



Partnerships with Retail

**A Training on Effective
Partnerships in Retail Settings**

September 24, 2015

Presented by:

Allyson Conwell, GALEWiLL Design

**In collaboration with the North Coast & Cascades
Training and Resource Center**

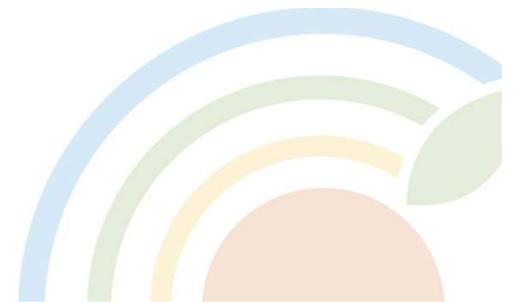
Today's Agenda

- **Introductions**
- **Objectives & Outcomes**
- **Why Retail**
- **Where is Retail**
- **How “to do” Retail**
- **Collaborating with Tobacco Control (TCP)**
- **How to Partner with Retail**
- **Bring it to the Store**
- **Best Practices and Final Q&A**



Introductions

- **What is your favorite place to get fresh fruits and vegetables and why?**
- **What do you like best about the place you go to do your grocery shopping?**



Objectives & Outcomes

- Describe how Retail partnerships can promote increased consumption of fruits and vegetables in low-income communities.
- Identify traditional and non-traditional settings for Retail partnerships.
- Align strategies to collaborate with local TCP Healthy Stores for a Healthy Community Campaign

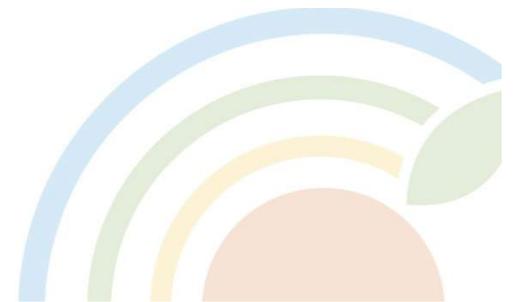


Objectives (cont.)

- **Demonstrate the versatility and opportunities for Retail partnerships to provide direct and indirect nutrition education.**
- **Understand strategies for leveraging Retail partnerships to promote PSE changes.**
- **Encourage “outside-the-box” thinking!**

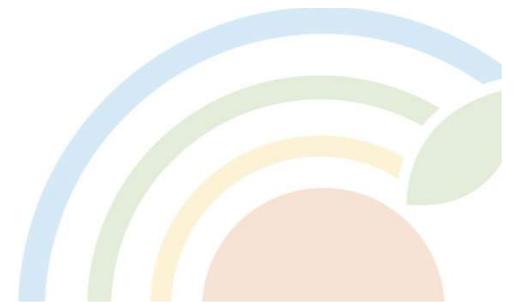


WHY RETAIL



What is Retail?

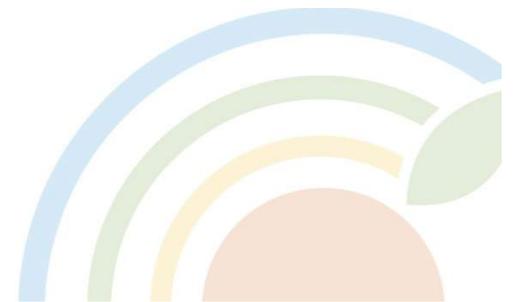
Strong partnerships with produce industry and food security organizations that create empowering environments to facilitate positive behavior changes among low-income Californians.





Retail Value Statements

- **Promote healthy eating and active lifestyles**
- **Loyalty and empathy for low-income target audience**
- **Knowledge and understanding of audience diversity and partners' needs**
- **Goal setting and strong communications skills**



Retail Resources

- Turnkey promotional materials and activities that promote increased sales
- Evidence- and science-based (USDA Dietary Guidelines, *ChooseMyPlate*)
- Effective, easy-to-use merchandising materials
- Consumer tested
- Align with other programs and campaigns

