

Sonoma County Healthy Food Outlet Project

Making the Healthy Choice the Easy Choice in Low-Income Neighborhoods

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sonoma county
DEPARTMENT OF HEALTH SERVICES

Goal

Assist stores to provide healthy food options in their neighborhoods, while helping them increase customer loyalty and store profits.





History

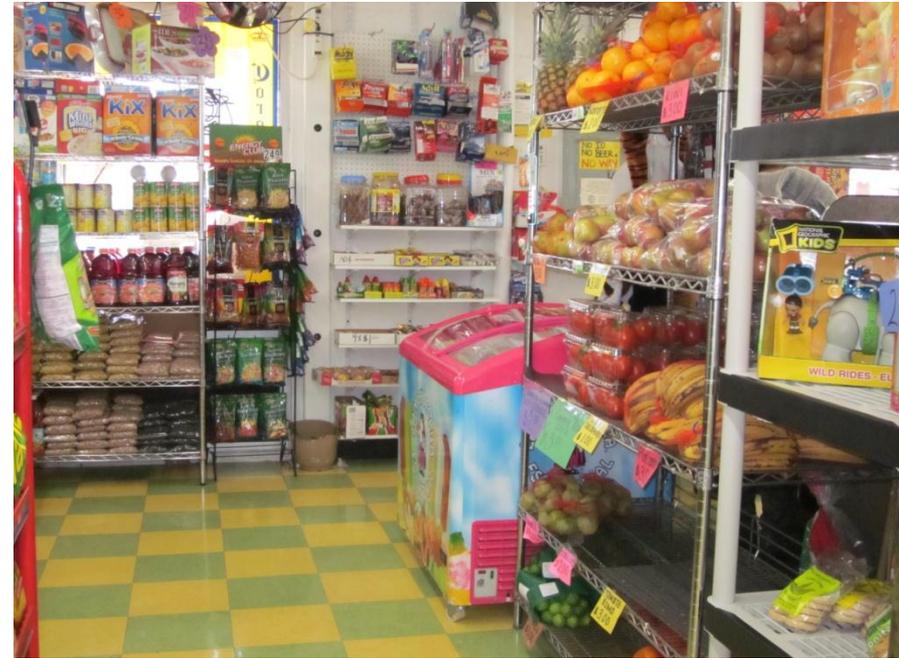
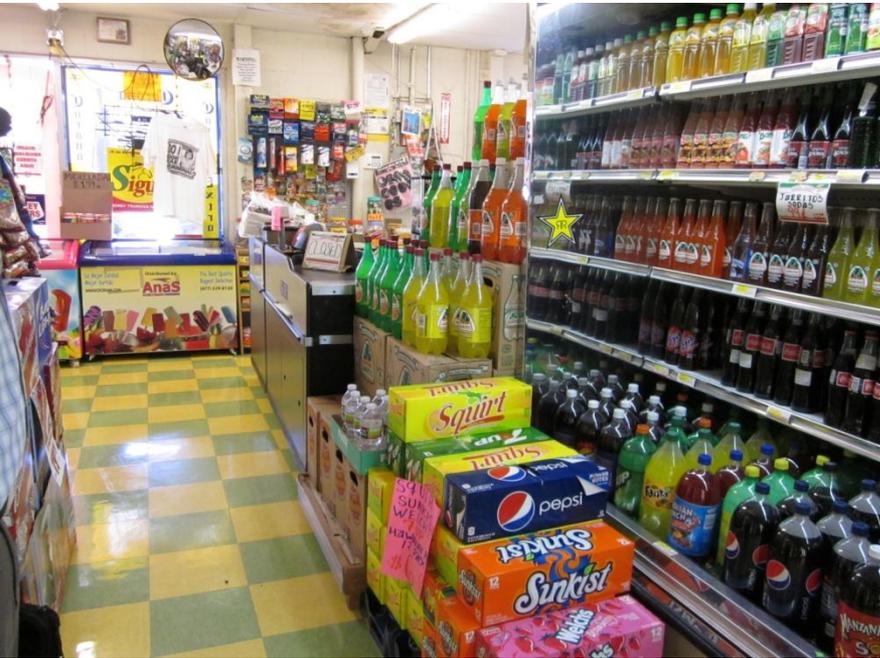
- Started in 2008 with Kaiser HEAL funding
- Funding includes USDA, Snap-Ed/CX3, and CTG

Basic Process

- Agreement
- Pre-post store assessment
- Scorecard
- Technical assistance
- Recognition for reaching standard
- Relationship building

Categories	Actual Points	Possible Points
Products Stocked (Meets Standards \geq 51)	45	60
Sells a variety of fresh fruit ¹	8	12
Sells good quality fresh fruit ²	8	8
Sells a variety of fresh vegetables ¹	12	12
Sells good quality fresh vegetables ²	6	8
Prices for fresh fruit and vegetables are reasonable ³	4	10
Sells other healthy food items ⁴	7	10
Marketing and Promotion (Meets Standards \geq 12)	5	20
Participates in the <i>Network for a Healthy Retail Program</i> ⁵	0	3
Provides health promotion information near fresh produce ⁶	0	1
Store exterior conditions ⁷	2	4
Removes interior ads promoting high fat/sugar foods ⁸	1	2
Displays interior ads promoting healthy foods ⁹	0	2
Removes high fat/sugar foods from checkout area ¹⁰	0	2
Places healthy foods in checkout area ¹¹	0	2
Posts ads for healthy foods on store exterior ¹²	0.5	2
Removes exterior ads promoting high fat/sugar foods ¹³	1.5	2
Food Assistance: CalFresh & WIC (Meets Standards \geq 5)	4	10
Accepts CalFresh (SNAP/Food Stamps) ¹⁴	4	4
Accepts WIC (Supplemental Nutrition Program for Women, Infants and Children) ¹⁵	0	4
Displays WIC and CalFresh signs ¹⁶	0	2
Safety & Walkability	8	10
Comply with Lee Law (limits ads on windows with alcohol license) ¹⁷	1	1
No bars on windows ¹⁸	2	2
Safe and "walkable" within two blocks of the store ¹⁹	5	7
Total Quality Score (Meets Standards \geq 75)	62	100

