This website provides information on existing projects throughout the country and offers the opportunity to connect with those engaging in healthy corner store efforts.

<http://www.healthycornerstores.org/>

Healthy Food Access Portal – Healthy Food Access

This online hub serves as a central repository for information on retail strategies to connect consumers to healthy food, funding opportunities, policy news and analysis, and a variety of other resources.

<http://healthyfoodaccess.org/>

Healthy Food Outlet Project – Community Activity and Nutrition Coalition of Sonoma County

The Healthy Food Outlet Project was created to help small markets, grocery stores, and supermarkets consistently provide healthy food options to their customers. The importance of fresh produce is emphasized in this project.

<http://www.healthysonoma.org/index.php?controller=index&module=PromisePractice&action=view&pid=3573>

Healthy Urban Food Enterprise Development Center - Wallace Center-at Winrock International

The HUFED Center is funded by the USDA's National Institute of Food and Agriculture and serves to increase access of underserved communities to healthy, affordable, local foods, including locally produced agricultural products. The website provides resources on a variety of topics from corner stores to community gardens as well as merchandising strategies and EBT use.

<http://www.wallacecenter.org/hufed/>

National Good Food Network (NGFN)-Food Hub Resources

This network strives to create an online community dedicated to scaling up good food sourcing and access. The NGFN specializes in providing information around food hubs and supply chain infrastructure. Free monthly webinars are offered.

<http://www.ngfn.org/>

Transportation & Food Access Resource/White Paper Listing -CDC

This website provides links to a collection of publications related to the intersection of transportation and food access.

<http://www.cdc.gov/healthyplaces/healthtopics/healthyfood/transportation.htm>

PSE: Healthy Store Certification

Health on the Shelf: A Guide to Healthy Small Food Retailer Certification Programs - ChangeLab Solutions

This toolkit describes how to create a strong healthy small food retailer certification program that requires participating stores to increase the variety of healthy foods they sell, reduce the offerings of unhealthy foods, and proactively market healthy options with help from a sponsoring agency or organization. It provides step-by-step instructions for developing a certification program, with ideas and examples from existing programs.

<http://changelabsolutions.org/publications/health-on-the-shelf>

PSE: Healthy Eating Zones

Baltimore Healthy Stores – Robert Wood Johnson Foundation (RWJ)

Baltimore Healthy Stores is a research-tested intervention which focuses on changing the local food environment by directly influencing the availability of healthier food options in stores and increasing awareness and skills of patrons to select and prepare healthier food options through point-of-purchase promotions. This website provides tools and information for improving healthy offerings in small stores.

<http://www.rwjf.org/en/about-rwjf/newsroom/newsroom-content/2012/11/changing-food-offerings-in-baltimore-s-small-stores--the-baltimo.html>

PSE: CX3 Score Improvements

In Brief: Communities Promoting Healthier Living – Corner Stores – Sonoma County Healthy Food Outlet Project

Brief profiles the experience of the Sonoma County Healthy Food Outlet Project which utilized the CX³ food outlet quality scorecard and Retail Program merchandising materials.

<https://phi.org/uploads/application/files/b50a7kekacxzovl1148wj2vomw83apijntct5hcrkj755jc6oq.pdf>

Taking Stock: Creating Healthy Changes at Grocery Stores and Small Markets – ChangeLab Solutions

Created in conjunction with ChangeLab Solutions, this CX³-Retail PSE resource provides suggestions on how Local Health Departments can work with store owners and community partners to increase CX³ Community Food Indicators in the following categories: More Availability, Better Quality, Affordability, Product Placement, Healthy Marketing, Attractive and Safe Store Exteriors, and Walkable Neighborhoods.

http://www.cdph.ca.gov/programs/NEOPB/Documents/Taking%20Stock_CX3_PC.pdf

PSE: Improving Quality, Storage & Handling of Produce

The Food Trust's Sell Healthy! Guide

This guide, written for small store owners, offers simple tools and tips for making healthy changes in their store. The guide covers the basics of produce handling, storage, and display, as well as product placement and marketing.

[http://policylinkcontent.s3.amazonaws.com/Sell%20Healthy%20Guide\(1\).pdf](http://policylinkcontent.s3.amazonaws.com/Sell%20Healthy%20Guide(1).pdf)

NEOPB Retail Program's Fruit & Vegetable Produce Handling Guide

Developed in cooperation with the Fresh Produce and Floral Council, this guide provides comprehensive information on handling, storage, and display of fresh produce items. This resource can be shared directly with retailers looking to improve the quality and/or quantity of their fresh produce offerings.

