

SHOP Healthy Here

Healthy Retail Recognition Program Toolkit



California Department of Public Health (CDPH)
Nutrition Education & Obesity Prevention Branch (NEOPB)

Acknowledgements

Author

Peter Muñoz, MPH

California Department of Public Health, Nutrition Education and Obesity Prevention Branch

Contributing Author

Jeffery Rosenhall, MA

California Department of Public Health, Nutrition Education and Obesity Prevention Branch

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California Department of Public Health
Nutrition Education and Obesity Prevention Branch
SHOP Healthy Here (SHH) Program Guide

1. Program Introduction

The *SHOP Healthy Here* (SHH) pilot program supports retail-based policy, system, and environmental (PSE) change strategies that encourage storeowners to increase access to and availability of healthy food choices. The Nutrition Education and Obesity Prevention Branch's (NEOPB), *SHOP Healthy Here* (SHH) pilot program partners with county local health departments (LHDs) to increase the availability of healthy foods and beverage choices in low-income communities by:

- Increasing small market retailer knowledge regarding the importance of fruits and vegetables, whole grains, healthy meats, and low-fat dairy products;
- Assisting small market retailers with ideas for promotional opportunities for healthy foods and beverages;
- Teaching small market retailers produce handling and storage techniques and new product display approaches;
- Providing small market retailers with consumer information to help drive purchases of healthy foods and beverages.

2. Program Overview

SHH is a pilot recognition program designed to encourage existing retailers (i.e., small stores and markets) in low-income communities to increase the availability of healthy foods and beverages within their stores. Local retailers, in partnership with LHDs and community stakeholders work together to increase access to and promotion of healthy food choices (i.e., fruits, vegetables, whole grains, low-fat dairy products, healthy meats, and healthy beverages). Retail recognition programs have demonstrated success in increasing the availability, visibility, affordability, promotion, and sales of healthy foods and beverages in small stores. The goal of the SHH pilot program is to work with each small retailer to further health promoting strategies that bring more healthy products into the neighborhoods they serve and to collaborate with LHDs to help drive demand for healthy products.

The SHH pilot program retailer benefits include:

- *SHOP Healthy Here* storefront logo;
- Marketing materials including posters, price tags, banners, recipe cards, and more;
- Help with healthy food item displays;
- Connections with distributors of fresh produce and other healthy foods;

- In-store promotional activities; and
- Goodwill among the community and customer base.

3. *SHOP Healthy Here: Getting Started*

Retailers and SHH program representatives from the LHD work hand-in-hand to improve the appeal and availability of healthy foods and beverages in small neighborhood markets. The SHH pilot program is comprised of six easy steps:

Step 1:

LHD SHH program representatives begin by contacting local retailers to promote the program. See SHH program pitch sheet, *Appendix A*.

Step 2:

SHH program representatives meet with the retailer to:

- Discuss the goals and vision for the store; and
- Review and sign the Partner Agreement form.

Step 3:

SHH program representatives conduct a pre and post assessment of the retailer utilizing the Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX³) Food Availability and Marketing Survey, see *Appendix F*. The CX³ survey information that is collected will provide LHD staff with a baseline assessment of the retailer and products sold at that point in time, this information will also help identify ways in which the store can:

- Increase in-store marketing of healthy foods and beverages;
- Adjust displays to promote sales of healthy foods and beverages, and
- Increase the number of healthy food and beverage options.

Step 4:

SHH program representatives discuss the results of the CX³ assessment which identify the store's current ranking in the SHH pilot program as being at or within Stage 1, Stage 2, or Stage 3. Each stage represents the extent, to which healthy options are present and promoted, with the most options available in Stage 3 stores. The SHH pilot program stages are as follows:

- Stage 1: *Community Market*,
- Stage 2: *Community Partner*, and

- Stage 3: *Community Champion*.

**For a description of the SHH stage requirements, see Appendix B “Stage Checklist for Participating Markets.”*

Step 5:

The SHH program representatives then work with the retailer to make a make a plan. Using the results of the CX³ assessment, work with the retailer to pick a few changes that are right for the store, and the community.

Step 6:

Make the change. Work with the retailer to add plenty of healthy choices to the store and to initiate placement and promotion practices that support them. *SHOP Health Here* program representatives can help you along the way!

4. Partnership and Technical Assistance

Participating retailers will receive technical assistance (TA) from LHD staff to help implement PSE changes and to assist retailers with expanding inventory and promotion of healthy food and beverage choices. Retailers will benefit from LHD TA at least twice a month that may include but is not limited to the following:

- Identifying appropriate fresh vegetables and fruits to stock (*Seasonal Produce Guide Appendix C*);
- Safe food handling;
- Adjusting displays to promote sales of healthy foods;
- Increasing the number of healthy food choices (healthy snacks, whole grains, low-fat dairy products, etc.);
- Providing feedback on store layout for enhanced promotion of healthy food and beverage choices;
- Provide signage, SHH decal logos, and additional retail materials for promotion of healthy foods and beverages available in-store;
- Connecting with local producers and vendors of healthy products;
- In-store marketing of healthy food and beverage choices; and
- Organizing community events.

5. Program Promotion and Recruitment

Small market retailers statewide have an opportunity to respond to the needs of their communities through small adjustments in their business strategies that can increase the number of healthy food and beverage choices available. LHD staff should identify retailers in communities where there is currently limited or no access to large grocery chains or where there is an abundance of small retailers (i.e., small stores, convenience stores, and grocery stores) located in low-income communities.

- Pre-screening items LHD staff should complete prior to identifying a potential SHH pilot program retail locations:
 - Retailers must be located in an eligible census tract if Supplemental Nutrition Assistance Program Education (SNAP-Ed) resources will be used to support SHH activities.
 - Retailers licensed to sell tobacco and/or alcohol, must comply with all local, state, and federal tobacco and/or alcohol laws.
 - Retailers should not have any violations for illegal sales of tobacco and alcohol products within the last 2 years.
 - Retailers have met all LHD Environmental Health Inspection standards and Safe Food Handling practices in order to participate in SHH pilot program. The health inspection placard should easily be available and posted in public view. For an example of an environmental health inspection placard, see *Appendix D*.

The following checklist provides an outline of activities that LHD staff will need to accomplish as part of recruiting retailers:

- Meet with identified retail location store owner and manager in person and provide them with an overview of the SHH pilot program (*Appendix A*) including project goals, retailer benefits, and incentives. Review the SHH Partner Agreement form that provides greater detail on the roles and responsibilities of the LHD and the retailer (*Appendix E*)
- If needed, schedule a follow-up meeting.
- If the retailer agrees to participate in the SHH pilot program, obtain a signed SHH Partner Agreement form prior to providing any services, technical assistance, or materials.
- Ask the retailer to identify at least one employee as the project contact for the duration of the program, if different from the person who signed the agreement form.

6. Program Components

The SHH pilot program has several main components that help support the retailers capacity to promote and increase the sale of healthy fresh food and beverages. The SHH, pilot program consists of the following elements:

- A. Retailer Recruitment (*Appendix A*):** The pitch sheet outlines the SHH program benefits for the store owners and customers and helps the retailer understand what he or she can expect from the program. The LHD should consider previous working and collaborative relationships with local retailers prior to initiating recruitment efforts. The presence of existing relationships will lend greatly to recruitment and successful participation of local retailers in the SHH pilot program.
- B. Retailer Partner Agreement Form (*Appendix E*):** This document is a required component of the SHH pilot program and is the first step in initiating program activities. The partner agreement form outlines the roles and responsibilities of both the retailer and the LHD during the six-month pilot program.
- C. Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX³) Food Availability and Marketing Survey & Protocol (*Appendix F*):** Upon successful recruitment of a small retailer, and after obtaining a signed partner agreement form, the next step is to review the store environment using the CX³ Food Availability and Marketing Survey Protocol (CX³). Prior to conducting the survey, the LHD staff will meet with the retailer to review the survey, explain the tool (*Appendix F*) and how the results will be used. This discussion will also include scheduling a day and time the store owner prefers LHD staff to complete the survey. Invite the store owner to observe and participate in the process.

The LHD staff should provide assurances to the retailer that the assessment process will have little or no impact on customers' ability to shop and that the information collected will remain confidential. The assessment results will be used to inform retailer technical assistance needs and to outline areas where improvement can be made.

The store assessment takes approximately 30-45 minutes to complete, and includes, among other items, the following:

- Availability of vegetables and fruits;
- Availability of healthy and unhealthy foods and beverages;
- Advertisements for foods, beverages, and alcohol on both the interior and exterior of the store;
- CalFresh and Women Infants and Children (WIC) authorized vendor status;
- Displays and promotion of healthy foods and beverages; and
- Availability of low-fat dairy, whole grain, and meat products.

After the assessment is completed, the LHD staff will meet with the owner or manager of the store to discuss the findings from the assessment. Begin by highlighting the

positive aspects of the store environment such as the variety of healthy products or stocking levels. LHD staff should also praise the retailer for their interest in offering their community additional healthy options. The LHD staff should highlight areas identified from the assessment where there are opportunities for improvement using the SHH pilot program requirements as a guide. ChangeLab Solutions' *"Taking Stock,"* see *Appendix G* is a useful resource the LHD staff can use to guide the discussions on improving healthy food and beverage choices. The LHD staff should take the findings from the store assessment and work with the retailer to develop a plan that addresses marketing, product placement, displays, signage, and events as part of the SHH pilot program. Drafting a timeline to accomplish activities over the pilot period from March through June 2018 should be included in this discussion to assist the store owner or manager with meeting the retailer's goals.

The LHD program staff is also required to submit the completed CX³ pre-assessment and post-assessment survey results to the appropriate NEOPB CX³ liaison to compile all information collected so that a retailer Quality Score Card (*Appendix F*) can be created for each participating SHH pilot program retailer.

The LHD staff is required to have frequent check-ins with the retailer during the three-month pilot period, with preference for routine check-ins. Participating SHH pilot program retailers are required to meet at minimum twice per month with LHD staff. LHD staff is required to document and track each check-in with the retailer by completing the Training and Technical Assistance Summary Form (*Appendix H*) that will include documentation of TA, materials provided, events hosted, and a summary of each interaction. The TA Summary Forms must be completed following each retailer check-in and be submitted monthly to the NEOPB retail lead.

7. Technical Assistance (TA) and Training:

The level of TA needed by the SHH pilot program retailers is informed by the goals of the retailer and the findings from the CX³ survey. The survey will inform the retailer of where the store currently ranks among the three-stages of the SHH pilot program and identify opportunities for improvements. [Technical Assistance – Some possible areas of need include connecting store owners to small business resources, providing recommendations on product stocking, storage, and handling, and/or promotional activities].

Listed below are additional areas where LHDs can support and work with retailers as they strive to improve access to healthy foods and beverages:

- A. New Vendor Identification – Connect local retailers with distributors of other healthy retail products such as low-fat dairy items, whole grains, canned, fresh, or frozen fruits and vegetables.

- B. Community Environment – Provide healthy food demonstrations, taste tests, healthy holiday celebrations or other events at the store (e.g., Fruit and Veggie Fest).
- C. Store Environment Improvements – Provide shelving, baskets, and other display items to promote the sale of the healthy products.
- D. Marketing Materials – Provide a range of marketing materials, depending on the store’s needs, to include price tags, shelf talkers, and healthy retail posters to promote healthy options.
- E. Store Recognition – Participating retailers receive a *SHOP Healthy Here* (SHH) storefront logo (*Appendix I*). Per retailer preference, the LHD can also highlight a retailers’ involvement in local media outlets through a press release or through social media.
- F. Community Partnerships – Provide store owners with opportunities to develop community partnerships, establish connections in the community, and grow the store’s customer base.

8. Marketing:

Materials will be made available for the retailers use to promote and to highlight the healthier options for customers. Examples include the *SHOP Healthy Here Logo (Appendix I)*, in-store signage, banners, lawn signs, and window clings. A list of available materials is provided in *Appendix J, Sample Marketing and Promotional Materials*.

9. Retailer Materials and Small Equipment:

In addition to marketing materials, the SHH pilot program will provide a limited number of items to support improved produce placement and presentation. Examples of these include: produce baskets, angled shelf wedges, simple shelving units, and small freezers or refrigeration units. These may be provided to the retailer after the in-store survey and subsequent improvement goals have been identified, see *Appendix K*. All materials and equipment provided to retailer as part of the *SHOP Healthy Here* pilot program are for the sole use and purpose of promoting and displaying healthy foods and beverages. Other use of equipment and materials for the sale and promotion of unhealthy foods and beverages is not allowable.

10. SHH “Community Market” Requirements: (Stage 1)

A. General Requirements:

- Retailer has signed the Partner Agreement form
- In-store CX³ assessment completed

B. Stocking Requirements:

For Stage 1 minimum Stocking Requirements, retailers will be assessed against the current United States Department of Agriculture (USDA) Stocking Requirements. For additional information on the USDA Stocking Requirements, please see table below or visit USDA Retailer SNAP Standards: <https://www.fns.usda.gov/snap/enhancing-retailer-standards-supplemental-nutrition-assistance-program-snap>.

Number of Staple Food Categories	Number of Staple Food Varieties per Category	Number of Stocking Units per Variety	Total Number of Food Items Required
4	3	1	12

i. Fruits and Vegetables:

- Stock at least two (2) varieties of fruits beyond limes or lemons (e.g., apples, pears, bananas, oranges, grapes, strawberries, cantaloupe, etc.).
- Stock at least two (2) varieties of vegetables (e.g., potatoes, lettuce, tomatoes, etc.).

ii. Whole Grains:

- Stock at least two (2) varieties of whole grain products (e.g., whole-wheat bread, brown rice, whole-wheat pasta, oatmeal, high-fiber cereal, corn tortillas, etc.).

iii. Low-fat Dairy:

- Stock at least four (3) varieties of low-fat dairy products (e.g., milk-plain white non-fat, 1% low-fat, mozzarella cheese, part skim, non-fat cottage cheese, non-fat yogurt etc.) Minimum (1) variety of milk.

iv. Meat, Poultry, and Fish:

- Stock at least two (2) varieties of healthy meat, poultry, or fish (e.g., qualifying meat products, fresh or canned chicken, fish, tuna, sardines).

v. Beverages:

- Stock at least two (2) varieties of healthy non-Sugar-Sweetened Beverages (SSB) in any size (e.g., bottled water, 100% fruit juice, unsweetened tea or coffee)

Note:

- *Pricing of fruits and vegetables should be comparable to that of other local community retailers.*
- *The term variety refers to different kinds of products in each of the four staple food categories. Variety is usually defined by the main ingredient in the or kind of product. For example, apples, carrots, and pears are considered three different varieties in the vegetables or fruits staple food category, but tomato sauce, tomatoes, and 100% tomato juice are only considered one variety in the vegetables or fruits staple food category (tomato).*

C. Marketing Requirements:

Displays and Promotions:

- Display at least two (2) advertisements or signs promoting healthy food or beverage products available.

Electronic Benefit Transfer (EBT):

- Retailer has no promotions or advertisements cross-promoting EBT with unhealthy (e.g., SSB, chips, candy) food and beverage products.

D. Retailer Choice

Retailers must select at least two (2) items from the suggested *Community Market* level list to meet Stage 1 requirements. The LHD staff should offer appropriate TA to the retailer to support these strategies before advancing into Stage 2 of the SHH pilot program.

The retailer choice options listed below maybe a combination of any two (2) items a store owner self-selects:

- Display or advertise two (2) healthy food or beverage choices, from different categories, at the point-of-sale (POS).
- Cross-promote SNAP/EBT with healthy products.
- Limit or remove unhealthy food or beverage advertisements.
- Ensure produce items are clearly labeled and include price.
- Accept CalFresh (SNAP/Food Stamps).
- Remove or limit unhealthy food product advertisements.
- Remove or limit tobacco advertisements.

- Remove or limit alcohol advertisements.

11. SHH “*Community Partner*” Requirements: (Stage 2)

Retailers that meet the SHH Stage 1 requirements are eligible to work towards Stage 2 SHH pilot program recognition status. The requirements to meet Stage 2 SHH recognition status are listed below:

A. General Requirements:

- Retailer continually meets Stage 1 Requirements; and
- Retailer agrees to participate in one (1) annual healthy retail in-person or webinar training.

B. Stocking Requirements:

Retailers who agree to participate in the SHH pilot program agree to increase the required number of staple food varieties in each of the four staple food categories (Vegetables or Fruit, Dairy Products, Meat, Poultry or Fish, and Bread or Cereals) as described in the new [USDA Stocking Requirements](#). The minimum number of food varieties is specified bellow for each staple category:

- Stock at least 7 varieties of vegetables and fruits (beyond limes or lemons)
- Stock at least 4 varieties of whole grain breads or cereals
- Stock at least 4 varieties of low-fat milk dairy products
- Stock at least 4 varieties of healthy meat, poultry, and fish
- Stock at least 4 healthy beverages sold in any size (e.g., plain bottled water, 100% juice, zero calorie flavored water)

C. Marketing Requirements:

- Retailer displays healthy food and beverage choices in prominent locations throughout store (e.g., healthy checkout lane, eye-level, end-caps, grab-&-go, POS).

D. Retailer Choice:

Retailers must select at least three (3) items from the suggested *Community Partner* level list to meet Stage 2 requirements. The items selected from the list are those items a retailer intends to address during the course of SHH pilot program period. LHD staff should offer appropriate technical assistance to the retailer in support of these efforts to improve the retail environment before advancing into Stage 3 of the SHH.