Success!



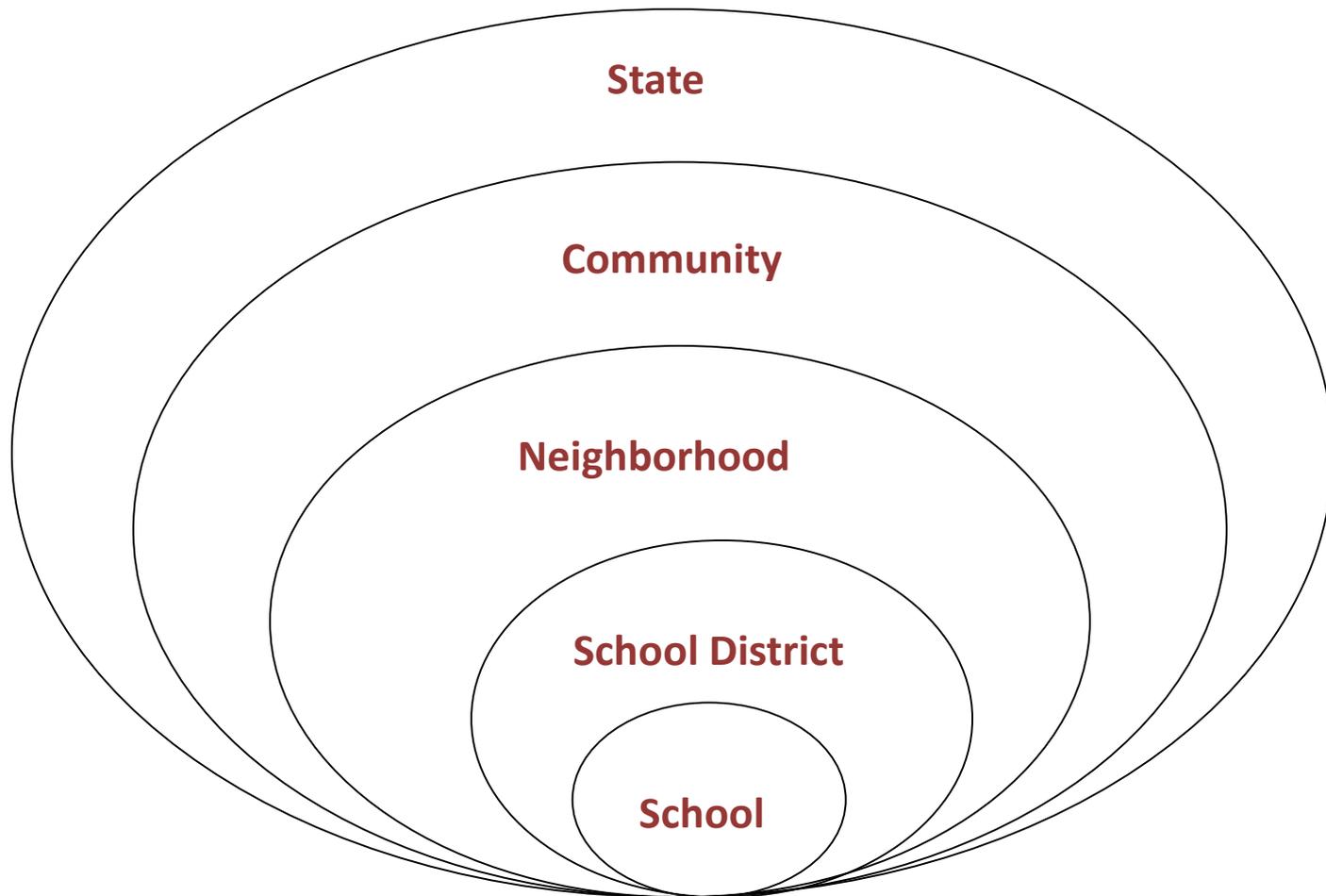
Promoting Healthy



Water...the newest trend!



Partnerships Help Make Successes Happen



Lessons Learned

- Store owners are BUSY!
- Communication
- Relationship building takes TIME
- Distributors/Vendors
- Healthy checkout
- Evaluation



Lessons Learned: Smart Snack Zone

- Cannot control vendors/distributors
- Other store staff
- Lack of time
- Confusion around nutritional standards



Healthier Checkout

- Customer input
- Customized for each store
- Store agreements and guidelines



Marketing by Mail



Resident Engagement

- CX3 Community Liaisons and Promotoras de Salud
- Training and mentoring
- Quality Assurance



Healthy Retail Environments





Questions?

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