<http://www.cdph.ca.gov/programs/cpns/Documents/NEOPB-FV-RP- ProduceHandlingGuideFPFC.pdf>

PSE: Licensing, Zoning & Other Financial Incentives

California's Healthy Food Financing Website – California Freshworks

Provides information on the California Freshworks Fund, California's Healthy Food Financing Initiative, a \$270 million public-private partnership fund that provides financing solutions that help expand access to healthy, fresh foods for underserved communities in California. A source for possible financial incentives for retailers.

<http://cafreshworks.com/>

Getting to Grocery - ChangeLab Solutions

This guide is designed to help advocates and public health agencies coordinate and leverage the tools available through local government and other organizations to bring grocery stores into low-income communities.

<http://changelabsolutions.org/publications/getting-grocery>

Green for Greens-- ChangeLab Solutions

This guide provides a general overview of economic development and ideas for how to approach economic development agencies with healthy food retail proposals. It also provides a comprehensive overview of local, state, and federal economic development programs that have been or could be used for healthy food retail projects.

<http://changelabsolutions.org/publications/green-for-greens>

Healthier Food for Sale (Webinar)- ChangeLab Solutions

This webinar covers how to identify and leverage financing mechanisms to create healthier food options in local communities. Practical advice is given and stories are shared by people who have experience launching and sustaining successful projects.

<http://changelabsolutions.org/publications/healthier-food-sale>

Health in All Policies, Farm-to-Fork

The Health in All Policies (HiAP) Task Force is a multi-agency aiming to encourage collaborative work towards health and sustainability goals. Their Farm-to-Fork Implementation Plan includes reference to food hubs and zoning.

http://sgc.ca.gov/s_abouthiaptaskforce.php

Licensing and Zoning Fact Sheet

This fact sheet provides an overview of how licensing and zoning laws can help promote public health, and helps communities choose a strategy that will help them achieve their particular health goals.

http://changelabsolutions.org/sites/default/files/Licensing%26Zoning_FINAL_20120703.pdf

PSE: Increasing Availability & Quality of Fruits & Vegetables

California Food Hubs – National Good Food Network

This paper outlines a vision and implementation plan for an improved regional wholesale marketing system that addresses the major barriers and risks that limit small family farmers' ability to bring good food to market and in turn provide consumers and communities with access to good food.

<http://www.ngfn.org/resources/ngfn-database/knowledge/CA%20Net%20of%20Reg%20Food%20Hubs%20VISION%20PAPER%20.pdf/view>

Cilantro to Stores Intervention:- San Diego's Regional Network

San Diego's Regional Network worked with four corner stores to offer local produce at a good price and good quality, with Harvest of the Month taste testing and Farmer of the Month promotion—more local farmers are being asked to join to meet the increased demand for fresh, local produce. Non-USDA funds were used to outfit each store with equipment needed to store and display produce appropriately.

<http://www.ourcommunityourkids.org/domains--committees/business/chula-vista-cilantro-to-stores-program.aspx>

Eight Steps to More Fruits and Vegetables in Your Community - ChangeLab Solutions

Learn the eight steps to follow to get more fruits and vegetables in your neighborhood with this simple California-specific fact sheet. Also available in Spanish.

<http://changelabsolutions.org/publications/eight-steps-fruits-vegetables>

Fresh Produce for Underserved Communities- ChangeLab Solutions

This webinar discusses policy options that support purveyors of fresh produce, often grown locally, by establishing favorable policies for farmers' markets and mobile produce carts. These efforts bring fresh produce directly into underserved neighborhoods and create business opportunities for community members.

<http://changelabsolutions.org/publications/fresh-produce-underserved-communities>

Food Policy Councils - CDC

This CDC-DNPAO brief provides state program highlights on food policy councils.

<http://www.cdc.gov/obesity/downloads/foodpolicycouncils.pdf>

Retail Program Produce Marketing Guide- Nutrition Education Obesity Prevention Branch of CA Department of Public Health (NEOPB)

This guide provides an introduction to handling, storage, and produce marketing in the small- or medium-size store environment. This guide also lists a number of resources that may help motivated retailers learn more about the produce business. This resource can be shared directly with retailers. Also available in Spanish.

<http://cdph.ca.gov/programs/NEOPB/Pages/retailfruitandvegmarketingguide.aspx>

PSE: Retailers Participate in NEOPB's Retail Program**Retail Program Merchandising Materials - Nutrition Education Obesity Prevention Branch of CA Department of Public Health (NEOPB)**

This collection of in-store marketing materials is available for free to retailers in qualifying low-income neighborhoods. A wide variety of materials ensures that retailers of all types will be able to find materials that fit the needs of their store.