The retailer choice options listed below may be a combination of any three (3) items a store owner self-selects:

- Offer store tours, food demonstrations, and taste tests.
- Provide healthy snack choices for children (e.g., unsalted nuts and seeds, non-sugar added trail mix, granola bars, crackers with 50% whole grain, string cheese, non-sugar added dried fruit).
- Display produce prominently so that it is visible from the front or outside the store.
- Provide health information near the fresh produce (e.g., recipe cards, pamphlets).
- Display CalFresh signs (SNAP/Food Stamps) on storefront windows or at point-of-sale (POS).
- Dedicate increased shelf-space or square footage for healthy products.
- Place advertisements for healthy foods on the store exterior.
- Create an end-cap display with fruits, vegetables or other healthy products.
- Become a WIC authorized vendor.

12. SHH “Community Champion” Requirements:

A. General Requirements:

Retailers that continually meet both Stage 1 & 2 requirements of the SHH pilot program are eligible to advance to Stage 3.

- Retailer continually meets Stage 1 & 2 requirements
- Retailer agrees to share their success with LHD and fellow retailers

B. Stocking Requirements:

- Offer additional healthy snack choices (e.g., unsalted nuts and seeds, non-sugar added trail mix, granola bars, crackers with 50% whole grain, string cheese, non-sugar-added dried fruit)
- Offer extensive healthy product options across each category (e.g., whole grains, low-fat dairy, healthy meat, poultry, fish, and healthy beverage products):
 - Stock at least 9 varieties of vegetables and fruits (beyond limes or lemons)
 - Stock at least 7 varieties of whole grain breads or cereals
 - Stock at least 5 varieties of low-fat dairy products
 - Stock at least 7 varieties of healthy meat, poultry, and fish
 - Stock at least 7 healthy beverages sold in any size (e.g., plain bottled

- water, 100% juice, low-fat milk, zero calorie flavored water)
- Stock at least two (2) varieties (total) of:
 - Canned no-added salt vegetables
 - Canned in own juice fruit, or
 - Frozen fruits or vegetables
- Retailer has implemented at minimum one (1) of the following or created healthier options in prominent locations:
 - Healthy Grab-n-Go
 - Healthy Checkout lane or zone
- If prepared food is sold onsite choose one (1) of the following
 - Offer healthy meal options with water as the default beverage
 - Promote healthy meal options with signage
 - Offer at least two (2) vegetables and fruits available for ready-made meals and sides
 - Offer 1% low-fat milk as the default beverage
 - If fountain beverages are available, reserve one nozzle for water

C. Marketing Requirements:

- Limit advertisements for unhealthy snack foods and drinks on all doors and windows of storefront (interior and exterior) by at least 25%, see *CX³ Food Availability and Marketing Survey Protocol (Appendix L)* for instructions on how to measure quantity and size of unhealthy storefront advertisements.

D. Retailer Choice:

Retailers must select at least one (1) item from the suggested *Community Champion* level list to meet Stage 3 requirements. The one (1) item selected from the list is an item a retailer intends to work on during the course of the SHH period. The LHD staff should offer appropriate technical assistance to the retailer in support of the strategy.

The retailer choice options listed below may be any one (1) item a store owner self-selects to work on during the SHH pilot program period:

- Provide sales data on all program healthy food and beverage choices (e.g., low-fat milk, produce, trail mix) based on POS system availability.
- Make one (1) significant improvement to the exterior of the market from list below:
 - Update lighting for energy efficiency
 - Add or improve landscaping (e.g., planter boxes, bike racks)
 - Add outdoor fruit and vegetable displays

- Paint building exterior, if necessary
- Remove or replace permanent bars
- Paint a mural on exterior or interior
- Retailer has trained store employees within the last year:
 - On properly checking identification (ID) cards for legal sales of alcohol and tobacco products

13. Retailer Feedback:

The LHD staff is required to meet with the store owner or manager the completion of the pilot program period (June 2018); this is in addition to the twice-monthly TA check-ins. The intention of soliciting retailer feedback is to: gather their opinion on what worked, areas for program improvement, their overall experience, and any additional comments that can inform the next phases of the SHH pilot program. Feedback prompts will be provided by SHH state program staff to LHD staff in advance of the requested feedback period.

14. *SHOP Healthy Here* LHD Summary Report:

To assist SHH state program staff to compile and synthesize all the important information gleaned from retailers during the pilot, a short LHD pilot program summary report is requested at the end of the pilot period (June 15, 2018). The SHH state program staff will provide a brief template format for this summary report. Information gathered from the SHH pilot program Phase 2 (March – June 2018) summary reports will be used to improve the *SHOP Healthy Here* program.

15. Success Story

The purpose of this success story is to describe and highlight SHH pilot retailer accomplishments and LHD successes with this program model. LHDs are required to submit at least one (1) success story following the completion of the pilot period. LHDs are to use the *Working in Program Evaluation And Reporting System (PEARS): CDPH SNAP-Ed LHD Success Story Instructions* see Appendix O for instructions and sample. Please submit the SHH pilot retailer success story to NEOPB by June 30, 2018.

16. SHH Appendices: (Note: core SHH documents are highlighted in green)

- A) Pitch Packet (Sheet)
- B) *SHOP Healthy Here* Stage Checklist for Participating Markets
- C) Seasonal Produce Guide
- D) Sample Environmental Health Inspection Placard
- E) Template Retailer Partner Agreement Form

- F) CX³ Food Availability and Marketing Survey & Protocol
- G) ChangeLab Solutions *"Taking Stock"*
- H) Training and Technical Assistance Form
- I) *SHOP Healthy Here* Logo
- J) Sample Store Marketing and Promotion of Materials
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Appendices

SHOP Healthy Here



What is *SHOP Healthy Here*?

SHOP Healthy Here is a new program designed to help small markets improve the health of their community. Participating retailers agree to stock and market a wider variety of healthy foods and beverages such as: fresh, canned and/or frozen fruits and vegetables, whole grain breads and tortillas, low-fat dairy products, protein, and nutritious snacks.

Retailer Benefits:

- *SHOP Healthy Here* storefront logo indicating your store as a participating retailer;
- Marketing materials including posters, price tags, banners, recipe cards, and more;
- Help with healthy food item displays;
- Connections with distributors of fresh produce and other healthy food;
- In-store promotional activities; and
- Goodwill within your community and among your customer base.



Customer Benefits:

- Local access to healthy foods like fresh fruits and vegetables;
- Connections with a local business that cares about their health and their community.

SHOP Healthy Here: Getting Started

1. Begin by contacting your neighborhood's *SHOP Healthy Here* program representative to get the conversation started.
2. Meet with a *SHOP Healthy Here* program representative and:
 - Discuss your goals and vision for your store; and
 - Review the partnership agreement.
3. Conduct an assessment of your store to identify ways in which your store can:
 - Increase in-store marketing of healthy foods,
 - Adjust displays to promote sales of healthy foods, and
 - Increase the number of healthy food options.
4. The results of your store assessment, will determine an initial ranking, based on the extent to which healthy options are available. *SHOP Healthy Here* pilot program stages are as follows:
 - Stage 1: *Community Market*,
 - Stage 2: *Community Partner*, and
 - Stage 3: *Community Champion*.
5. Make a plan. Using the results of the assessment, pick a few changes that are right for you, your store, and your community.
6. Make the change. Show your community you care about their health by giving them plenty of healthy choices in your store. *SHOP Healthy Here* program representatives can help!

If you are interested in becoming a *SHOP Healthy Here* site, please contact the program staff designated below. Thank you for your interest in becoming a healthy retailer in your community!

Contact info:



For CalFresh information, call 1-877-847-3663.
Funded by USDA SNAP-Ed, an equal opportunity provider and employer.

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Programa de Mercados SHOP Healthy Here



¿Qué es el programa *SHOP Healthy Here*?

SHOP Healthy Here es un programa nuevo destinado a ayudar a los pequeños mercados a mejorar la salud de sus comunidades. Las tiendas minoristas participantes aceptan vender y abastecer de una amplia variedad de comida y bebidas saludables, por ejemplo: frutas y verduras frescas, enlatadas o congeladas, pan y tortillas integrales, productos lácteos bajos en grasa, proteínas y refrigerios nutritivos.

Beneficios de las tiendas minoristas del programa *SHOP Healthy Here*:

- logotipo de *SHOP Healthy Here* en las vitrinas que indica que su tienda es una tienda minorista participante;
- materiales de mercadeo como carteles, etiquetas de precios, letreros, tarjetas de recetas y más;
- ayuda con la exhibición de los productos de comida saludable;
- contacto con distribuidores de productos frescos y demás comidas saludables;
- actividades publicitarias en la tienda, y
- buena voluntad dentro de su comunidad y entre su base de clientes.



Beneficios para los clientes:

- la comodidad de comprar localmente mayor cantidad de los comestibles que necesitan;
- acceso local a comida saludable como frutas y verduras frescas;
- contacto con negocios locales que se preocupan por su salud y la de su comunidad.



Cómo empezar

Si le interesa convertirse en una tienda minorista participante del programa *SHOP Healthy Here*, comuníquese con el personal del programa que se menciona a continuación. ¡Su comunidad se lo agradecerá!

SHOP Healthy Here: cómo empezar

Las tiendas minoristas y los representantes del programa *SHOP Healthy Here* del departamento de salud local del condado trabajan juntos para mejorar el encanto y la disponibilidad de la comida y las bebidas saludables dentro de los pequeños mercados del vecindario.

1. Primero, comuníquese con el representante del programa *SHOP Healthy Here* de su comunidad para iniciar la conversación.
2. Reúnase con un representante del programa *SHOP Healthy Here* para:
 - hablar sobre sus objetivos y la visión para su tienda, y
 - revisar el contrato de colaboración.
3. Realice una evaluación de su tienda para identificar las formas en las que su tienda puede:
 - aumentar el mercadeo de la comida saludable dentro de la tienda;
 - ajustar los mostradores para promover las ventas de la comida saludable, y
 - aumentar el número de opciones de comida saludable.
4. Los resultados de la evaluación de su tienda determinarán una clasificación inicial con base en la medida de disponibilidad de las opciones saludables. Las etapas del programa piloto *SHOP Healthy Here* son las siguientes:
Etapa 1: *mercado comunitario*;
Etapa 2: *socio comunitario*; y
Etapa 3: *campeón comunitario*.
5. Haga un plan. Use los resultados de la evaluación para elegir algunos cambios que sean adecuados para usted, su tienda y su comunidad.
6. Haga la diferencia. Demuéstrele a su comunidad que usted se preocupa por la salud, y ofrézcale una variedad de opciones saludables en su tienda. ¡Los representantes del programa *SHOP Healthy Here* pueden ayudarle!

Si le interesa convertirse en un sitio participante de *SHOP Healthy Here*, comuníquese con el personal del programa que se indica a continuación. ¡Gracias por su interés en convertirse en una tienda minorista saludable en su comunidad!

Datos de Contacto:



For CalFresh information, call 1-877-847-3663.
Funded by USDA SNAP-Ed, an equal opportunity provider and employer.

330102/Ver. 03/18

SHOP Healthy Here (SHH) Pilot Program - Stage Checklist for Participating Markets

Stage 1 Requirements for “Community Market” level	Stage 2 Requirements (Stage 1+) for “Community Partner” level	Stage 3 Requirements (Stage 2+) for “Community Champion” level
<p>General Requirements:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Retailer Partner Agreement form <input type="checkbox"/> In-store CX³ assessment <input type="checkbox"/> Pricing of fruits and vegetables should be comparable in price to that of other local community retailers. <p>Stocking Requirements:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Stock at least 2 varieties of vegetables and 2 varieties of fruits <input type="checkbox"/> Stock at least 2 varieties of whole-grain breads or cereal <input type="checkbox"/> Stock at least 3 varieties of low-fat dairy products <input type="checkbox"/> Stock at least 2 varieties of healthy meat, poultry, or fish <input type="checkbox"/> Stock at least 2 varieties of healthy/non-Sugar-Sweetened beverages in any size <p>Marketing Requirements:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Display at least 2 advertisements or signs promoting healthy food and beverages products available <input type="checkbox"/> No EBT cross-promotion with unhealthy food or beverage products <p>Retailer Choice: (select 2 from the list below)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Display or advertise 2 healthy food or beverage choices, from at least two different categories, at the point-of-sale <input type="checkbox"/> Cross-promote SNAP/EBT with healthy products <input type="checkbox"/> Limit or remove unhealthy food or beverage advertisements <input type="checkbox"/> Ensure produce items are clearly labeled and include price <input type="checkbox"/> Accept CalFresh (SNAP/Food Stamps) (Meets the minimum requirements for the current SNAP stocking standards) <input type="checkbox"/> Remove or limit unhealthy food product advertisements <input type="checkbox"/> Remove or limit tobacco advertisements <input type="checkbox"/> Remove or limit alcohol advertisements 	<p>General Requirements:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Retailer continually meets Stage 1 Requirements <input type="checkbox"/> Retailer agrees to participate in (1) annual healthy retailer training in-person and/or webinar <p>Stocking Requirements:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Stock at least 7 varieties of vegetables and fruits (beyond limes or lemons) <input type="checkbox"/> Stock at least 4 varieties of whole-grain breads or cereals <input type="checkbox"/> Stock at least 4 varieties of low-fat dairy products <input type="checkbox"/> Stock at least 4 varieties of healthy meat, poultry, and fish <input type="checkbox"/> Stock at least 4 healthy beverages sold in any size (e.g., plain bottled water, 100% juice, zero calorie flavored water) <p>Marketing Requirements:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Retailer displays healthy food and beverage choices in prominent locations throughout the store (e.g., Healthy Checkout lane, eye-level, end-caps, Grab-n-Go, point-of-sale) <p>Retailer Choice: (select 3 from the list below)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Offer store tours, food demonstrations, and taste tests <input type="checkbox"/> Provide healthy food choices for children (e.g., unsalted nuts and seeds, non-sugar added trail mix, granola bars, string cheese, etc.) <input type="checkbox"/> Display produce prominently so that it is visible from the front or outside of the store <input type="checkbox"/> Provide health promotion information near fresh produce (e.g., recipe cards, pamphlets) <input type="checkbox"/> Display CalFresh signs (SNAP/Food Stamps) on storefront windows or at POS <input type="checkbox"/> Dedicate increased shelf-space or square footage for healthy products <input type="checkbox"/> Place advertisements for healthy foods on the store exterior <input type="checkbox"/> Create end-cap display with fruits, vegetables or other healthy products <input type="checkbox"/> Become a WIC authorized vendor location <input type="checkbox"/> Offer discounts or sales on fresh fruit and vegetables <input type="checkbox"/> Offer discounts or sales on healthy beverages 	<p>General Requirements:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Retailer continually meets Stage 1 & 2 requirements <input type="checkbox"/> Retailer agrees to share their success with LHD and fellow retailers <input type="checkbox"/> Offer at least one sale or discounted promotion on a healthy food or beverage item weekly <p>Stocking Requirements:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Offer healthy snack choices for children and adults (e.g., unsalted nuts and seeds, non-sugar added trail mix, granola bars, crackers with 50% whole-grain, string cheese, non-sugar added dried fruit) <input type="checkbox"/> Offer extensive healthy product options across each category type: <ul style="list-style-type: none"> • Stock at least 9 varieties of vegetables and fruits (beyond limes or lemons) • Stock at least 7 varieties of whole-grain breads or cereals • Stock at least 5 varieties of low-fat dairy products • Stock at least 7 varieties of healthy meat, poultry, and fish • Stock at least 7 healthy beverages sold in any size (e.g., plain bottled water, 100% juice, zero calorie flavored water) <input type="checkbox"/> Stock at least 2 varieties (total) of: <ul style="list-style-type: none"> • Canned no added salt vegetables • Canned in own juice fruit, or • Frozen fruits or vegetables <input type="checkbox"/> Retailer has implemented at minimum 1 of the following or created healthier options in prominent locations: <ul style="list-style-type: none"> • Healthy Grab-n-Go • Healthy Checkout lane or zone <input type="checkbox"/> If prepared food is sold onsite, choose 1 of the following: <ul style="list-style-type: none"> • Offer healthy meal options with water as the default beverage • Promote healthy meal options with signage • Offer at least 2 vegetables and fruits available for ready-made meals and sides • Offer 1% low-fat milk as the default beverage • If fountain beverages are available, reserve 1 nozzle for water <p>Marketing Requirements:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Limit advertisements for unhealthy snack foods and drinks on all doors and window of storefront (interior and exterior) <p>Retailer Choice: (select 1 from the list below)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Provide sales data on all program healthy food and beverage choices (e.g. low-fat milk, produce, trail mix) based on point-of-sale system availability <input type="checkbox"/> Make 1 significant improvement to the exterior of the market (select one from below):

SHOP Healthy Here (SHH) Pilot Program - Stage Checklist for Participating Markets

		<ul style="list-style-type: none">• Update lighting for energy efficiency• Add or improve landscaping (e.g., planter boxes, bike racks)• Add outdoor fruit and vegetable displays• Paint building exterior, if necessary• Remove or replacement permanent bars• Paint a mural on the exterior or interior <p><input type="checkbox"/> Retailer has trained store employees with the last year:</p> <ul style="list-style-type: none">• On properly checking identification (ID) cards for legal sales of alcohol and tobacco products
--	--	--

Continue on reverse

Seasonal Produce Guide

The following seasonal produce guide includes a list of 100 fruits and vegetables commonly grown in California and the United States. The list includes a calendar of when each produce item is in season. Information for the guide was developed by the Produce Marketing Association (www.pma.com).

