



Local Health Department Webinar Series

Retail-Objective 15
December 2012

Presented by:

Rosanna Oliva, *Retail Program* Marketing Manager
Courtney Cagle, *Retail Program* Marketing Specialist

Retail Program

Rosanna Oliva

Marketing Manager

916-449-5399

Rosanna.Oliva@cdph.ca.gov



Courtney Cagle

Marketing Specialist

916-449-5449

Courtney.Cagle@cdph.ca.gov



networkforahealthycalifornia.net/retail

General Information



- Please mute phones

- Type your questions at any time

Planned points to address questions

Try to answer all today

- Today's Focus is to:

Provide fundamental program information, showcase the state resources of the *Network for a Healthy California* and guide local health departments (LHDs) through the Scope of Work objectives.



Agenda

- **Store Qualifications**
- **Plan of Action**
- **Partnership Building**
- **Food Safety**
- **Promotion Strategies**
- **Hardware & Print Materials**
- **Retail Fruit & Vegetable Marketing Guide**
- **Healthy Corner Store Strategies**
- **Sonoma County Healthy Food Outlet Project**



Poll

Will your LHD conduct your retail intervention directly or will your department hire one or more sub-contractors to conduct the intervention? (select one)

- a. The LHD will do the intervention work without sub-contracting**
- b. The LHD will hire one sub-contractor to conduct an intervention**
- c. The LHD will hire multiple sub-contractors to conduct one or more interventions**



Poll

**If your department is sub-contracting the retail intervention work, what is the status of sub-contracts for your intervention?
(select all that apply)**

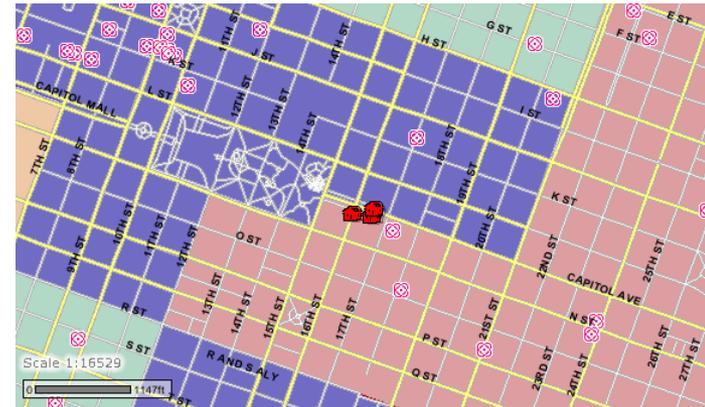
- a. Sub-contracts are in place**
- b. Sub-contractors are identified, contracts are not yet executed**
- c. Sub-contractor selection is in process**
- d. Sub-contractor selection process has not yet begun**



Store Qualifications

1. Geographic Information System (GIS)

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



2. Confidential List of High Redeeming CalFresh Stores

accessible to Rosanna, Courtney, and
Chris Bilbrey christine.bilbrey@cdph.ca.gov
916-319-9809.

To avoid confusion with current store partners,
please check with your local *Retail Program*
Managers.

Retail Program Staff

Bay Area – Carlos Torres

Counties: **Alameda, Contra Cost, Marin, San Francisco, San Mateo, Santa Clara**

Central Coast – Charmaine Kaplan

Counties: **Monterey, San Benito, Santa Cruz**

Central Valley – Maria Zapata

Counties: **Fresno, Kern, Kings, Madera, Mariposa, Merced, Tulare**

Desert Sierra – Maureen Tran

Counties: **Inyo, Riverside, San Bernardino**

Gold Coast – Rene Posada

Counties: **San Luis Obispo, Santa Barbara, Ventura**

Gold Country – Edith Gomez

Counties: **Alpine, Amador, Calaveras, El Dorado, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, Yuba**

Los Angeles – Dipa Shah-Patel

County: **Los Angeles**

North Coast – Angie Corwin and Rachael Gibson

Counties: **Del Norte, Humboldt, Lake, Mendocino, Napa, Sonoma**

Orange County – Elsa Amezcua

County: **Orange**

San Diego & Imperial – Chelsea Fiss

Counties: **San Diego and Imperial**

Sierra Cascade – Kimberly Compton Ames

Counties: **Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity**



Poll

What kinds of Retail trainings are you interested in? (select all that apply)

- a. How to use the Retail Fruit & Vegetable Marketing Guide**
- b. Fruit & Veggie Fest promotion strategies**
- c. How to work with produce industry partners**
- d. Store qualifications**
- e. Materials and merchandising placement strategies**
- f. Partnership building**
- g. Administration (e.g. reporting)**



Poll

**How is the LHD currently collaborating with Regional *Network Retail Program* staff?
(select one)**

- a. The LHD has a Retail Scope of Work and has not yet begun intervention
- b. Retail intervention sites have been identified by CX³ tools, but the LHD has not yet connected with the regional *Retail Program* staff
- c. Retail intervention sites have been identified and the LHD has begun working with regional *Retail Program* staff
- d. The LHD has an established partnership with the regional *Retail Program* staff and has successfully collaborated in multiple retail interventions
- e. Other



Plan of Action: Activity Plan

A tool to assist in planning out the finite details of the what's, where's, when's, and how's you will achieve what you have plotted on your calendar and how you will develop strategies for new or intricate projects. This tool should be used by all local health departments conducting any retail activities related to business connections, corner store conversion, etc.

- **Activity Title**
- **Overarching Goals**
- **Activity Purpose/Objectives**
- **Activity Lead**
- **Activity Start Date**
- **Activity End date**
- **Federal Fiscal Year 2013 Budget Allocation**
- **Steps**
- **Things to Consider/Remaining Questions**
- **People to include during the process**



Plan of Action: Partnership Plan

A tool to plan out what partnerships you would like to develop in the upcoming year. This template has been created to further define direction and overall benefit to current and new partners (retailers, produce industry, food security, local decision makers, etc.). Please remember that the “A, B, C priority” concept is to assist you in determining how much time and energy you spend with each partner.