<http://www.cdph.ca.gov/programs/NEOPB/Pages/RetailMerchandising.aspx>

PSE: Healthy Corner Store Design**Healthy Snacks At The Checkout Counter – BMC Public Health**

A lab and field study on the impact of shelf arrangement and assortment structure on consumer choices. This study examines the effect of manipulating the assortment structure and shelf layout of an impulse display including both healthy and unhealthy snacks near the checkout counter of a canteen.

<http://www.biomedcentral.com/content/pdf/1471-2458-12-1072.pdf>

Point of Purchase (POP) Smart Snack Zones - Sonoma County

This presentation briefly covers Sonoma county's efforts around piloting a Smart Snack Zone with partnering retailers.

<https://phi.org/uploads/application/files/b50a7kekacxzovl1148wj2vomw83apjjntct5hcrkj755jc6oq.pdf>

Product Placement – Center for Training and Research Translation (Center TRT)

(putting healthy foods at eye-level, putting unhealthy items out of reach)

Baltimore Healthy Stores is a research-tested intervention which focuses on changing the local food environment by directly influencing the availability of healthier food options in stores and increasing awareness and skills of patrons to select and prepare healthier food options through point-of-purchase promotions. This website provides tools and information for improving healthy offerings in small stores.

[Center TRT research-proven intervention: Baltimore Healthy Stores](#)

Southeast Food Access (SEFA) Coalition

The presentation by SEFA provides an overview of their efforts in community collaboration for healthy retail, such as nurturing community “food guardians,” and shares planning tools and examples for implementing healthy changes.

<http://www.cce.csus.edu/conferences/childobesity/13/speakers/uploads/WS.4.4.HENNESSEY,S%20COC%20June%20%202013%20no%20text.pdf>

PSE: Improving Store Exterior Environment**Encouraging Healthier Vending Or No Soda Vending Outside of Stores – Nutrition Education Obesity Prevention Branch of CA Department of Public Health**

(NEOPB) http://www.cdph.ca.gov/programs/neopb/Pages/CX3_T2_FAMSurvey.aspx

Encouraging Produce Bins Outside – Nutrition Education Obesity Prevention Branch of CA Department of Public Health (NEOPB)

http://www.cdph.ca.gov/programs/neopb/Pages/CX3_T2_FAMSurvey.aspx

Façade Improvement – Nutrition Education Obesity Prevention Branch of CA Department of Public Health

(NEOPB) http://www.cdph.ca.gov/programs/neopb/Pages/CX3_T2_FAMSurvey.aspx

PSE: Smart Meals Program**Smart Meal Program- Healthy San Bernardino County**

This pilot project establishes nutrition requirements for restaurant meals and showcases entrees that are lower in fat, calories, and sodium and include components such as grains, fruits, and vegetables. The program is designed to educate consumers about what ingredients are in restaurant meals so consumers are better informed and have the capacity to make healthy decisions.

<http://www.healthysanbernardinocounty.org/modules.php?op=modload&name=PromisePractice&file=promisePractice&pid=3571>

Smart Meal Program - Healthy Sonoma County

The Smart Meal Program is a pilot project that establishes nutrition requirements specifically designed for restaurant meals (including delis).

<http://www.healthysonoma.org/index.php?controller=index&module=PromisePractice&action=view&pid=3571>

PSE: Improving Walkability and Public Transportation

The Healthy Corner Store Initiative

Tulsa, Oklahoma launched a mobile grocery store truck in 2013. The website provides a news clip of the launch.

<http://www.newson6.com/story/22709474/mobile-grocery-store-offers-healthy-food-to-tulsans-without-stores-nearby>

Journal article (requires JNEB access)

Cassady D, Mohan V. Doing well by doing good? A supermarket shuttle feasibility study. J Nutr Educ Behav. 2004;36(2):67-70. *This study examined whether supermarket-sponsored shuttle could be self-supporting or make a profit in low-income areas. The results showed that a shuttle program could be self-supporting in all 67 zip codes studied. This information could be shared with supermarket executives and other key decision makers.*

<http://www.ncbi.nlm.nih.gov/pubmed/15068754>

Mobile Grocery Stores

This brief article provides a look at an example of a mobile grocery store project, which served to bring fresh food to food desert areas in Chicago.

http://www.huffingtonpost.com/2011/06/16/fresh-moves-mobile-grocer_n_878414.html

A Resident's Guide to Creating Safe and Walkable Communities – U.S. Department of Transportation Federal Highway Administration

This guide provides examples from communities working to improve pedestrian safety and includes information, ideas, and resources to help residents learn about issues that affect walking conditions.

http://safety.fhwa.dot.gov/ped_bike/ped_cmunity/ped_walkguide/residents_guide2014_final.pdf

WalkScore - Walkscore

This website gives an instant score for walkability and transit scores for a neighborhood.

<http://www.walkscore.com/>

This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with partial funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net