PMA Availability Guide

COMMODITY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Alfalfa Sprouts												
Apples												
Apricots												
Artichokes												
Asian Pears												
Avocados												
Bananas												
Beans												
Bean Sprouts												
Beets												
Belgian Endive												
Bitter Melons												
Blackberries												
Black-eyed Peas												
Blood Oranges												
Blueberries												
Bok Choy												
Boniato												
Breadfruit												
Broccoli												
Brussels Sprouts												
Burro Bananas												
Cabbage												
Calabaza												
Cantaloupe												

Appendix C

COMMODITY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Carambola/Star Fruit												
Carrots												
Cauliflower												
Celery												
Chayote												
Cherimoyas												
Cherries												
Chinese Cabbage												
Chinese Long Beans												
Collard Greens												
Corn												
Cranberries												
Cucumbers												
Daikon												
Eggplant												
English Cucumber												
Escarole												
Feijoas												
Flowering Kale/ Salad Savoy												
Garlic												
Ginger Root												
Grapefruit												
Grapes												
Guavas												
Honeydew												
Horned Melon/ Kiwano												
Japanese Cucumbers												
Jicama												
Kale												
Kiwifruit												
Kohlrabi												
Kumquats												
Leeks												
Lemons												
Lettuce, Iceberg												

Appendix C

COMMODITY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Lettuce, Leaf												
Lettuce, Romaine												
Limes												
Malanga												
Mamey Sapotes												
Mango												
Melons												
Mushrooms												
Nectarines												
Okra												
Onions, Dry												
Onions, Green												
Oranges												
Papaya												
Passion Fruit												
Peaches												
Pearl Onions												
Pears												
Pepino Melons												
Peppers, Bell												
Peppers, Chili												
Persimmons												
Pineapple												
Plantains												
Plums												
Pomegranate												
Potatoes												
Prickly/Cactus Pears												
Pummelos												
Radicchio												
Radishes												
Rapini/Broccoli Raab												
Raspberries												
Red Bananas												
Rhubarb												
Salsify												

Appendix C

COMMODITY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Sapotes												
Shallots												
Snow Peas												
Spinach												
Squash												
Strawberries												
Sunchokes												
Sun-Dried Tomatoes												
Sweet Potatoes												
Tamarillos												
Tamarindos												
Taro Root												
Tomatillos												
Tomatoes												
Turnips												
Watercress												
Watermelon												

Sample Environmental Health Inspection Placards

Here's How It Works



When a food retail facility is inspected, it is given a color-coded placard. The placard is posted in clear view near the entrance to each food facility. It delivers a clear and simple message to the public about a facility's food safety practices, and assists the community in making informed decisions.

The Placards

Pass: Green Placard – An acceptable level of compliance was achieved. No more than one major violation was observed and corrected at the time of inspection.

Conditional Pass: Yellow Placard – Two or more major violations were observed and corrected at time of inspection. A follow-up inspection will be conducted within 24 - 72 hours.

Closed: Red Placard – Closure was required due to an imminent danger to public health or safety.

**Larger examples of Green, Yellow, and Red Placards are included within this appendix.*

Appendix D

Posting Examples



Post the placard on the outside window or door within 5 feet of the main entrance.



The placard may be posted at the service counter in a food court or mall. Grocery stores shall display their placard on the main entrance door. The deli or hot food service area at a grocery store may display separately issued placards at that area's point of sale.

COUNTY OF CONTRA COSTA
ENVIRONMENTAL HEALTH DIVISION

PASS

SAMPLE
FACILITY NAME

FACILITY ADDRESS

This facility was inspected in accordance with the California Health & Safety Code and has passed the inspection conducted on:

_____ by _____
Date Environmental Health Specialist

A copy of the most recent inspection report is available for review upon request at this location. Searchable inspection information is available at



cchealth.org/eh, or use the QR code to download our free Restaurant Inspection app.



Marilyn C. Underwood

Marilyn C. Underwood, Ph.D., REHS
Environmental Health Director
Contra Costa County

PREVIOUS INSPECTION

Results of previous inspection conducted on: _____ Date

- PASS CONDITIONAL PASS CLOSURE

For further information contact
Contra Costa Environmental Health
at 925-692-2500



THIS PLACARD IS THE PROPERTY OF CONTRA COSTA ENVIRONMENTAL HEALTH AND SHALL NOT BE REMOVED, COPIED OR ALTERED IN ANY WAY

COUNTY OF CONTRA COSTA
ENVIRONMENTAL HEALTH DIVISION

CLOSED

DUE TO TEMPORARY SUSPENSION OF HEALTH PERMIT
THIS FOOD FACILITY IS CLOSED

SAMPLE

FACILITY NAME

FACILITY ADDRESS

This facility was found to have violations which constitute an immediate danger to public health or safety. As a result, the permit to operate has been temporarily suspended and this facility has been ordered to remain closed until a written reinstatement of permit has been issued.

CATEGORY OF VIOLATION(S) RESULTING IN CLOSURE:

- FIRE/WATER DAMAGE
- HOT/COLD WATER SUPPLY NOT ADEQUATE
- WASTEWATER/SEWAGE DISPOSAL PROBLEMS
- INSECT/RODENT CONTROL
- OTHER

SAMPLE

Date

by

Environmental Health Specialist

Searchable inspection information is available at cchealth.org/eh, or use the QR code to download our free Restaurant Inspection app.



Marilyn C. Underwood

Marilyn C. Underwood, Ph.D., REHS
Environmental Health Director
Contra Costa County

SAMPLE

For further information contact
Contra Costa Environmental Health
at 925-692-2500



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COUNTY OF CONTRA COSTA
ENVIRONMENTAL HEALTH DIVISION

CONDITIONAL PASS

SAMPLE
FACILITY NAME
FACILITY ADDRESS

This facility was inspected in accordance with the California Health & Safety Code and has conditionally passed the inspection. At the time of the inspection, this facility was required to correct violations.

VIOLATION(S) NOTED IN THE FOLLOWING CATEGORIES:

- EMPLOYEE HEALTH/KNOWLEDGE
- HANDWASHING
- FOOD TEMPERATURES
- FACILITY AND EQUIPMENT SANITATION/CLEANLINESS
- FOOD FROM APPROVED SOURCES
- INSECT/RODENT CONTROL
- OTHER

_____ by _____
Date Environmental Health Specialist

A copy of the most recent inspection report is available for review upon request at this location. Searchable inspection information is available at



cchealth.org/eh, or use the QR code to download our free Restaurant Inspection app.



Marilyn C. Underwood

Marilyn C. Underwood, Ph.D., REHS
Environmental Health Director
Contra Costa County

PREVIOUS INSPECTION

Results of previous inspection conducted on: _____ Date

- PASS
- CONDITIONAL PASS
- CLOSURE

For further information contact
Contra Costa Environmental Health
at 925-692-2500



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SHOP Healthy Here Partner Agreement

The *SHOP Healthy Here* Program works in partnership with store owners to increase customer access to healthy foods such as fresh fruits and vegetables, and to decrease the impact of unhealthy food consumption. This Program is part of an on-going partnership to promote the overall growth of your business, build customer loyalty, and increase healthy food options in the community.

This shall serve as an agreement between _____ (store) and *SHOP Healthy Here*, a program of _____ (county) local health department, to engage in the *SHOP Healthy Here* program from _____ (date) to June 30, 2018.

The following list represents a sample of what can be provided to stores by our program and our partners:

- Connections with Suppliers – we can assist you with identifying suppliers of additional healthy retail products such as low-fat dairy items, whole grain breads and/or tortillas, and canned and frozen produce;
- Community Events – we can provide support for on-site events, such as healthy food demonstrations, taste tests, healthy holiday celebrations, or other activities;
- Improvements in the Store Environment – we can work within your space to promote healthy products by providing shelf-top displays, baskets, and other small items;
- Marketing Materials – we can provide a range of professional marketing materials that include: price tags, shelf-talkers, recipe cards, banners and healthy retail posters;
- Recognition of Participation - each retailer receives a *SHOP Healthy Here* storefront logo and in-store marketing materials, additional recognition activities may also include media and social media promotion; and
- Technical Assistance – we can connect you to small business resources, develop community partnerships, provide recommendations on product stocking, and provide shelving and other display items as necessary for the sale of healthy retail products.

As a *SHOP Healthy Here* Retail Program Partner, the retail location will:

- Keep profits from all healthy food sales.
- Maintain changes to store layout including healthy produce displays and checkout lanes.
- Display healthy promotional materials provided by the *SHOP Healthy Here* program representative (e.g. posters, recipe cards and window clings).
- Price produce reasonably (goal of price mark-up of no more than 35%).
- Display price tags for healthy food options.
- Provide space for in-store activities.
- Allow *SHOP Healthy Here* Program promotion through photography, customer surveying, store tours, and/or other promotional activities.
- Work to:
 - Reduce the number of advertisements that promote:
 - Unhealthy food and beverages
 - Alcohol
 - Tobacco
 - Become Lee Law compliant (reduce store advertising to less than 33% of available window and clear door space, per California Business and Professions Code § 25612.5, enacted in 1994).

Store Owner Name _____

Date _____

Signature _____

Phone _____

Mailing Address _____

E-mail _____

SHOP Healthy Here Program Representative:

Name _____

Date _____

Title _____

Phone _____

Organization _____

Signature _____

Mailing Address _____

Email _____

If your store does not maintain at minimum Stage 1 program requirements, you will be asked to immediately remove all SHOP Healthy Here pilot program in-store advertising materials and discontinue marketing efforts using the SHH program name, logo, and promotional materials until all requirements are met. All materials and equipment provided to retailer as part of the SHOP Healthy Here Pilot Program are for the sole use and purpose of promoting and displaying healthy foods and beverages. Other use of equipment and materials for the sale and promotion of unhealthy foods and beverages is prohibited.

SHOP Healthy Here (SHH) Acuerdo de Asociación

El Programa *SHOP Healthy Here* trabaja en asociación con dueños de negocios para incrementar el acceso a los consumidores a comidas saludables como frutas y verduras frescas y disminuir el impacto del consumo de comida poco sana. Este Programa es parte de una asociación continua para promover el crecimiento en general de su negocio, crear lealtad del cliente, e incrementar el acceso a comidas saludables en su comunidad.

Esto servirá como un acuerdo entre _____ (*tienda*) y el Programa *SHOP Healthy Here*, un programa del departamento local de salud de _____ (condado), para participar en el Programa *SHOP Healthy Here* de _____ (fecha) a junio 2018.

La siguiente lista representa una muestra de lo que se puede proporcionar a las tiendas por medio de nuestro programa y asociados:

- Conexión con Proveedores– podemos ayudarle a identificar proveedores de productos adicionales saludables de venta al por menor como productos lácteos bajos en grasa, frutos enlatados y congelados, y panes y/o tortillas de granos enteros;
- Eventos Comunitarios – podemos dar apoyo para eventos en su tienda, como demostraciones de comida saludable, pruebas de sabor, celebraciones de días festivos saludables, u otras actividades;
- Mejoras en el Entorno de la Tienda– podemos trabajar dentro de su espacio para promover productos saludables proporcionando exhibidores para los estantes, canastas, y otros artículos pequeños;
- Materiales de Mercadotecnia – podemos brindar una serie de materiales profesionales de mercadotecnia que incluyen: etiquetas para precios, etiquetas para los estantes, tarjetas con recetas, pancartas y pósteres con mensajes saludables.
- Reconocimiento de Participación - cada comerciante recibe un logotipo de *SHOP Healthy Here* para el frente de la tienda, otras actividades adicionales de reconocimiento también incluyen promociones por medios de comunicación y redes sociales; y
- Asistencia Técnica – podemos conectarlo con recursos de pequeñas empresas, desarrollar asociaciones comunitarias, brindar recomendaciones en almacenamiento de productos, y brindar estantes y otros elementos visuales conforme sean necesarios para la venta de productos saludables.

Como un socio del Programa *SHOP Healthy Here*, su tienda:

- Mantendrá el dinero de las ventas de todas las comidas saludables.
- Mantendrá los cambios del diseño de la tienda incluyendo los exhibidores de frutos saludables y cajas registradoras.
- Exhibirán materiales promocionales saludables proporcionados por el representante del programa *SHOP Healthy Here* (p.ej. posters, tarjetas con recetas y estampillas para las ventanas).
- Tendrá precios razonables para todos los productos (la meta es no subir el precio más de un 35%).
- Exhibirá etiquetas con precio para las opciones de comida saludable.
- Proporcionará un espacio dentro de la tienda para actividades.
- Permitirá la promoción del programa *SHOP Healthy Here* por medio de fotografía, encuestas a los clientes, recorridos por las tiendas, y/o otras actividades promocionales.
- Trabajaré para:
 - Reducir el número de anuncios que promueven:
 - Comidas y bebidas poco saludables
 - Alcohol
 - Tabaco
 - Seguir la Ley Lee (reducir la publicidad de la tienda a menos de un 33% de las ventanas disponibles y tener acceso en las puertas, por el California Business and Professions Código § 25612.5, promulgada en 1994).

Nombre del Dueño de la Tienda _____

Fecha _____

Firma _____

Teléfono _____

Dirección _____

Correo Electrónico _____

Representante del Programa *SHOP Healthy Here*:

Nombre _____

Fecha _____

Título _____

Teléfono _____

Organización _____

Firma _____

Dirección Postal _____

Correo Electrónico _____

Si su tienda no mantiene el mínimo de los requerimientos del programa de la Fase 1, se le pedirá remover inmediatamente todos los anuncios del programa piloto y suspender los esfuerzos de mercadotecnia utilizando el nombre del programa SHH, logotipo y materiales de promoción hasta que todos los requerimientos sean cumplidos. Todos los materiales y equipo brindado a la tienda como parte del Programa SHOP Healthy Here Pilot Program son para el solo propósito de promover y exhibir comidas y bebidas saludables. Otro uso del equipo y materiales para la venta y promoción de alimentos poco saludables están prohibidos.

New/Revised 2018 CX³ On The Ground - NF 2-5 Retail Food Availability & Marketing Survey Instructions and Protocol

INSTRUCTIONS

Indicator NF 2: Small neighborhood food stores, including convenience stores, offer affordable, quality fruits, vegetables, and other healthy foods.

Indicator NF3: Supermarkets, grocery stores, and neighborhood food stores serve as a place for nutrition information (e.g. post nutrition information at point-of-sale; information about food assistance programs including SNAP/CalFresh; healthy food labels and recipes).

Indicator NF4: Supermarkets, grocery stores and neighborhood food stores in low-income neighborhoods actively participate in the California Department of Public Health (CDPH) Retail Program.

Indicator NF5: Supermarkets, grocery stores, and neighborhood food stores limit interior and exterior advertising and displays of unhealthy foods aimed at children, e.g. around registers and at eye level of small children, and have no candy/gumball machines in stores.

Key Program Planning Questions

Do the food stores in the neighborhood offer affordable, quality fresh fruits, vegetables, and other healthy foods? Are fruits and vegetables or other healthy foods promoted in the highest traffic area of the store?

What kinds of marketing messages for food and beverages are at the stores? Do these stores serve as places for nutrition information and actively promote healthy messages?

Number of stores to survey

For the vast majority of neighborhoods, the CX³ selected neighborhoods will have inadequate, poor or no access to healthy food. Follow the below guidelines to decide how to select a sample of stores to survey:

- If ≤ 15 stores in the neighborhood, survey all stores. Only dense urban neighborhoods may have more than 15 food stores.
- If > 15 stores in the neighborhood, randomly select 20 (a few extra for back up) from all stores so that you survey a total of 15. Check with CX³ staff for assistance.

Map Neighborhood Stores

To prepare for the store data collection, begin by logging on to the (CDPH) Geographic Information System (GIS) at <http://gis.cdph.ca.gov/NEOPBGIS/home.htm>. Locate the markets in the neighborhood: Use the GIS Neighborhood Mapping Workshop Training provided by CX³ state staff. You will then use the neighborhood maps and lists of sites to do you On the Ground Field Survey work. Once your lists are created, it is highly

recommended that a drive through of each neighborhood (windshield survey) is conducted to confirm that each store on the list is still open. Use as many of the extra 5 “replacement” stores to keep the total number of stores to be surveyed to 15.

Creating Accurate Lists

Based on feedback from the local health departments, it has been found that the CDPH GIS website does not always contain completely accurate store information even though it is updated quarterly. When you have finished compiling your lists and maps from the CDPH GIS website and have an Excel spreadsheet of all the stores in the neighborhood, it is highly recommended to take two additional steps to confirm the accuracy of your store information. Use two of these three options below to find additional stores:

(1) if your local Environmental Health Department has a list of stores in all jurisdictions within the county, identify the stores in your neighborhoods (ask for the list sorted by census tract or for your census tracts only – lists can also be sorted by zip codes that can be checked for overlap using the GIS). Check them against the store lists downloaded from GIS website and add them to the Excel spreadsheet;

OR

(2) If your local Environmental Health Department doesn't have store lists or they do not provide a compatible data source to inform the list from the GIS, then do a Google or Yahoo search of each neighborhood to find stores that may not have shown up on GIS. For Google search, go to <http://maps.google.com/maps>. Type in an address from the center of each neighborhood, then search for each of the store types in the “Find business” search box to find additional stores in your neighborhood. For Yahoo search, go to (<http://maps.yahoo.com>), type in an address from the center of each neighborhood, then go to pull down menu for “Community services” and click on Grocery stores. With either method, download and add stores and addresses in the neighborhood to your Excel spreadsheet. Eliminate any duplications and number each store in your final Excel spreadsheet. It is a good idea to take this list and drive through the neighborhood to verify location of stores and if they even exist. THIS FINAL LIST FOR EACH NEIGHBORHOOD WILL COMPRISE THE TOTAL NUMBER OF STORES IN THAT NEIGHBORHOOD. PLEASE SAVE THE NEIGHBORHOOD LISTS SO YOU CAN FILL IN THE TOTAL NUMBERS OF STORES BY STORE TYPE ON THE NEIGHBORHOOD PROFILES.