- Partner name
- Contact
- Priority
- New Partner?
- Past Partner?
- Partnership Request (e.g. donation)
- Partnership Benefits
- Initial Approach Strategy



Partnership Building Resources

- Partnership Letter
- FAQ
- Brochure
- Merchandising Menu
- PowerPoint



<http://www.cdph.ca.gov/programs/cpns/Pages/RetailPartnerBldg.aspx>

Retail Program Staff Guide
Password: 4retailgm

http://www.cdph.ca.gov/programs/cpns/Documents/FinalRetailProgramGuidelinesManual_2011-10-28.pdf



Food Safety Certification Options



1. Through your county's food handler safety permit

This list is of all California County Health Departments Information to ensure all county sampling guidelines are met.

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

2. Private company like ServSafe

<https://www.servsafe.com>



Promotion Strategies



Network for a Healthy California—Retail Program

Food Demonstration TRAINING KIT



Network for a Healthy California—Retail Program

Fruit and Vegetable Store Tour Guide



<http://www.cdph.ca.gov/programs/cpns/Documents/Network-FV-RP-FoodDemoTrainingKit-2007-10.pdf>

<http://www.cdph.ca.gov/programs/cpns/Documents/Network-FV-RP-FoodDemoTrainingKit-2007-10.pdf>

Evaluation Summary of Promotions



Promotional Activity Form so that you can communicate the success of the event back to the retailer on your next visit.

- Where was the activity held (produce aisle, parking lot, both, etc.)?
- What aspect of the activity appealed most to customers?
- What nutrition education messages worked well?
- Was there any aspect of the activity that was not effective with customers? Please explain.
- How was the activity promoted?
- What did you like/dislike about hosting this activity at this retail location?
- What would you do to improve the activity in the future?



Poll

Is the LHD planning to coordinate media and public relations efforts in Federal Fiscal Year 2013 as its signature promotion? (select all that apply)

- a. Fruit & Veggie Fest
- b. Juneteenth
- c. Latino Health Awareness Month
- d. Food Day

Public Relations Technical Assistance

Rebecca Larson Rebecca.Larson@cdph.ca.gov

916-449-5297

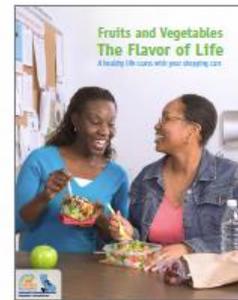
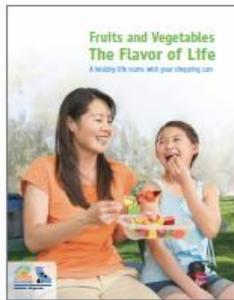


Retail Materials

Online Ordering System

<https://web3.kpcorp.com/v25/entry.asp?Account=CANN>

Laura Webster Laura.Webster@cdph.ca.gov 916-449-5376



Increasing Food Access

Next steps to increase CX³ store score

- Community Partners
- Meeting Customer Needs
- Making a Plan for Success
- Selecting Produce Items
- Produce Handling
- Produce Receiving Tips
- Storage Mapping
- Selecting a Produce Distributor
- Produce Aisle Merchandising
- Promotional Activities
- Staff Training Tools
- Keep It Going

http://www.cdph.ca.gov/programs/cpns/Documents/Retail%20FV%20Marketing%20Guide_5_060811_FINAL.pdf



Network for a Healthy California—Retail Program

**Retail Fruit & Vegetable
Marketing Guide**

June 2011



Healthy Corner Store Strategies



ChangeLab Solutions
Law & policy innovation for the common good.

Cultivating Relationships: Working with Policymakers

In this webinar, local government partners were introduced who can support healthy corner store initiatives (such as economic development, planning, and elected officials), descriptions of program strategies you might explore, and success stories from other communities.

<http://changelabsolutions.org/publications/webinar-cultivating-relationships>

Green for Greens: Finding Funding and Other Resources

What federal, state, and local agencies have resources to support healthy corner store efforts? In this webinar, we talked about how to identify and leverage financing mechanisms to create healthier food options, provide tips on how to strengthen your application and develop your funding pitch, and have participants share examples of resources that they have found most useful.

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

Rewarding Success: Providing Incentives with Certification Programs

Programs that reward stores providing healthy food offer an array of positive benefits. Participating stores get free publicity and support for increasing revenue from healthy food sales. Residents get access to healthier options. And the agency sponsoring the initiative builds relationships with local businesses, which can lead to future collaboration to benefit public health. In this webinar, we looked at existing healthy corner store certification programs, provided tips on how to create an effective program, and heard from experts who've implemented these programs in their own communities.

<http://changelabsolutions.org/publications/rewarding-success>



Poll

What kinds of trainings are you interested in from ChangeLab Solutions? (select all that apply)

- a. Strategies to overcome distribution obstacles (particularly in rural stores)
- b. Licensing, zoning, and other policy tools to support healthy food retail
- c. Business planning, marketing, and merchandising for small stores
- d. In-store promotional and placement strategies (for example, healthy checkout lines)
- e. How to work with produce councils to promote fruits and vegetables to the public
- f. Taking action: development of food access coalitions, action plans, and other policy development and implementation strategies



Retail Program Questions?

Rosanna Oliva

Marketing Manager

916-449-5399

Rosanna.Oliva@cdph.ca.gov



Courtney Cagle

Marketing Specialist

916-449-5449

Courtney.Cagle@cdph.ca.gov



networkforahealthycalifornia.net/retail