OR

(3) Local knowledge from local health department staff or community members.

Repeat the procedure described above to generate store lists for all of your study neighborhoods.

Survey

Use the Retail Food Availability & Marketing Survey to gather data in the stores from the final list of stores in each neighborhood. Prior to going into the field to collect store data, complete some of the questions in the store information section using data from GIS website or other list (i.e. Google, Yahoo) (top portion of the survey). Have surveyors complete all questions possible from each store to avoid missing data or incomplete surveys.

Additional materials

Many definitions of survey items are included on the survey form. A Protocol with specific definitions and instructions for data is also provided. The protocol contains additional definitions and clarifications on survey questions for surveyors in the field. Make enough copies of the protocol to distribute to each surveyor so they can carry it with them when visiting stores.

Although we are not required to obtain permission from stores to collect data, sometimes surveyors are more comfortable introducing themselves particularly in small stores. Guidelines are available regarding this topic and should be copied and distributed to surveyors. A sample letter to provide to surveyors to show storeowners who have questions about the survey is also available.

Regarding Question 20 (If the store sells alcohol, is more than 1/3 of the total window area covered by ANY type of advertising), there is a state law that requires stores selling alcohol to limit coverage (Lee Law). A fact sheet on the law and how to report violations is available.

PROTOCOL

Please print clearly when filling out each of the survey questions. Questions 1-9 in section A. Store Information on the survey forms should be prepared before going out into the field for each survey in each neighborhood. For questions that have “1-yes” or “0-no” response options, be sure to circle **one** of the options to specify if the item/condition is present or not.

A. STORE INFORMATION

1) Store ID:

A unique ID for each store should be assigned as follows: your county’s name, the name of the neighborhood to be surveyed, two digits for each of the stores in the neighborhood. For example, San Mateo County is surveying 15 stores in three neighborhoods. Their codes would look like this:

Green Park Neighborhood Store Codes	East Boulevard Neighborhood Store Codes	Tower District Neighborhood Store Codes
San Mateo-Green Park-01	San Mateo-East Blvd-01	San Mateo-Tower Distr-01
San Mateo-Green Park-02	San Mateo-East Blvd-02	San Mateo-Tower Distr-02
San Mateo-Green Park-03	San Mateo-East Blvd-03	San Mateo-Tower Distr-03
Etc.	Etc.	Etc.

2) Census Tract:

Fill in the **full** census tract number that store is located in obtained from the GIS (no abbreviations please).

3) Name of Store:

Provide the **full** name of the store (no abbreviations please). Provide the **full** address – include street, city, state, and zip code

4) Coder Name/ID:

Insert the name or assigned ID of the individual who is filling out the survey in the field in case there are any questions after the survey comes back from the field.

5) Store Type:

Obtain from GIS or other store lists (circle one):

The store type should be selected prior to collecting data in the field from a computer database. When you actually visit the store, you may find that the store type is different from what has been originally recorded. ***If the store type is different from what was originally pre-recorded on the survey, please mark an "x" over the original number circled next to the type and circle the appropriate type based on the descriptions below.***

Supermarket chain: a large store that sells food and other items, including canned and frozen foods, fresh fruits and vegetables, and fresh (raw) and prepared meats, fish, and poultry. It is owned by a company that has many stores such as Safeway, Ralph’s or Lucky. (This type of store has twenty or more employees and at least 4 cash registers.)

Large grocery store (not part of a large chain): a large store that sells food and other items, including canned and frozen foods, fresh fruits and vegetables, and fresh (raw) and prepared meats, fish, and poultry. It may be part of a small regional chain of fewer than 5 stores or may be independent. (This type of store also has twenty or more employees and at least 4 cash registers.

Small Market: usually an independent store that sells food including canned and frozen foods, fresh fruits and vegetables, and fresh (raw) and prepared meats, fish, and poultry as well as convenience items and alcohol. This type of store has fewer than 20 employees and 3 or less cash registers.

Convenience: a store that sells convenience items only, including bread, milk, soda, snacks and may sell alcohol and gasoline. These stores do not sell fresh (raw) meat. These stores also are known as food marts.

Pharmacies: establishments engaged in the retail sale of prescription drugs, proprietary drugs, and non-prescription medicines, and which may also carry a number of other product lines, such as cosmetics, toiletries, tobacco, novelty merchandise and a limited selection of grocery items including shelf stable, refrigerated and frozen foods.

Warehouse Stores: a store, usually selling a wide variety of merchandise, in which customers may buy large, wholesale quantities of the store's products, which makes these clubs attractive to both bargain hunters and small business owners. The clubs are able to keep prices low due to the no-frills format of the stores. In addition, customers may be required to pay annual membership fees in order to shop. Can include IF the club/warehouse store accepts EBT and is a known source of food for the target population.

Dollar Stores: primarily sell a variety of merchandise in the low and popular price ranges. These stores generally do not carry a complete line of merchandise, are not departmentalized. They sell boxed snacks, candy, sodas and a selection of grocery items including shelf stable, refrigerated and often frozen foods.

WIC Only Stores: WIC-only stores stock only WIC food items and serve only WIC customers. They operate outside the regular retail market. The WIC program provides a monthly food package of specific food items, which participants obtain at grocery stores in exchange for their WIC food vouchers. WIC participants receive the same food items regardless of the shelf price charged for these foods.

Other: a store that does not fit into supermarket chain, large grocery store, small market , convenience, pharmacy, warehouse store, dollar store, or WIC only store but is seen by the community as a general source of food products. An example would be a food cooperative.

If the store has a fast food outlet as a separate business inside the building with a separate name and register, complete the store survey for the store side of the building and the fast food survey for the fast food side of the building.

Do not survey these types of stores:

Liquor Stores, bakeries, donut shops, cafes, meat or fish markets (predominantly selling fresh/raw meats), water distributors, or other specialty stores.

6a) Is store within a 1/2 mile of a school?

Using the GIS mapping process identify if the store is within a 1/2 mile of a school, record the name of the school and circle the code next to the type of school (elementary, middle, high, or continuation).

6b) Is store within a 1/2 mile of a Community Youth Organization (CYO)?

Using the GIS mapping process, identify if the store is within a 1/2 mile of a CYO. Record the name of the CYO.

6c) Is store within a 1/2 mile of a park?

Using the GIS mapping process, identify if the store is within a 1/2 mile of a park. Record the name of the park.

6c) Is store within a 1/2 mile of a playground?

Using the GIS mapping process, identify if the store is within a 1/2 mile of a playground. Record the name of the playground.

7) WIC Vendor?

Identify from the GIS if the store is a WIC (Women Infants and Children- a federally funded nutrition program providing food vouchers and nutrition education for pregnant and breastfeeding women and children up to age 5) vendor from the retail layer. If the store is not listed as a WIC vendor in the GIS, call the store to verify or ask while in the field. Circle "1" for yes or "0" for no on the survey to specify if the store is a vendor or not.

8) CalFresh/SNAP (Supplemental Nutrition Assistance Program) Vendor?

Identify from the retail layer on GIS if the store is a CalFresh/SNAP (Supplemental Nutrition Assistance Program) vendor or accepts EBT (Electronic Benefits Transfer) cards. If the store is not listed as a food stamp vendor in the GIS, call the store to verify or ask while in the field. Circle "1" for yes or "0" for no on the survey to specify if the store is a vendor or not.

9) Participate as a Nutrition Education and Obesity Prevention Branch (NEOPB) retail store?

Record if the store participates in the NEOPB *Retail Program*. Contact your NEOPB Retail Program Manager to check participation.

10) Date of visit:

Record the date of the actual visit when the store survey was completed.

B. EXTERIOR MARKETING

Collect data on exterior marketing prior to entering the store. If a store employee or owner takes interest in the process, discuss the nature of the visit, use the store introduction and/or share the letter on health department letterhead that describes the purpose of the survey.

11) Is a school, CYO, park, or playground visible from the store?

From the front entrance of the location, look to see if a school, CYO, park, or playground is visible. Circle "1" for yes or "0" for no.

12) Record information about healthy and unhealthy advertising and products on all doors and windows of the storefront. Do not include ads on the sides of the building or on other parts of the property such as the roof, fences or parking lot.

Complete the table provided in the survey. Include only professionally produced advertising that depicts brands, logos or other products. Count the number of ads for **healthy** products using the grey space to tally with tick marks. Circle the range that matches the number of ads counted. Repeat this procedure for the number of ads for **unhealthy** products.

- Count ads only on doors and windows on the storefront.
- The front is defined as the side of the building with the front door.
- If the front door is situated at the corner of the building, survey the side that is used for the address.
- If there is more than one entrance, choose the entrance that is used for the address.
- If the side that is used for the address is not accessible, use the side with the entrance closest to the main parking area.
- If it is difficult to decide between two entrances, pick either one.

How to estimate the size of ads:

a) Small (≤ 1 sheet of 8 ½ x 11" paper)

Small ads are defined as **the same size or smaller than one sheet** of regular 8 1/2 inch by 11 inch paper.

If you hold up this sheet of paper in front of the ad and it fits inside the borders of the page, then count it as a small ad.

b) Medium (> 1 but ≤10 sheets of paper)

Medium ads are defined as **bigger than one sheet of paper, but smaller than ten sheets together** of regular 8 1/2 inch by 11 inch paper. Based on a group of ten sheets of paper put together in any arrangement, decide if the ad would fit inside the sheets together. If the ad is bigger than one sheet, but would fit within the border of ten sheets together, then count it as a medium ad.

c) Large (> 10 sheets of paper)

Large ads are defined as **bigger than ten sheets** of regular 8 1/2 inch by 11-inch paper. Based on a group of ten sheets of paper put together in any arrangement, decide if the ad would fit inside the sheets together. If the ad is bigger than the ten sheets together, then count it as a large ad. Where possible, use your survey form to estimate the size of the

sign. Circle the number of healthy ads counted for each size of ad and then circle the number of Unhealthy ads counted for each size. Circle "0" if no ads are counted for the size and type of ad. Circle "1-2" if either one or two ads are counted for the size and type of ad. Circle "3-5" if there are three, four or five ads counted for the size and type of ad. Circle "6-9" if there are six, seven, eight, or nine ads counted for the size and type of ad. Circle "10+" if there are ten or more ads counted for the size and type of ad. **Be sure to circle one of the choices in each white box space for size and types of ads. If there are no ads of that size or type, circle "0" for none.**

Examples of healthy and unhealthy products:

Healthy products are fruits and vegetables, whole grains, beans, nuts and seeds, non-fat and low fat milk products, and lean meat, poultry, and fish. Healthy foods include minimal or no added fat, sugars, or sweeteners. Unsweetened black coffee is included.

Unhealthy products are high calorie, low nutrient *beverages*, including alcohol beverages (e.g., beer, wine, malt beverages, etc.), soft drinks and other sweetened beverages including diet drinks (e.g., sports drinks, energy drinks and vitamin water), and high calorie, low nutrient *foods* including sweet desserts and highly sugared cereals, chips and other salty snacks, most solid fats, fried foods, and other foods with high amounts of sugar, fat and/or sodium.

Do not count: Cigarettes or tobacco products.

Types of Ads to Count

Here are examples of the types of ads you will be counting on doors and windows:

- Signs and posters with pre-printed advertising (usually produced by the manufacturer, but may have prices hand-written by the local merchant)
- Decals or stickers
- Pull/push and enter/exit signs on glass doors
- Lighted or neon signs
- Branded signs printed by companies that own several chain stores, such as 7-11, Safeway, or other chains
- Any other advertising item with a brand name or logo on it
- Partially obstructed signs if it is easy to detect the product. Classify the size by the whole ad, not just what is visible.

Do not count: Signs that are only homemade/hand written

Store Exterior Conditions: Questions 13 - 23.

For the following questions, the "front of store" or "storefront" means the side of store where the main entrance or front door is located. If it is difficult to decide which side is the main entrance, use the side with the main address. If the side with the main address is not accessible, use the side closest to the parking lot.

13) Is there food or beverage advertising (banners, posters, temporary signs, etc.) on the roof, walls or elsewhere on the property such as on fences, garbage cans or in the parking lot belonging to the store?

Circle "1" for yes or "0" for no in the right hand column, based on whether there are any ads on other parts of the building besides the windows or doors on the store front (roof, walls, windows on sides of building, etc.), or on other parts of the property such as fences, garbage cans, sign poles, gas pump islands, parking lots, etc. If ads are present, record a check or an "x" next to the type of product, e.g. healthy or unhealthy. Use the list of healthy and unhealthy products at the bottom of the front page on the survey to help decide which category to check. You can check more than one if both are present.

14) Are there any images of food (e.g. tomato, apple, hamburger, hot dog) and/or beverages (e.g. milk, soda, shake), painted on the doors or windows of the storefront?

Circle "1" for yes or "0" for no in the right hand column based on whether there are *painted* images for **healthy or unhealthy** foods or beverages on the storefront windows. Use the list of healthy and unhealthy products at the bottom of the page on the survey to help decide if it is a healthy food.

15) Are there any painted murals of healthy foods and/or beverages anywhere on the building walls?

Circle "1" for yes or "0" for no in the right hand column to record whether there are any murals of healthy products painted on *walls anywhere* on the building, not just on the storefront. Murals are large and may take up half or all of a building wall. The painting may depict only one product, e.g., an apple or tomato, or a scene, e.g., a produce section/stand with many types of fruits and vegetables.

16) Are there any produce bins on the sidewalk in front of the store?

Circle "1" for yes or "0" for no in the right hand column based on if bins, boxes or containers of fresh fruits or vegetables are present on the sidewalk.

17) Are other food and/or beverage products displayed on the sidewalk in front for the store or inside the store next to the window so they are clearly visible from the outside?

Circle "1" for yes or "0" for no in the right hand column based on if food or beverage products other than fresh fruits or vegetables are on the sidewalk in front of the store or "inside the store *next to the window*". Include products next to the window inside the store that are directly flush against the window and when there is no room to walk between the product and the window. Do not count products that are inside the store and visible from the outside of the store with an aisle wide enough for a person to walk through between the products and the window. If products are present on the sidewalk in front of the store or inside the store next to the window, record a check or an "x" next to the type of product that is present. If the product is neither soda nor water, mark a check or an "x" next to "other" and record the type of product or products that are present. You can check more than one if there are more than one present in front of the store.

18) Are there food and/or beverage vending machines on the sidewalk in front of the store?

Circle "1" for yes or "0" for no in the right hand column based on if there are any types of food or beverage vending machines are present in front of the store. If vending machines are present, record a check or an "x" next to the type of product that is present. If the product is neither soda, water, candy, nor refillable water station, record and check or an "x" next to "other" and record what type of product or products are present. You can check more than one if there are more than one present in front of the store.

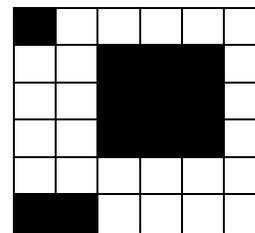
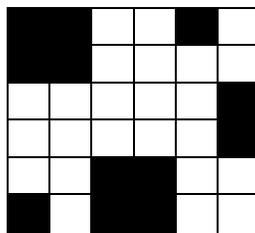
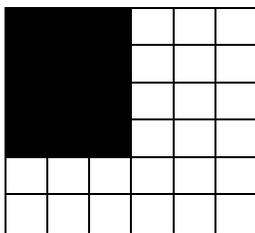
19) Are there permanent bars/chains on the windows or doors? (do not include sliding or rolling chains or bars)

Circle "1" for yes or "0" for no in the right hand column based on whether any windows and/or the door are covered with permanent bars. **Do not** include chains/bars that roll up or slide to the side during the day and then cover the doors and/or windows at night.

20) If the store sells alcohol, is more than 1/3 of the total window area covered by any type of advertising?

Circle "1" for yes or "0" for no in the right hand column based on if the *total* window area including all windows and window type doors on the building are is covered by *any* type of advertising (including products that are *not* foods or beverages). If the store does not sell alcohol (beer, wine, or liquor), circle "9" because this situation does not apply.

For this question, only consider advertising on windows and doors. Do not consider product in front of windows or ads on building. Here are examples of 1/3 window coverage.



21) Is "We Accept WIC" signage displayed? Circle "1" for yes or "0" for no in the right hand column based on whether there is any signage showing that WIC (Women, Infants, and Children program) is accepted at the store. Only record if a poster/signage with the WIC logo is anywhere on the storefront visible from the exterior of the building. Make a notation, on the line provided, if signage needs to be replaced (i.e. to peeling, cracked, faded etc.). See examples below of the new and old WIC logos.



22) Is “We Accept CalFresh/SNAP/EBT” signage displayed? Circle "1" for yes or "0" for no in the right hand column based on whether there is any signage showing that Food Stamps, SNAP (Supplemental Nutrition Assistance Program) or EBT (Electronic Benefits Transfer) is/are accepted at the store. Only record if signage for CalFresh Food Stamps, SNAP (Supplemental Nutrition Assistance Program), EBT, or the Advantage card is anywhere on the storefront visible from the exterior of the building. Sometimes the store will create a sign or lettering that will be present at the entrance to the store. Make a notation, on the line provided, if signage needs to be replaced (ie peeling, cracked, faded etc.).



← EBT Card may be displayed on the door or window



23) If “We Accept CalFresh/SNAP/EBT” signage displayed, are there any ads promoting EBT with food or beverage products?

Circle "1" for yes or "0" for no in the right hand column based on whether there is any signage displayed with ads promoting EBT with food or beverage products. If ads are present, record a check or an "x" next to the type of product, e.g. healthy or unhealthy. Use the list of healthy and unhealthy products at the bottom of the front page on the survey to help decide which category to check. You can check more than one if both are present.

C. STORE INTERIOR

24) Number of cash registers throughout the store (staffed and unstaffed, for grocery items only).

Record the number of registers that are at the checkout area and in any other area of the store. Include other registers where store items can be purchased, for example pharmacy or deli areas might be included. Include registers that are self-scan checkout areas. **Do not** include registers for other businesses operated inside the store, such as a coffee shop or fast food outlet.

25) Marketing of foods and beverages next to the main check-out area

Circle "1" for yes if the item or ad is present or "0" for no if the item or ad is not present. Any displays with promotions or marketing must be "touching" or "directly next to" any of the checkout counters.

Presence of ads or promotions (fill in BOTH Columns):

Record if there are ads or promotions (such as display stands) for **both healthy and unhealthy** products. Use the guide for types of ads in number 12 of the protocol to help decide what to include. Record for each of the following locations:

- **Next to check-out** (attached, touching, or directly next to)
- **Below the main check-out level** (under the register and area where items are placed for purchase)
- **On the floor** (e.g. decals or vinyl images or logos for foods or beverages (not for standing displays) record if visible when standing in checkout isle or next to counter)
- **Hanging from the ceiling** (directly over register – include ads or promotions hanging from other parts of checkout counters, must be above register)

Presence of UNHEALTHY products next to a checkout counter:

Record any **unhealthy** products “touching” or “directly next to” any of the checkout counters. Include gumball/candy machines next to the exit doorway. Use the list of unhealthy products at the bottom of the page on the survey to help decide what to include for other products.

Products to look for include:

- **Gumball or candy machine** (next to counter or exit doorway)
- **Candy** (hard or chewy candy, candy bars, gum, etc.) (next to, touching, or below counter/check-out)
- **Soda** (regular or diet) (next to, touching, or below counter/check-out)
- **Chips** (corn chips, potato chips, pork rinds, etc.) (next to, touching, or below counter/check-out)
- **Other** (ice cream, beef jerky, cookies, other sweetened drinks, energy drinks, etc.) (next to, touching, or below counter/check-out) Record what type of product is present or circle from examples provided next to question on the survey.

Presence of HEALTHY products next to a checkout counter:

Record any **healthy** products “touching” or “directly next to” any of the checkout counters. Include gumball/candy machines next to the exit doorway. Use the list of healthy products at the bottom of the page on the survey to help decide what to include for other products.

Products to look for include:

- **Granola bars** (whole grain, ≥ 2 g fiber, ≤ 1 g saturated fat, ≤ 14 g sugar per serving) (next to, touching, or below counter/check-out)
- **Bagged nuts/seeds** (next to, touching, or below counter/check-out) Bagged items can include salt/sodium, but are not to exceed 480 mg of sodium per serving. Do not record “1-yes” if items are coated with honey or other sweetener. However, a note can be made if you are unsure.
- **Fresh fruit** (next to, touching, or below counter/check-out)
- **Bottled water** (next to, touching, or below counter/check-out)
- **Other** (trail mix without candy, dried fruit, 100% fruit juice, etc.) (next to, touching, or below counter/check-out) Record what type of product is present or circle from examples provided next to question on the survey. Record what type of product is present. If you are unsure if healthy, record nutrition facts including: serving size, calories, fat, sodium, fiber and sugar. Bagged items can include salt/sodium, but are not to exceed 480 mg of sodium per serving. Do not record “1- yes” if items coated with honey or other sweetener. However, a note can be made if you are unsure.

25a) Is there a healthy or family friendly checkout lane? (lanes which are free of candy, soda and chips. Items like Odwalla bars, trail mixes, dried fruit are displayed instead.) Record if there is a checkout lane that is designed to display healthy options and is available for customers use. Circle “1” for yes if the checkout lane is present or “0” if there is not a healthy or family friendly checkout lane for checking out and purchasing items.

26) Are carts/baskets available?

Record if the store provides carts and/or baskets for their customers. Circle “1” for yes if they are available or “0” for no if they are not available.

27) Are aisles wide enough for strollers or wheelchairs?

Circle “1” for yes if they are wide enough, or “0” for no if they are not.

28) Do most items have price on shelf or a sticker?

Circle “1” for yes if most items have a price or “0” for no if most items do not have a price on the shelf or sticker.

29) Are there any “HEALTHY” announcements on the PA system (i.e. sales, promos, healthy food)? Circle “1” for yes or “0” for no.

30) Are healthy food choices displayed in an appealing way?

Circle “1” for yes or “0” for no if they are not displayed in an appealing way.

31) Does store appear clean?

Circle “1” for yes or “0” for no.

32) Does the store interior feel safe?

Circle “1” for yes or “0” for no.

D. PRODUCE SECTION

33) Are fresh fruits or vegetables sold?

Record if whole fresh fruits or vegetables are sold anywhere in the store. If no produce is sold anywhere in the store, circle “0” for no and proceed to the next section, E. Other Healthy Foods, or number 41. Notations: Check all that apply (shelf top Bins/Baskets, Refrigeration, or something else (record in the “other” space provided)).

34) Are there any health promotion items around the fruit and vegetable display?

Record whether there are health promotion items for fruits or vegetables near the produce (within 6 feet of the general area). If there are no promotions present or promotions show mainly unhealthy products, circle "0" for no and proceed to question number 37.

35) If there are health promotion items around the fruit and vegetable display, circle a number next to the types of health promotion items that are present (more than one can be circled).

Record which, if any, promotion items are present near (within 6 feet of the check-out, do not judge height distance for any promotions hanging from the ceiling or on the wall, use distance measure based on how far away in length). Promotions may include posters, brochures, recipes, nutrition information (e.g. "Rich in Vitamin C") or images of produce. Other types of promotions might include images of children eating fruit or painted/printed images of fruits or vegetables.

36) Are there any items promoting locally grown produce?

Circle "1" for yes if a promotion or ad is present or "0" for no if the promotion or ad is not present. Promotions may be a banner, sign, shelf tag, or other hand-written or professionally made item. Promotions may feature a stand or display of local produce. Promotion should include words such as "local" or "regionally". Do not include "California Grown" as local promotion.

37) Circle the number that best describes overall availability of fruits and vegetables inside and outside the store.

Count the number of different types of fresh fruit that are available in the store. **Do not count each variety of fruit** (for example with apples; gala, fuji, red delicious) **as a different type**. If you get up to more than 7 types of fruit, stop counting. In the table, circle one choice in the row that matches the range for the number of different *types* of fresh fruits available in the store. For example, circle "4" if the store has a wide range of 7 or more types of fruit available. Circle "1" if none are available. Then count the number of different types of vegetables and circle one choice in the next row that matches the range for the number of different *types* of fresh vegetables available in the store. Be sure to include fruit and vegetables that are on the inside and outside of the store.

38) Circle the number that best describes the overall quality of the fresh fruit.

Look at the quality of the fruit available. Examine by looking for:

- **Wilting** (leaves or stems are limp)
- **Decay** (mold or blackening)
- **Shrivel** (skin has wrinkles)
- **Brown stems/dry stem cuts**
- **Color changes** (yellowing when item should be dark green)

If it is difficult to decide how to rate the overall quality of items, scan all the fruit and estimate the proportion that are good quality. If the estimate of good quality is more than half, but not all good, select "more good than poor". If the estimate of good quality is less than half, select "more poor than good". Be sure to circle "0" for none sold if there are not any available.

39) Circle the number that best describes the overall quality of the fresh vegetables.

Look at the quality of the vegetables available. Examine by looking for:

- **Wilting** (leaves or stems are limp)
- **Decay** (mold or blackening)
- **Shrivel** (skin has wrinkles)
- **Brown stems/dry stem cuts**
- **Color changes** (yellowing when item should be dark green)

If it is difficult to decide how to rate the overall quality of items, scan all the vegetables and estimate the proportion that are good quality. If the estimate of good quality is more than half, but not all good, select “more good than poor”. If the estimate of good quality is less than half, select “more poor than good”. Be sure to circle “0” for none sold if there are not any available.

The next question has two options. Option one has seven fruits and vegetables listed for you to collect pricing data that will be compared to the county pricing data. Option two is Culturally Specific Produce Pricing for those retailers who carry fruits and vegetables but not necessarily the ones listed in option one. You will only collect pricing data for one option.

40) Record if the fresh fruit or vegetable is available and the price if posted.

If more than one variety of a fruit (e.g. gala or red delicious apples) or vegetable on the table is available, please record the lowest price option. Record the price if available (per pound is preferred). If the fruit or vegetable is available by the bag or bunch, record the price only if you can record a weight for the bag (marked on the bottom) or bunch. If a weight is not on the bag or bunch, weigh the item if a scale is present. Complete the table for each fruit or vegetable listed (see table below).

OPTION ONE (Original Pricing Data Collection)

	Available? (circle one)	Price posted? (circle one)	Price per			If package/bunch, record <i>weight</i> <i>in pounds and/or</i> <i>ounces</i>
			Pound (preferred if available)	Piece	Package/Bunch (only record if weight is available or can weigh)	
Fruits						
Apples	1 - Yes 0 - No	1 - Yes 0 - No				→
Bananas	1 - Yes 0 - No	1 - Yes 0 - No				→
Oranges	1 - Yes 0 - No	1 - Yes 0 - No				→
Vegetables						
Carrots	1 - Yes 0 - No	1 - Yes 0 - No				→
Tomatoes	1 - Yes 0 - No	1 - Yes 0 - No				→
Broccoli	1 - Yes 0 - No	1 - Yes 0 - No				→
Cabbage	1 - Yes 0 - No	1 - Yes 0 - No				→

OPTION TWO (Culturally Specific Pricing Data Collection)

	Available? (circle one)	Price posted? (circle one)	Price per			If package/bunch, record <i>weight</i> <i>in pounds and/or</i> <i>ounces</i>
			Pound (preferred if available)	Piece	Package/Bunch (only record if weight is available or can weigh)	
Fruits						
	1 - Yes 0 - No	1 - Yes 0 - No			→	
	1 - Yes 0 - No	1 - Yes 0 - No			→	
	1 - Yes 0 - No	1 - Yes 0 - No			→	
Vegetables						
	1 - Yes 0 - No	1 - Yes 0 - No			→	
	1 - Yes 0 - No	1 - Yes 0 - No			→	
	1 - Yes 0 - No	1 - Yes 0 - No			→	
	1 - Yes 0 - No	1 - Yes 0 - No			→	

If **OPTION TWO** is chosen, select three fruits and four vegetables and record the lowest price available for the selected fresh fruits and vegetables. **Price per pound is preferred.** The price may be displayed on a box or a label next to the produce item. Some smaller stores will provide a per piece price (i.e. 69¢ per apple). It is fine to record price per piece if price per pound is **not** available. If neither price per pound or per piece is available, for instance when an item is bagged or by the bunch, you can record the bagged or bunch price, but only if you can find a weight on the package (usually on the bottom of the bag, i.e. baby carrots) or can weigh an average bunch. It is helpful if you can include the variety of a produce item (red delicious, gala, etc.), but optional.

E. OTHER HEALTHY FOODS

41) Record if the following items are available in the store.

Circle "1" for yes or "0" for no in the right hand column based on whether the exact product listed in the food item list on the survey is available in the store. If you are unsure whether or not the item found in the store meets the criteria or type provided on the survey, write in the name and/or description of the product in the area next to the item on the list. Try to find items that match as closely as possible the products on the list.

For a few clarifications, see below:

➤ Milk Types

- Circle "1" for yes if the milk is plain white, without flavoring for each type of milk. If the milk available is flavored, such as chocolate, strawberry or vanilla, and there is no plain, white milk available, circle "0" for no.

- **Skim milk is 0% milk fat** and is also known as **non-fat or fat-free**. Typically the cap on a plastic container of this type of milk is pink, but it could be a different color. Check the label for the percent milk fat or the type name.
- Milk that has **1% milk fat** is also known as **low-fat**. Typically the cap on a plastic container of this type of milk is light blue, but it could be a different color. Check the label for the percent milk fat or the type name.
- Milk that has **2% milk fat** is also known as **reduced-fat**. Typically the cap on a plastic container of this type of milk is a darker blue, but it could be a different color. Check the label for the percent milk fat or the type of name.

➤ **Yogurt**

Circle "1" for yes if yogurt (single serving, flavored or plain) is available, and circle "0" for no.

Mozzarella cheese, part skim

Circle "1" for yes if the mozzarella cheese (i.e. 8 oz ball, shredded cheese sticks) is part skim and if not available, circle "0" for no.

➤ **Eggs**

Circle "1" for yes, if not available, circle "0" for no.

➤ **Ground beef or turkey, lean (85% or higher)**

Circle "1" for yes, if not available, circle "0" for no.

➤ **Whole chicken**

Circle "1" for yes, if not available, circle "0" for no.

➤ **Whole wheat bread**

Circle "1" for yes, if not available, circle "0" for no.

➤ **Whole wheat pasta**

Circle "1" for yes, if not available, circle "0" for no.

➤ **Brown rice**

Circle "1" for yes, if not available, circle "0" for no.

➤ **High Fiber Cereal**

Circle "1" for yes if there is cereal that is high in fiber (3 or more grams of fiber per serving) and low in sugar (12 or less grams sugar per serving). Check the Nutrition Facts for the grams of fiber and sugar. Some common examples that qualify are below.



- **Dried or canned beans**, count any type of mature beans, peas, or lentils. (i.e. black beans (turtle beans), black-eyed peas (cowpeas or cow beans), garbanzo beans (chickpeas), great northern beans, kidney beans, lima beans (butter beans), navy beans, pinto beans, soy beans, split peas, and lentils. Do not include soups.
- For **tuna**, the “light” variety is selected due to lower levels of mercury.

42) Are foods being sold past sell-by or expiration date? (as you are collecting data for question 41, look at the items sell-by or expiration date) Circle “1” for yes and record findings in comment box. Circle “0” for no.

43) What type of typical shoppers shop at the store? (check all that apply)

Put a check mark next to the option that relates to the type of shoppers. More than one can be checked.

44) What are the stores busiest times?

Put a check mark next to the option (you may need to ask a clerk or manager)

45) Fill out the disposition on page 1

Circle the code that matches how much of the survey was completed or the conditions showing why it was not complete, in the box on the front page.

Check for missing data!

Be sure all questions are complete BEFORE leaving the store.

Check that all entries are clear and easy to read.

Thanks!!!



New/Revised 2018



CX³ - NF 2-5 Retail Food Availability & Marketing Survey

A. STORE INFORMATION

1) Store ID: _____
County - Neighborhood - Store Code

Is this the first time this site has been assessed? **1 - Yes 0 - No**
→ If No, when was it last assessed? _____

2) Census Tract: _____

3) Name/Address of Store: _____

(Street Address) (City) (Zip)

4) Coder Name/ID: _____

- 5) Store Type: Obtain from GIS store lists (circle one):
At store visit if store type is different, mark through circled number and circle correct store type.
1. Supermarket chain (e.g., Safeway, Ralph's)
 2. Large grocery store (> 20 employees or ≥ 4 registers, but not large chain)
 3. Small Market (< 4 registers, but not convenience)
 4. Convenience (sells food items and snacks, no fresh meat, may sell gas)
 5. Pharmacies
 6. Warehouse Stores
 7. Dollar Stores
 8. WIC
 9. Other (NO liquor stores) (specify): _____

- 10) Date of visit: _____
- 45) Disposition: **1 Completed**
(circle one) **2 Partial**
3 Denied / No data
4 Denied / Exterior only
5 Store not found
6 Store closed (out of business)
7 Store not visited
8 Inaccessible due to safety conditions

6) a) Is store within 1/2 mile of a school? **1 - Yes 0 - No** → If Yes, Name of school: _____
1 Elem 2 Middle 3 High 4 Contr 5 K-12
(circle one)

6b) Is store within a half mile of a Community Youth Organization (CYO)?; **1 - Yes 0 - No** → If Yes, Name of CYO: _____

6c) Is store within a half mile of park? **1 - Yes 0 - No** → If Yes, Name of park: _____

6d) Is store within a half mile of playground? **1 - Yes 0 - No** → If Yes, Name of playground: _____

7) Does the store accept WIC? (i.e is a WIC Vendor?) **1 - Yes 0 - No 3 - Don't Know, will need to check**

8) Does the store accept CalFresh, Food stamps or SNAP (EBT)? **1 - Yes 0 - No 3 - Don't Know, will need to check**

9) Participate in Nutrition Education Obesity Prevention - Retail Program? **1 - Yes 0 - No 3 - Don't Know, will need to check**

B. STORE EXTERIOR

11) Is a school, CYO, park, or playground visible from the store (circle one)? **1 - Yes** **0 - No**

12) Record information about healthy and unhealthy advertising and products *on all doors and windows of the storefront*. Do not include ads on the sides of the building or on other parts of the property such as the roof, fences or parking lot.

For the following table, only include professionally-produced advertising that depicts brands, logos or products. See definitions to learn what types of items to count.

Tally in grey area, circle totals in white area	# of ADS for Unhealthy				
a) Small ≤ 1 sheet of 8 1/2" x 11" paper (same size or smaller than this sheet of paper)	0	1-2	3-5	6-9	10 +
b) Medium > 1 up to 10 sheets of paper (bigger than this sheet of paper, but smaller than 10 together)	0	1-2	3-5	6-9	10 +
c) Large > 10 sheets of paper (bigger than 10 of these sheets of paper together)	0	1-2	3-5	6-9	10 +

Tally in grey area, circle totals in white area	# of ADS for Healthy				
a) Small ≤ 1 sheet of 8 1/2" x 11" paper (same size or smaller than this sheet of paper)	0	1-2	3-5	6-9	10 +
b) Medium > 1 up to 10 sheets of paper (bigger than this sheet of paper, but smaller than 10 together)	0	1-2	3-5	6-9	10 +
c) Large > 10 sheets of paper (bigger than 10 of these sheets of paper together)	0	1-2	3-5	6-9	10 +

Unhealthy foods are high calorie, low nutrient foods and beverages that include alcoholic beverages, soft drinks and other sweetened beverages including diet drinks, sweet desserts and highly sugared cereals, chips and other salty snacks, most solid fats, fried foods, and other foods with high amounts of sugar, fat and/or sodium.

Healthy foods are fruits and vegetables, whole grains, beans, nuts and seeds, non-fat and low fat milk products, and lean meat, poultry, and fish. Healthy foods include minimal or no added fat, sugars, or sweeteners. Unsweetened black coffee is included.

Do not consider:
Cigarettes or tobacco products

13) Is there food or beverage advertising (banners, posters, temporary signs, etc.) on the roof, walls or elsewhere on the property such as on fences, garbage cans or in the parking lot belonging to the store?

Please check all that apply: ___ healthy ___ unhealthy ___ none

14) Are there any images of food (e.g. tomato, apple, hamburger, hot dog) and/or beverages (e.g. milk, soda, shake), painted on doors or windows of the storefront?

Please check all that apply: ___ healthy ___ unhealthy ___ none

15) Are there any painted murals of *healthy* food and/or beverages anywhere on the *building walls*?

1 - Yes **0 - No**

16) Are there any produce bins on the sidewalk in front of the store?

1 - Yes **0 - No**

17) Are other food or beverage products displayed on the sidewalk in front of the store or inside the store *next to* the window so they are clearly visible from the outside?

Please check all that apply:
___ none ___ soda ___ water ___ other. (specify) _____

18) Are there food or beverage vending machines on the sidewalk in front of the store?

Please check all that apply:
___ none
___ soda vending ___ candy vending ___ water vending
___ refillable water station
___ other. (specify) _____

19) Are there permanent bars/chains on the windows or doors? (do not include sliding or rolling chains or bars)

1 - Yes **0 - No**

20) If the store sells alcohol, is more than 1/3 of the total window area covered by any type of advertising?	1 - Yes 0 - No 9 - N/A (Store does not sell alcohol)
21) Is "We Accept WIC" signage displayed? Make a notation here if signage needs to be replaced due to (ie peeling, cracked, faded etc...): _____	1 - Yes 0 - No 9 - N/A (Store does not accept WIC per Q#7)
22) Is "We Accept CalFresh, Food Stamps/ EBT" signage or ads displayed? Make a notation here if signage needs to be replaced due to (ie peeling, cracked, faded etc...): _____	1 - Yes 0 - No 9 - N/A (Store does not accept EBT per Q#8)
23) Are there any ads promoting EBT with food or beverage products Please Please check all that apply: _____ none _____ healthy _____ unhealthy	

C. STORE INTERIOR

24) Number of cash registers throughout store (staffed and unstaffed, for grocery items only) _____

25) Marketing of foods and beverages next to the main check-out area

Circle "1" for yes if the item or ad is present or "0" for no if the item or ad is not present.

Presence of ads or promotions:	UNHEALTHY
Next to check-out (<u>attached or directly next to</u>)	1 - Yes 0 - No
<u>Below</u> check-out level	1 - Yes 0 - No
On floor (if standing in checkout isle or next to counter)	1 - Yes 0 - No
Hanging from ceiling (directly over register)	1 - Yes 0 - No
Presence of ads or promotions (fill in BOTH columns):	HEALTHY
Next to check-out (<u>attached or directly next to</u>)	1 - Yes 0 - No
<u>Below</u> check-out level	1 - Yes 0 - No
On floor (if standing in checkout isle or next to counter)	1 - Yes 0 - No
Hanging from ceiling (directly over register)	1 - Yes 0 - No
Presence of products next to or below a check-out counter:	UNHEALTHY
Gumball or candy machine (next to counter or exit doorway)	1 - Yes 0 - No
Candy (next to or below counter/check-out)	1 - Yes 0 - No
Soda (next to or below counter/check-out)	1 - Yes 0 - No
Chips (next to or below counter/check-out)	1 - Yes 0 - No
Other:specify (such as cookies, ice cream, beef jerky, energy drinks, etc.)→	1 - Yes 0 - No
Presence of products next to or below a check-out counter:	HEALTHY
Granola bars (whole grain, ≥ 2 g fiber, ≤ 1 g saturated fat, ≤ 14 g sugar per serving)	1 - Yes 0 - No
Bagged Nuts/seeds (do not include honey roasted or w/ added sugar – not to exceed 480 mg of sodium) (next to or below counter/check-out)	1 - Yes 0 - No
Fresh fruit (next to or below counter/check-out)	1 - Yes 0 - No
Bottled water (next to or below counter/check-out)	1 - Yes 0 - No
Other: specify (such as dried fruit, trail mix, 100% juice, etc.)→	1 - Yes 0 - No

Unhealthy products are high calorie, low nutrient foods and beverages that include alcoholic beverages, soft drinks and other sweetened beverages including diet drinks, sweet desserts and highly sugared cereals, chips and other salty snacks, most solid fats, fried foods, and other foods with high amounts of sugar, fat and/or sodium.

Healthy products include minimal or no added fat, sugars, or sweeteners. Examples include fresh or dried fruits and vegetables, whole grain snacks (≥ 2 g fiber per serving), energy bars (≤ 14 g sugar per serving), nuts and seeds, non-fat and low fat milk products, water, or 100% fruit juice.

25a) Is there a healthy checkout/family friendly lane?

1 - Yes 0 - No

26) Are carts/baskets available?	1 - Yes 0 - No
27) Are aisles wide enough for strollers or wheelchairs?	1 - Yes 0 - No

28) Do most items have price on shelf or a sticker?	1 - Yes 0 - No
29) Is there any announcements/sound on PA system (i.e. sales, promos, healthy food)?	1 - Yes 0 - No
30) Are healthy food choices displayed in an appealing way?	1 - Yes 0 - No
31) Does store appear clean?	1 - Yes 0 - No
32) Does store feel safe?	1 - Yes 0 - No

D. PRODUCE SECTION - FRESH FRUITS AND VEGETABLES

33) Are fresh fruits and vegetables sold? (Circle one) 1 - Yes 0 - No If yes, continue. If no → Go to Question 41.

Notations: Check all that apply

Shelf-top Bins/Baskets

Refrigeration

Other: _____

34) Are there any health promotion items around and within the entire fruit and vegetable display?

1 - Yes 0 - No If no → Go to Question 36.

35) If there *are* health promotion items around the fruit and vegetable display, circle a number next to the types of health promotion items that are present (more than one can be circled).

1 - 5 A Day signs (not on packaging)

2 - Nutrition information

3 - Fruit and Veggies: More matters

4 - Champions for Change

5 - Other (specify) _____

36) Are there any items promoting locally grown produce? (Circle one) 1 - Yes 0 - No

37) Circle the number that best describes overall availability of fruits and vegetables inside and outside the store.

	None	Limited (1-3 types)	Moderate variety (4-6 types)	Wide variety (7 or more types)
Fresh fruit	1	2	3	4
Fresh vegetables	1	2	3	4

38) Circle the number that best describes the overall quality of the fresh fruit.

0	1	2	3	4
None sold	All or most of fruit is of poor quality (brown, bruised, overripe, wilted)	Mixed quality; more poor than good	Mixed quality; more good than poor	All or most of fruit is of good quality (very fresh, no soft spots, excellent color)

39) Circle the number that best describes the overall quality of the fresh vegetables.

0	1	2	3	4
None sold	All or most of vegetable is of poor quality (brown, bruised, overripe, wilted)	Mixed quality; more poor than good	Mixed quality; more good than poor	All or most of vegetable is of good quality (very fresh, no soft spots, excellent color)

NOTE: If you record pricing for the culturally specific option, **do not** record for the original list of f&v (apples, bananas, oranges, carrots, tomatoes, broccoli, and cabbage). You must choose only one from the two options below.

40) OPTION #1: Record if the fresh fruit or vegetable is available and the price if possible. If more than one variety of a fruit (e.g. gala or red delicious apples) or vegetable is available, please record the lowest price option. Record the pricing if available (per pound is preferred). If the fruit or vegetable is available by the bag or bunch, record the price only if you can record a weight for the bag (marked on the bottom) or bunch. If a weight is not on the bag or bunch, weigh the item if a scale is present.

	Available? (circle one)	Price posted? (circle one)	Price per			If package/bunch, record <i>weight</i> in ounces
			Pound (preferred if available)	Piece	Package/Bunch (only record if weight is available or can weigh)	
Fruits						
Apples	1 - Yes 0 - No	1 - Yes 0 - No				→
Bananas	1 - Yes 0 - No	1 - Yes 0 - No				→
Oranges	1 - Yes 0 - No	1 - Yes 0 - No				→
Vegetables						
Carrots	1 - Yes 0 - No	1 - Yes 0 - No				→
Tomatoes	1 - Yes 0 - No	1 - Yes 0 - No				→
Broccoli	1 - Yes 0 - No	1 - Yes 0 - No				→
Cabbage	1 - Yes 0 - No	1 - Yes 0 - No				→

OR

Option #2: Culturally Specific Produce Pricing – Optional

For use within cultural market that may not offer produce listed above. Please select three most commonly purchased fruits and four most commonly purchased vegetables

	Price posted? (circle one)	Price per			If package/bunch, record <i>weight</i> in pounds and/or ounces
		Pound (preferred if available)	Piece	Package/Bunch (only record if weight is available or can weigh)	
Fruits					
	1 - Yes 0 - No				→
	1 - Yes 0 - No				→
	1 - Yes 0 - No				→
Vegetables					
	1 - Yes 0 - No				→
	1 - Yes 0 - No				→
	1 - Yes 0 - No				→
	1 - Yes 0 - No				→

E. OTHER HEALTHY FOODS

41) Record if the following items are available in the store.

Food Item	Circle one
Milk – skim, non fat, plain white (<u>not</u> flavored- chocolate, strawberry, vanilla)	1 - Yes 0 - No
Milk – 1%, low fat, plain white (<u>not</u> flavored- chocolate, strawberry, vanilla)	1 - Yes 0 - No
Milk – 2%, reduced fat, plain white (<u>not</u> flavored- chocolate, strawberry, vanilla)	1 - Yes 0 - No
Yogurt (32 oz)	1 - Yes 0 - No
Mozzarella cheese, part skim	1 - Yes 0 - No
Eggs	1 - Yes 0 - No
Ground beef or turkey, lean (85% or higher)	1 - Yes 0 - No
Whole chicken	1 - Yes 0 - No
Whole wheat bread	1 - Yes 0 - No
Whole wheat pasta (16 oz)	1 - Yes 0 - No
Brown rice	1 - Yes 0 - No
High fiber cereal (≥ 3 grams fiber, ≤ 12 grams sugar per serving)	1 - Yes 0 - No
Oatmeal (plain)	1 - Yes 0 - No
Tortillas, soft corn or whole wheat (no lard)	1 - Yes 0 - No
Soy beverage, plain, with no added sugar or sweeteners	1 - Yes 0 - No
Soy beverage, flavored, vanilla or chocolate	1 - Yes 0 - No
Tofu, plain	1 - Yes 0 - No
Beans, dried	1 - Yes 0 - No
Beans, canned with no added fats, sugar or sweetener	1 - Yes 0 - No
Tuna (light) canned in water	1 - Yes 0 - No
Salmon canned in water	1 - Yes 0 - No
Fresh fish/seafood	1 - Yes 0 - No
Sardines canned in water, tomato, or mustard	1 - Yes 0 - No
Mackerel (water or tomato sauce)	1 - Yes 0 - No
Any canned fruit packed in 100% fruit juice	1 - Yes 0 - No
Any canned vegetable with no added fats, sugar, or sweetener	1 - Yes 0 - No
Any frozen fruit with no added fats, sugar, or sweetener	1 - Yes 0 - No
Any frozen vegetables with no added fats, sugar, or sweetener	1 - Yes 0 - No
100% Fruit juice	1 - Yes 0 - No
Baby food, jarred/packaged, single fruit	1 - Yes 0 - No
Baby food, jarred/ packaged, single vegetable	1 - Yes 0 - No
Baby food, jarred/ packaged, single meat (added broth or gravy OK)	1 - Yes 0 - No

42) Are foods being sold past sell-by or expiration date?

1 - Yes 0 - No

← If Yes, record findings in comment box

F. GENERAL PROFILE OF STORE

43) What type of typical shoppers shop at the store?

Notations: Check all that apply

Nearby residents

Youth

Commuters

Other (specify): _____

44) What are the stores busiest times?

Morning _____ (8:00am – 12:00pm)

Afternoon _____ (12:00pm – 5:00pm)

Evening _____ (5:00pm +)

Additional Notes:

45) Fill out the disposition on page 1 and don't forget to fill in the end time!

Things to remember:

Check for missing data! Be sure all questions are complete before leaving the store.



Shop Healthy Here Quality Scorecard

Categories	Actual Points	Possible Points
Products Stocked		
Sells a variety of fresh fruit		Up to 12
Sells good quality fresh fruit		Up to 8
Sells a variety of fresh vegetables		Up to 12
Sells good quality fresh vegetables		Up to 8
Prices for fresh fruit and vegetables are reasonable	N/A	Up to 10
Sells other healthy food items		Up to 12
Marketing and Promotion		
Participate in the <i>Nutrition Education Obesity Prevention Retail Program</i>		3
Provide health promotion information near fresh produce, EBT and healthy product promotion, and promotes locally grown produce		Up to 2
Display fruits, vegetables and healthy options outdoors		Up to 4
Remove interior ads promoting high fat/sugar foods		Up to 2
Display interior ads promoting healthy foods		Up to 2
Remove high fat/sugar foods from checkout area		Up to 2
Place healthy foods in checkout area		Up to 2
Family Friendly checkout lane(s), ADA compliant, and store feels clean		Up to 3
Post ads for healthy foods on exterior		Up to 2
Remove exterior ads promoting high fat/sugar foods		Up to 2
Food Assistance: CalFresh and WIC		
Accepts CalFresh (formerly food stamps)		4
Accepts WIC Checks (Supplemental Nutrition Program for Women, Infants and Children)		4
Displays WIC and CalFresh signs		Up to 2
Other		
Comply with Lee Law (limits ads on windows with alcohol license)		1
No bars on windows		2
Store feels safe		1
Total Quality Score		90

Cheat Sheet

Where to find the Actual Points numbers on your Tier 2 data spreadsheets



Survey Question	Row Number (STORE DATA EXCEL FILE)	Categories	Actual Points	Possible Points
		Products Stocked		
Q37	Row 26	Sells a variety of fresh fruit		Up to 12
Q38	Row 27	Sells good quality fresh fruit		Up to 8
Q37	Row 29	Sells a variety of fresh vegetables		Up to 12
Q39	Row 30	Sells good quality fresh vegetables		Up to 8
Q40	Row 25	Prices for fresh fruit and vegetables are reasonable	N/A	Up to 10
Q41	Row 34	Sells other healthy food items		Up to 12
		Marketing and Promotion		
Q9	Row 37	Participate in the <i>Nutrition Education Obesity Prevention Retail Program</i>		3
Q34	Row 39	Provide health promotion information near fresh produce, EBT and healthy product promotion, and promotes locally grown produce		Up to 2
Q13-18	Rows 44+45+46+47+ 48+51	Display fruits, vegetables and healthy options outdoors		Up to 4
Q25	Row 57	Remove interior ads promoting high fat/sugar foods		Up to 2
Q25	Row 56	Display interior ads promoting healthy foods		Up to 2
Q25	Row 58	Remove high fat/sugar foods from checkout area		Up to 2
Q25	Row 59	Place healthy foods in checkout area		Up to 2
Q25a+Q27+Q31	Rows 61+62+63	Family Friendly checkout lane(s), ADA compliant, and store feels clean		Up to 3
Q12	Row 43	Post ads for healthy foods on exterior		Up to 2
Q12	Row 54	Remove exterior ads promoting high fat/sugar foods		Up to 2
		Food Assistance: CalFresh and WIC		
Q8	Row 21	Accepts CalFresh (formerly food stamps)		4
Q7	Row 19	Accepts WIC Checks (Supplemental Nutrition Program for Women, Infants and Children)		4
Q21+Q22	Row 20+22	Displays WIC and CalFresh signs		Up to 2
		Other		
Q20	Row 67	Comply with Lee Law (limits ads on windows with alcohol license)		1
Q19	Row 66	No bars on windows		2
Q32	Row 68	Store feels safe		1
		Total Quality Score (meeting standards ≥ 67.5)		90



Taking Stock

Creating Healthy Changes at
Grocery Stores and Small Markets



Local health departments can help grocery store owners improve the availability, quality, and cost of healthy foods they sell – working in partnership with community-based organizations and neighborhood residents.

Depending on your goals, there are many ways to work with store owners to achieve healthy changes in grocery stores and small markets.

THE CX³ TOOL MEASURES HEALTHY CHANGE.

The *CX³ tool* lets communities survey their strengths, weaknesses, and gaps in obesity prevention. *CX³* stands for *Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention*. The tool was developed for community use by the California Department of Public Health (CDPH), Nutrition Education and Obesity Prevention Branch.

- “*CX³ community indicators*” are best practices for healthy change (also called “standards of excellence”).
- The “*CX³ community indicators*” in the following tables can help measure grocery store and small market improvements, over time.

This fact sheet can also be used by health departments that have not conducted a *CX³* assessment but share the goal of improving the food retail environment.



CX³ Community Indicators **How Can Local Health Departments Work With Store Owners and Community Partners?**

MORE AVAILABILITY

Improve the availability of fresh fruits and vegetables and other healthy foods.

Does the store sell a variety of:

- Fresh fruits?
- Fresh vegetables?
- Other healthy foods?

Survey customers to learn what fruits, vegetables and other healthy foods they *would buy*.

Consider using:

- Customer comment cards.
- A board with a list of new healthy products, so customers can check off which items interest them.

Identify distributors that offer stores a variety of fruits, vegetables, and other healthy foods. Ask distributors to:

- Carry more *healthy food choices* (like low- or reduced-sodium beans).
- Make healthy choices easy to find at the warehouse, or featured on order forms.

Create more space in the store to add healthy foods.

- Adjust shelf height and add new shelves or coolers.
- Only display two rows of the same product on a shelf (move extra items to storage).
- Remove slow-selling items and replace them with healthy choices.

Ask the store to always stock a minimum amount of:

- Fresh fruits and vegetables.
- Low-fat dairy.
- Whole grains.
- Low- and reduced-sodium items.

Introduce new healthy products one or two at a time. Provide serving suggestions and special offers.

- *Suggest ways* for customers to enjoy more fruits and vegetables.
- Offer *pre-cut salad, stir fry, or soup kits*.

BETTER QUALITY

Improve the quality of fruits and vegetables sold in the store.

Does the store sell good quality:

- Fresh fruit?
- Fresh vegetables?

Trouble shoot *problem spots* with fruit and vegetable *handling*.

Contact the distributors who sell food to the store. Ask what technical help and resources the distributors can offer store owners.

Ask the store to stock fruits and vegetables in season, when possible.

- Check whether there is a Farm to Fork network in your area.
- See if there is a *food hub* that gets fruits and vegetables from local growers operating in your area.
- Consider ordering fruits and vegetables for stores directly from local farms.

Identify ways to use overripe vegetables in value-added products *for sampling*—for example, freezing bananas to use in smoothies.

Replace old *refrigerators* with energy efficient ones.

- Ask if your local utility company offers:
 - Rebates or credits for energy efficiency upgrades.
 - Resources for making energy efficiency store improvements.

AFFORDABILITY

Ensure that local customers can afford healthy food options.

Does the store offer:

- Good prices for fresh fruits and vegetables?
- CalFresh/SNAP acceptance?
- WIC acceptance?
- Posters and signs about using CalFresh and WIC?

Encourage the store apply to accept *SNAP* (Supplemental Nutrition Assistance Program) or *WIC* (Supplemental Nutrition Program for Women, Infants and Children).

- Display signs for *CalFresh* and *WIC*.

Ask *CalFresh* and *WIC* participants what products they want to buy.

Contact distributors who sell food to local stores.

- Identify distributors with the best prices for quality products.
- To keep prices low, select fruits and vegetables in season.

Offer *temporary discounts* on popular healthy items, such as:

- Buy 1, Get 1 Free (BOGO).
- Customer loyalty cards.
- Student or senior discounts.
- Holiday or special event kits and sales (like a Fourth of July BBQ kit, Thanksgiving meal kit).

PRODUCT PLACEMENT

Promote healthy choices at checkout and in the store.

Does the store offer a checkout area:

- With healthy foods?
- Free of high-fat, high-sugar foods?

Create a *Healthy Checkout Lane*.

- Display fruit in baskets at checkout.
- Make a smart snacking zone near the checkout.
- Consider pre-cut fruits and vegetables in grab-and-go containers.
- Display “healthy” toys for sale near the cash register, like jump ropes or balls that promote physical activity.
- Move high-fat, high-sugar choices away from the checkout area.
- Move ads for unhealthy foods, tobacco, and alcohol away from the checkout area.

Display healthy foods prominently in the store.

- Display fruits, vegetables, and other healthy items near the front of the store or in other prominent locations.
- Use end cap displays at the ends of rows to promote healthy products where there is visibility and traffic.
- Remove unhealthy (high-sugar, high-fat) items from the eye level of children, when possible.

HEALTHY MARKETING

Showcase available healthy choices in the store.

Does the store:

- Offer health information near fresh fruits and vegetables?
- Remove in-store ads that promote high-fat, high-sugar items?
- Displays in-store ads that promote healthy foods?
- Use tools from the *Nutrition Education and Obesity Prevention Branch—Retail Program*?

Work with the store to remove ads that promote high-fat, high-sugar items. Promote healthy foods instead.

- Replace ads for high-fat, high-sugar items with information about fruits, vegetables, and other healthy food items.
- Hang *shelf talkers* and other educational materials near fresh fruits and vegetables.
- Promote seasonal fruits and vegetables with *Harvest of the Month resources* and retail signs.
- Invite the store to participate in the *Nutrition Education and Obesity Prevention Branch—Retail Program* to get a variety of tools, resources, and outreach activities.

Clearly display prices and information about sales.

Offer special events to promote healthy foods, such as taste tests or cooking demonstrations.

- Promote new snack items with activities at local schools or recreation centers.
- Consider organizing a *community event* to celebrate healthy changes. Invite community leaders and ask residents to speak about what the changes mean to them.

Promote healthy changes in the store to the community:

- Local news, TV, and radio
- Community-based organizations
- Neighborhood e-lists and list serves (like Yahoo! Groups)

ATTRACTIVE AND SAFE STORE EXTERIORS

The storefront reflects the healthy choices that are available inside.

Does the outside storefront:

- Display ads for healthy foods?
- Avoid ads promoting high-fat, high-sugar foods?
- Comply with *Lee Law* limits on ads on windows of stores with an alcohol license?
- Replace bars on store windows?
- Display fruits, vegetables, and healthy options in front of the store?

Remove unhealthy advertising from outside storefront.

- If the store has a liquor license, ensure that the owner complies with California’s *Lee Law*. (The store may not cover more than 33% of windows with signs or ads).
- Post ads for healthy foods on outside storefront.
- Ask the local planning department if your city allows food sales outside the store (this is called “sidewalk encroachment”).

Organize community improvement events.

- Organize a mural painting project to promote healthy foods.
- Plan a community clean-up day inside and around the store.
- Organize a community event to plant trees, shrubs, and/or flowers in front of the store.

Apply for *grants and loans* to improve the outside storefront (“façade improvements”), such as:

- Wash and/or paint storefront.
- Hang banners, replace awnings, and more.

Remove bars from store windows. Replace them with solid security gates.

WALKABLE NEIGHBORHOODS

Local residents can safely walk or bike to the store.

Is the area around the store:

- Safe and walkable within two blocks of the store?

Use *Safe Routes to School* approaches that support walking and bicycling if youth visit the store.

- Contact the city planning department to request improvements that make it safer for kids to walk, bike, or roll to school, including:
 - Sidewalk repairs.
 - New crosswalks.
 - Street lights.
 - Traffic calming measures, and more.
- Ask your city how to install a bike rack.
 - Some cities offer funding for bike racks.
 - If the bike rack is on public property, you may need an “encroachment permit” (city permission to use the sidewalk).
- Ask customers what changes they would like to see to make the neighborhood safer for kids.

Make improvements in front of the store to make it easier and safer for kids to be physically active.

- Request that the city repair broken sidewalks near the store.
- Consider working with the store owner or landlord to install pedestrian-height lighting on the outside storefront. This can make the store more visible and improve safety.
- Talk to the local police department about ways the store owner and community partners can improve safety.
- Install a garbage can in front of the store. If the garbage can is on public property, you may need an “encroachment permit” (city permission to use the sidewalk).

Reach out to other merchants. There is power in numbers!

- Consider asking other neighborhood businesses to establish a merchants association.
- Talk to the local business improvement district or chamber of commerce about healthy changes in the neighborhood.



Resources

ChangeLab Solutions: Changes in the WIC Package: A Toolkit for Working with Neighborhood Stores

www.changelabsolutions.org/publications/WIC-toolkit

ChangeLab Solutions: Green for Greens

www.changelabsolutions.org/publications/green-for-greens

ChangeLab Solutions: Health on the Shelf

www.changelabsolutions.org/publications/health-on-the-shelf

CX³—Tool to survey community health

Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention

www.cdph.ca.gov/programs/cpns/Pages/CX3_Main_Navigation.aspx

The Food Trust: Sell Healthy Guide

<http://foodfitphilly.org/FOODFITPHILLY/assets/File/Sell%20Healthy%20Guide%281%29.pdf>

Healthy Corner Stores Network

www.healthycornerstores.org

Healthy Food Access Retail Portal

<http://healthyfoodaccess.org/>

National Good Food Network

www.ngfn.org

Nutrition Education and Obesity Prevention Branch—Retail Program: Fruit & Vegetable Produce Handling Guide

www.cdph.ca.gov/programs/cpns/Documents/Network-FV-RP-ProduceHandlingGuideFPFC.pdf

Nutrition Education and Obesity Prevention Branch—Retail Program: Merchandising Materials

www.cdph.ca.gov/programs/cpns/Pages/RetailMerchandising.aspx

Nutrition Education and Obesity Prevention Branch—Retail Program: Produce Marketing Guide

www.cdph.ca.gov/programs/cpns/Pages/retailfruitandvegmarketingguide.aspx

California FreshWorks Fund

www.cafreshworks.com

Healthy Food Financing Initiative

www.acf.hhs.gov/programs/ocs/resource/healthy-food-financing-initiative-0

California Department of Food and Agriculture Farm to Fork

www.cafarmtofork.com

ChangeLab Solutions is a nonprofit organization that provides legal information on matters relating to public health. The legal information in this document does not constitute legal advice or legal representation. For legal advice, readers should consult a lawyer in their state.

For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer. Visit www.CaChampionsForChange.net for healthy tips.

Users of this document should be aware that every funding source has different requirements governing the use of its funds. Organizations are responsible for knowing and adhering to all requirements of each funder. For questions about compliance with rules, regulations, and restriction of any funding sources, consultation should be sought from the organization's management or the funder's representative. Under U.S. law, no federal funds may be used for lobbying or to influence, directly or indirectly, specific pieces of pending or proposed legislation at the federal, state, or local levels.

Photo by Tim Wagner for HEAC (page 5).



ChangeLab Solutions
Law & policy innovation for the common good.

SHOP Healthy Here Technical Assistance & Training Form

Store: _____ **Store Owner/Manager:** _____ **Date:** _____

Store Address: _____

Request (Check all that applies):

- Produce handling
- Marketing
- Marketing & promotional materials request
- Product placement
- Store layout
- In-store promotions
- Product selection
- Assisting store with meeting retailer goals
- Assisting retailer with connections to healthy product vendors
- Display supplies (e.g., shelving, refrigeration, baskets)
- Signage and labels highlighting healthy options (e.g. window clings, pricing and price tags)
- Designating healthy section or healthy shelf (in a highly visible location)
- Introducing new fruits and vegetables

Please provide a summary of TA and training and/or materials provided:

Appendix H

Please provide a summary of challenges retailer has encountered and actual or proposed resolutions:

Retailer Satisfaction with SHH pilot program to date:

___ Very Satisfied ___ Satisfactory ___ Neutral ___ Unsatisfied ___ Very Satisfied

Please provide comments related to retailers level of satisfaction of program to date (please include specifics or details):

Additional comments:

Thank you for your time!

Please e-mail LHD TA Assistance forms for each store monthly to:

Peter.Munoz@cdph.ca.gov



Sample Store Marketing and Promotional Materials

1. Shopping Note Pad

a. General Market Audience



Product Description:

Handy note pad to make a grocery list for shopping. Package of 25 pads with 50 tear-off sheets each. Available in English (Item # 300348). Order in box quantities of 150.

b. African American Audience



Product Description:

Fruit and vegetable note pad for shopping. Package of 25 note pads with 50 tear-off sheets each. Available in English (Item # 300338).

2. Retail Cling for Frozen Vegetables



Product Description:

Point of purchase static clings promote healthy eating. Size 8 x 5.5" clings, 1 per package. Target audience adults. Available in English (Item # 300274).

3. Retail Static Cling for Frozen Fruit



Product Description:

Point of purchase static clings promote healthy eating. Size 8 x 5.5" cling 1 per package. Target audience adults. Available in English (Item # 300275) and Spanish (Item # 3000287).

4. Retail Static Cling for Fresh Produce



Product Description:

Point of purchase static cling to promote healthy eating. Target audience adults. Size 6.5 x 7.5" Clings 1 per package. Available in English (Item # 300276) and Spanish (Item # 300286).

5. Sample Point of Sale Price Tags



Product Description:

Price tags that can be use with small sign holders or affixed to a shelf with tape. Laminate and retailers can use a dry-erase marker or grease pencil to add information. Target audience adults.
Size: 4" x 6.75" Available in English (No Item #) and Spanish (No Item #)

SHOP Healthy Here (SHH) Retailer Small Equipment & Material List

Tier Mesh Basket Countertop Display

<https://www.specialtystoreservices.com/productdetails.aspx?productid=31154&link=&group=&img=3531.jpg&category=4460>

These Mesh Basket Countertop Displays will fit your needs in displaying healthy foods. Mesh baskets are welded to horizontal crossbars for added strength. The baskets measure 9 in. W x 7 in. D x 1 1/4 in. 2 in. H. Baskets slope for maximum display. You can add a clip-on sign holder to grab customers` attention.



Basket Metal Impulse Display

<https://www.specialtystoreservices.com/productdetails.aspx?productid=2824&link=&group=&img=2361.jpg&category=4344>

The 5 Basket Impulse Display features high capacity, sturdy metal construction. The display has an extra-large bottom basket that measures 22 1/2 in. x 17 in. x 4 1/2 in. deep. Casters allow the display to be easily moved where needed and can be locked into place.



Rev. 03/15/18

**All materials and equipment provided to retailer as part of the SHOP Healthy Here pilot program are for the sole use and purpose of promoting and displaying healthy foods and beverages. Other use of equipment and materials for the sale and promotion of unhealthy foods and beverages is not allowable.*

Appendix K

Single Sided Wire Mesh Basket Display

<https://www.specialtystoreservices.com/productdetails.aspx?productid=38114&link=&group=&img=2320.jpg&category=4344>

The Mobile Wire Mesh Basket Display is single-sided. The Display is 25 1/4 in W x 22 3/4 in D x 53 in H, and includes 8 -11 in. wire baskets with grid hoops. The frame is a rectangular, black-tube frame with retractable, telescoping legs. The frame can be placed against a wall or in the middle of a room. The casters lock.



Sign Holder with Magnetic Base

<https://www.specialtystoreservices.com/productdetails.aspx?productid=51661&link=&group=&img=4894.jpg&category=4280>

Magnetic base attaches to your fixtures, displays on any metal surface. Holds material up to .020" thick. Bends for adjustment to almost any position. 2 inches high. Signs not included.



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Appendix K

Small Refrigerator Unit (or similar)

<https://www.webstaurantstore.com/turbo-air-tgm-5r-white-countertop-display-refrigerator-with-swing-door/902TGM5R.html>

This Turbo Air TGM-5R white countertop-merchandising refrigerator showcases all your products to boost impulse sales! The convenient, countertop design allows this refrigerator to fit in small spaces where large, floor-sized units wouldn't fit to optimize your merchandising space for greater overall efficiency. Thanks to the refrigerator's double pane, Low-E glass door, this unit helps prevent heat transfer while minimizing condensation. This provides enhanced energy efficiency for a smart, economical choice at your establishment. The foamed-in-place polyurethane insulation also helps maintain a consistent interior temperature perfect for keeping beverages, to-go items, and snacks cold and ready for consumption. This unit maintain temperatures between 33 and 38 degrees Fahrenheit to ensure a safe food holding temperature.



Rev. 03/15/18

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Curved Lid Display Freezer

<https://www.webstaurantstore.com/avantco-icfc13-hc-curved-top-display-freezer/360ICFC13HC.html>

This freezer (10.9 cu. ft.) provides crystal clear visibility of your hottest selling cold treats, while also maintaining consistent internal temperatures. Great for markets, diners, convenience stores, and ice cream shops, this display freezer keeps frozen foods within easy reach and helps to increase impulse sale. Designed with tempered glass that is more durable than traditional glass, this unit's curved lids slide for easy access to your ice cream novelties. Dimensions: 54^{1/2}"W x 24^{3/8}" D x 34^{1/4}" H Model# 360ICFC13HC



Rev. 03/15/18

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Appendix K

Chrome Double-Sided Poster Display

https://www.specialtystoreservices.com/productdetails.aspx?productid=1047&group=&img=4899_1.jpg&category=4366

Sturdy sign holder stand holds a standard 22 in. x 28 in. posters. Sign holders help promote product categories or specific promotions throughout you store. Features double-sided versatility and heavy-duty construction.



Clear Protective Plastic for Posters

<https://www.specialtystoreservices.com/productdetails.aspx?productid=70457&group=&img=4413A.jpg>

This item goes with the Chrome Double-Sided Poster Display above. Protect your posters when they are in our poster holders. Simply slide into the top of the poster holder. Tow (2) per pack. Poster holders sold separately, poster holders.



Rev. 03/15/18

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Appendix K

Chrome Sign Holder with Flat Base

<https://www.specialtystoreservices.com/productdetails.aspx?productid=49009&group=&img=1233.jpg&category=5454>

All steel sign holders have an attractive, tarnish resistant chrome finish. Three base styles to suit all your promotional needs.



Rev. 03/15/18

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Health Statistics Fact Sheet— Retail

CONNECTION BETWEEN RETAIL ACCESS, EATING HABITS, AND OBESITY RATES

- Living close to healthy food retail is associated with better eating habits and decreased risk for obesity and diet-related diseases.¹
- Neighborhood residents with better access to supermarkets and limited access to convenience stores tend to have healthier diets and reduced risk for obesity.²
- Evidence continues to suggest a connection among access, eating habits, and obesity rates. In many urban neighborhoods and small towns, corner convenience stores or bodegas are the only nearby retail outlets where families can purchase food to be prepared at home.³

DISPARITIES IN ACCESS TO HEALTHY FOOD

- Accessing healthy food is a challenge to many families, particularly those living in low-income neighborhoods, communities of color, and rural areas,¹ while opportunities to purchase processed, convenience foods, and alcohol are great.⁴
- Low-income neighborhoods frequently lack full-service grocery stores where residents can buy a variety of fruits, vegetables, whole grains, and low-fat dairy products.^{2,5}

IN-STORE MARKETING

- The White House Task Force on Childhood Obesity (2010) recognizes, "...marketing of food products can also be a powerful tool to drive the purchase of healthy products and to communicate important information about healthy eating choices."⁶
- A majority of purchasing decisions are made in the store.^{7,8} As a result, billions of dollars are spent annually on in-store advertising aiming to influence consumer choice, but few retailers try to generate consumer demand by promoting or merchandising healthy eating to lower-income shoppers.
- Strategies for in-store marketing to promote healthful eating include: increasing availability, affordability, prominence, and promotion of healthful foods and/or restricting or de-marketing unhealthy foods.⁹



ECONOMIC IMPACT OF HEALTHY FOOD

- Every \$5.00 in new Supplemental Nutrition Assistance Program-Education (SNAP) benefits generates \$9.00 in local spending at supermarkets, grocery stores, and other approved SNAP-accepting retailers.¹⁰

- When residents shop for produce, whole grains, dairy, and other healthy options closer to home instead of traveling outside the community for these items, dollars that would otherwise be spent elsewhere are captured locally.¹¹



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PROJECT IN ACTION

Last year, the San Joaquin County Smoking & Tobacco Outreach/Prevention Program (STOPP), Nutrition Education and Obesity Prevention—Eat Smart, Move More (NEOP), and Lifetime of Wellness programs came together to solve a problem...

Lack of fresh and healthy foods in many of our neighborhoods.

This team, with support from Mandela MarketPlace, worked with community and store owners to create the Refresh San Joaquin program (REFRESH).

REFRESH supports small business growth, builds community loyalty, and increases access to healthier foods in the community, and decreases the impact of unhealthy foods and other products and their advertising in targeted neighborhoods.

REFRESH'S Refresh partnered with their first Healthy Retail store, Red Sea Market, located in South Stockton at 10th and South B Street.

With the Refresh team, the store owner was able to add fresh produce and healthy foods to his product stock, increase healthy food advertising, and build relations with neighbors to improve community health.

Community volunteers from Reinvent South Stockton Coalition surveyed local residents near Red Sea Market to gather information about the kinds of healthy food items they want to see in the store, and to promote shopping at Red Sea Market. The information they gathered was put into action at Red Sea. New posters and advertisements were put in the store, the community came together for a store clean up, and PUENTES farm started weekly delivery of local, fresh and healthy produce. Neighbors and the community alike were excited about the new look of the store, and the fresh, tasty produce in the store.



“Ever since you guys started this project people have been paying attention to the fruits and vegetables, when you make it look all nice and pretty, people begin to buy more.”

– Ali, Red Sea Store Owner.

With support from our community, our store owners, and County and community partners, we can make a difference.

SHOP Healthy Here

Date

Retailer Address

Dear Retailer Name,

The (Insert Local Health Department Name) (Insert Nutrition Program Name) would like to congratulate your store on becoming a *SHOP Healthy Here (SHH)* pilot program location. Your store's participation in SHH creates an opportunity to increase the availability of healthy food and beverage choices for your customers. As a retailer, you can play a critical role in creating a healthier community in collaboration with your county's local health department team.

Now that you have met all the SHH pilot program requirements for the "insert SHH level name here," it's time to begin promoting your store as a SHH retailer in your community. Included with this letter is a description of some of the promotional materials you can use to draw customers' attention to the healthy food and beverage choices now available in your store:

- *SHOP Healthy Here* storefront logo indicating your store as a participating retailer;
- Marketing materials including posters, price tags, banners, and more;
- Small food-item display equipment;
- Consumer education materials including pamphlets, recipe cards, and more.

Please note that participating retailers must maintain at minimum a SHH Stage 1 rating as outlined in the SHH Stage Checklist in order to continue using the *SHOP Healthy Here* pilot program materials (such as logos, displays, banners).

For technical assistance regarding placement of the SHH recognition materials in your store, please contact (Insert LHD Contact Name at Phone #).

Thank you for committing to improve the health of your customers and community.

Sincerely,

(Insert LHD Contract Signature Block)

Insertar condado
Logotipo
O
Logotipo del
programa

SHOP Healthy Here

Fecha

Dirección de comerciante

Saludos Nombre de comerciante,

Al/A la (Insertar el nombre del Departamento de Salud Local) (Insertar el nombre del Programa de Nutrición) le gustaría felicitar a su tienda por convertirse en una ubicación del programa piloto *SHOP Healthy Here* (SHH). La participación de su tienda en *SHOP Healthy Here* crea una oportunidad para aumentar las opciones saludables de alimentos y bebidas para sus clientes. Como comerciante su participación puede ser de gran importancia para la creación de una comunidad más saludable junto con el equipo del departamento de salud local de su condado.

Ahora que ha cumplido todos los requisitos del programa piloto de SHH para el "insertar nombre de nivel de *SHOP Healthy Here*", es hora de empezar a promocionar su tienda como comerciante de *SHOP Healthy Here* en su comunidad. Con esta carta encontrará una descripción de algunos de los materiales promocionales que puede usar para llamar la atención de los clientes sobre las opciones de alimentos y bebidas saludables que ahora están disponibles en su tienda:

- *SHOP Healthy Here* Logo de la tienda que indica su tienda es un comerciante participante;
- Materiales de mercadeo incluyendo carteles, etiquetas de precios, letreros y más;
- Equipo pequeño para demostrar artículos alimenticios;
- Materiales de educación para el consumidor incluyendo folletos, tarjetas de recetas y más.

Por favor, tenga en cuenta que los comerciantes participantes deben mantener al menos una calificación *SHOP Healthy Here* Etapa 1 como se describe en la Lista de Verificación de la *SHOP Healthy Here* Etapa 1 para continuar usando los materiales del programa piloto *SHOP Healthy Here* (como logos carteles, letreros).

Para obtener ayuda técnica con respecto a la colocación de los materiales de reconocimiento *SHOP Healthy Here* en su tienda, por favor póngase en contacto con (Inserte el nombre de contacto de LHD en el # de teléfono).

Gracias por comprometerse a mejorar la salud de sus clientes y la comunidad.

Sinceramente,

(Insertar bloque de firma de contrato LHD)

Working in PEARS: CDPH SNAP-Ed LHD Success Story Instructions

California Department of Public Health (CDPH)

CDPH SNAP-Ed

The following instructions are designed to assist local health departments (LHDs) write and submit Supplemental Nutrition Assistance Program – Education (SNAP-Ed) success stories using the [Program Evaluation And Reporting System \(PEARS\)](#). Success Stories are due at the end of each federal fiscal year. LHDs may submit success stories at any time during the year. At minimum, one success story per LHD is required during each federal fiscal year (submitted via PEARS by September 30). In addition to utilizing PEARS, LHDs are also encouraged to submit the success stories to SNAP-EdConnection@fns.usda.gov. LHDs should work with their Project Officers to identify their strongest stories for SNAP-Ed Connection prior to submitting them. A collection of state [SNAP-Ed success stories from others](#) is available to review.

The purpose of a success story is to describe the progress and achievements made towards advancing policy, systems, and environmental (PSE) change strategies in support of making the healthy choice, the easier choice where people eat, live, learn, work, play, and shop. Success stories add an important qualitative element to program evaluation by capturing the impact of local SNAP-Ed efforts in a narrative format.

Each year, CDPH will choose and re-format a select number of LHD success stories to highlight and communicate a diverse array of California SNAP-Ed successes. Select stories will be shared on the [CDPH-NEOPB website](#), with the Western Regional Office (WRO) of the United States Department of Agriculture (USDA), and serve as an informational and educational resource for decision makers, stakeholders, and partners. For these reasons, CDPH is looking for well-written success stories that promote local SNAP-Ed efforts and illustrate a clear, concise and compelling story for a national audience.

Getting Started

CDPH strongly recommends that LHDs first write the success story using Microsoft Word and use the spelling and grammar feature to make corrections prior to finalizing the text. Use Arial 12-point font and limit each success story to two pages of text (approximately 500-750 words). Once completed, copy and paste the success story in the Background and Body section in PEARS as instructed below. Here are a few tips to creating a well-written success story:

- Use the active voice instead of passive voice.
 - Instead of: The story *was written* by Bob.
 - Try: Bob *wrote* the story.
- When using an acronym for the first time, spell out the full phrase or name followed by the abbreviation or acronym in parenthesis.

Working in PEARS: CDPH SNAP-Ed LHD Success Story Instructions

California Department of Public Health (CDPH)

CDPH SNAP-Ed

- Keep the reading level below 10th grade, preferably 6th - 8th.
- Use good grammar and check for typographical errors.
- Use bulleted lists whenever possible.
- Use short sentences and paragraphs.
- Avoid jargon.
- Use personal stories and/or statistics that illustrate the impact. Consider adding answers to “Who, What, Where, When, and How” of the story.
- We strongly recommend that the Project Director review and approve the success story before submitting the final version into PEARS.

If you have questions or need assistance, please contact your CDPH Project Officer.

Working in PEARS

1. Program - Optional (Link this Success Story to one of your Program Activities)
2. Site or Organization – Optional (Choose the site or organization related to this success story, if applicable.)
3. Unit – Select county or city health department
4. Title – Use a creative title that will grab the reader’s attention. Convey action by putting the subject first.
 - Subject first; the who or what that is most important in the story
 - Use action words in the present tense
 - Focus on the solution – not the problem

Example: San Diego County Students Advance 12 School Health Improvements through PhotoVoice

Example: USDA Selects Ready, Set, Swim! Coachella Valley as California Success Story

5. Background – Use the following two headings to write this section.

THE NEED: Challenge

State the need, challenge, or issue that the PSE strategy addresses. Include assessment information used to identify the issue and specify the target audience impacted.

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THE WORK: Solution

Describe how the challenge was addressed, including how community members and partners were engaged and resources/assets leveraged. Please indicate the work that was completed with SNAP-Ed funds and if applicable, the work completed by unfunded partners. Include narrative on the innovative and/or evidence-based approaches used to address the challenge and how the appropriate PSE solution was identified (what was the rationale?).

6. Body – Use the following headings to write this section.

THE IMPACT: Results

Describe findings as a result of the PSE change. Include statistics or pre vs. post results that demonstrate impact. If relevant, describe how the changes made impacted the lives of the SNAP-Ed population. Keep in mind that PSE work takes time; consider reporting progress made to date even if the PSE strategy is not fully implemented. If this is the case, describe the progress made in addressing the identified need.

Sustaining Success

Describe how the impacts of the PSE strategy will be sustained, as well as built upon, beyond the current funding and resources. Include what partners and/or stakeholders will contribute to help in maintaining the PSE strategy.

Contact Information: (name, title, LHD, phone number, and email)

7. Favorite Quote - Optional (Note: there is a limit of 500 characters in this field)
Provide a quote from a participant (target audience), partner, and/or stakeholder that conveys a positive message of how the PSE change has made an impact.
8. Key Words – Optional (Select all that apply from drop down menu).
9. Related Framework Indicators – Select all that apply from drop down menu.
10. Socioecological frameworks – Select all that apply. For your PSE Success Story, you should at least select “Environmental Setting”.

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11. Approaches – Select “Comprehensive multi-level interventions (a combination of direct education, PSE's, and social marketing)” for PSE Success Stories. If you create additional Success Stories for other aspects of your program, select all that apply.

12. File Attachments – Add any photos or other pertinent documents. Photos illustrating PSE activities are highly encouraged; however, photos containing SNAP-Ed participants or individuals featured in the photos must include a photo release. The Champion Model Release Form (photo release form) is available by request. Please email: NEOPB_MediaPR@cdph.ca.gov to obtain copies. For photos, please use the highest resolution possible on camera.

TIP! Your PEARS Success Story can be used to create a Word Cloud, a type of qualitative analysis that PEARS offers. PEARS creates the Word Cloud by counting how often a word (or phrase) is used throughout the Success Story and then generating an image of frequently used words. This can be a great addition to a success story product.



"Gleaning for Health: Stocking Food Bank" was added successfully.

Gleaning for Health: Stocking Food Bank (/docs/stories/)

Background

The Challenge

Although Merced is in the middle of California's breadbasket, the Merced County Food Bank received few donations of fruits and vegetables, especially fresh fruits and vegetables. Each year, the food bank distributes 4.4 million pounds of donated food to more than 100 neighborhood food pantries.

The Solution

In 2017, the Merced County Department of Public Health SNAP-Ed Program funded the food bank to develop a system for gleaning, or harvesting, produce from 12 local farms, city farmers' markets, and 20 residential backyard gardens. To recruit volunteers and build the gleaning network, food bank staff spoke with farmers and asked for volunteers at community events. The food bank created a website to promote the gleaning program and register volunteers and farmers. Early on, food bank staff found that while people initially expressed interest in the program, they did not take the extra step of registering online. To resolve this issue, food bank staff had volunteers register on hard copy forms at outreach events. Program staff later entered the volunteer information into the website.

Twenty backyard gardeners initially registered for "backyard" gleaning. When it dawned on residents that a volunteer crew would pick produce in their backyards, most volunteers declined to participate in the program. However, a few neighborhood gardeners with trees in their front or side yards allowed volunteers to glean their fruit. After the gardeners saw what a good job the food bank volunteers did, they let them harvest produce from their backyard, too. The food bank is optimistic this effort will blossom as the neighborhood gardeners share their successful backyard gleaning experiences with other gardeners.

Today, Merced city farmers' markets consistently donate produce. Food bank staff visit the markets weekly to nurture partnerships with vendors and farmers and request donations. The food bank gives each farmer a donation crate and collects the crates at the end of the market day. The gleaned produce is then stored in and distributed from the food bank warehouse.

While the potential for volunteer injuries or liability issues can serve as barriers to a gleaning program, the food bank and its partners provide:

- Safety and liability training for volunteers.
- Easily identifiable team shirts for all volunteers and staff to wear while gleaning.
- Information about health and food quality guidelines.
- Clear communication between staff, volunteers, and farmers about where, when, and what produce can be harvested.

Body

The Results

Between April and September 2017, 100 volunteers and food bank staff gleaned:

- 845 pounds of produce from the City of Merced's farmers' markets.
- 99,975 pounds of produce from local farms.
- 171 pounds of produce from residential homes.

Sustaining Success

The food bank will continue to host the website to register volunteers and promote gleaning events. Food bank staff are committed to making gleaning events a positive experience for volunteers, families, and community members. One of the benefits of the gleaning program is the food bank's engagement with the community. A surprising benefit has been that volunteers and food bank staff report that gleaning is a relaxing experience.

The Merced County Department of Public Health plans to analyze the nutritional contribution of the gleaned produce. The public health department will also continue providing nutrition education and liability and gleaning information to its staff and community partners.

Contact: Stephanie Russell, Project Coordinator, Merced County Department of Public Health, 209.381.1161, <u>srussell@co.merced.ca.us.</u>

Favorite Quote

"It truly is a stress reliever to know that you are picking something that has a purpose."

—Earla Anderson, Merced County Food Bank

Keywords: 5 Life Skills - Concern for the Community, Food Assistance, Food Insecurity, PSE

Related Framework Indicators: Healthy Eating Behaviors (MT1), Organizational Partnerships (ST7)

Socio-Ecological Framework: Environmental Setting, Social and Cultural Norms and Values

Approaches: Community and public health approaches (community-focused, population-based interventions)



The SHOP Healthy Here (SHH) healthy retail recognition program was supported, in part, through funding provided by the Centers for Disease Control and Prevention Cooperative Agreement DP-1305, State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health (known as "Prevention First" in California) and, in part, by the United States Department of Agriculture's (USDA) Supplemental Nutrition Assistance Program-Education (SNAP-Ed.) USDA SNAP-Ed is an equal opportunity provider and employer.