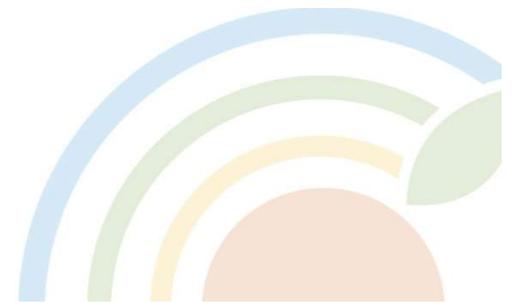


Retail & PSE Changes

- Increase quantity, quality, affordability
- Promote healthy choices in stores
- Participate in other community programs
 - Farm to School/Farm to Fork
 - Harvest of the Month
- Build upon national messaging
 - *ChooseMyPlate, F&V More Matters*
- Make “healthy choice” →
the “easy choice”



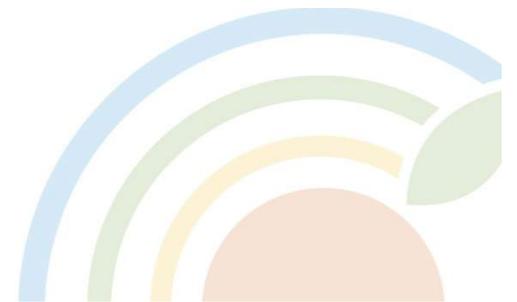
WHERE IS RETAIL





Traditional Settings

- **Grocery stores/supermarkets**
- **Discount food stores**
- **Corner stores (“c-stores”)**
- **Restaurants, food courts**
- **Farmers’ markets, farm stands**

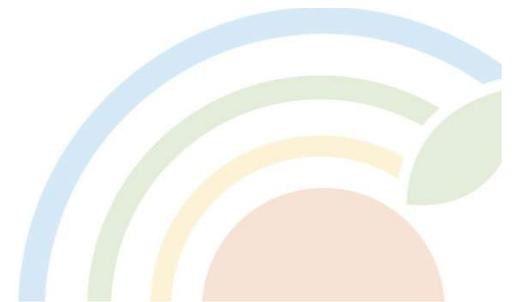


Non-Traditional Settings

- Cafeterias (worksites, schools)
- Produce industry stakeholders
- Food Banks
- CalFresh Offices
- WIC Offices
- Others _____



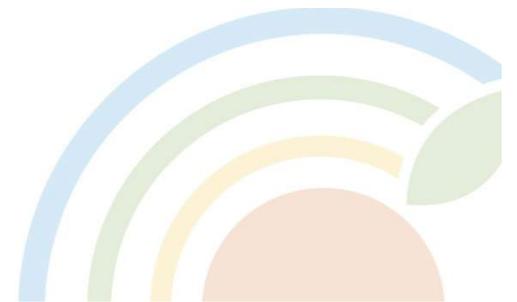
HOW "TO DO" RETAIL



Partnerships

- **Merchandising and Promotions**
 - Shopper-focused
 - NEOP resources
- **Corporate Social Responsibility**
 - Community-focused
 - HOTM, Farm to School, Worksites
- **Fruit & Vegetable/Health Education**
 - Retailer-focused (independent)
 - Industry resources





Merchandising & Promotions

- **Promote resources from NEOP Campaigns & Programs**
 - Produce Quick Tips
 - Recipe cards & cookbooks
 - Retail signage
 - Harvest of the Month newsletters & signs
- **Engage youth and families**
 - Store tours
 - Recipe cards
 - Taste tests



Merchandising & Promotions

- **Commitment ranges from Low to High**
 - **Point-of-sale merchandising**
 - **In-store signage & PA announcements**
 - **Healthy food/beverage demonstrations**
 - **Taste tests**
 - **Samples for schools, worksites**
 - **Food drives for local food banks**
 - **Store tours**



“We always encourage children to at least try it...and usually when they taste it, their eyes light up. The more you can focus on this at an early age, you can inspire them to have those kinds of healthy eating habits later in life.”

**~ LHD Staff from Monterey County
(on Retail taste testing)**



COLLABORATING WITH TOBACCO CONTROL PROGRAM





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What is the HSHC Campaign?

- The Healthy Stores for a Healthy Community campaign is a statewide collaboration between tobacco, nutrition and alcohol prevention partners.
- Website:
HealthyStoresHealthyCommunity.com



NEOP's Retail Program & TCP's HSHC Campaign

- **Combined objectives**
 - Make community healthier place to live
 - Promote a vibrant business community
- **Compounded messages**
 - Look at the overlaps (do's and don't's)
- **Community-based support**
 - Residents
 - Businesses



How to Partner with TCP

- **Start with research (learn)**
- **Make a Connection (contact)**
 - A person, a resource, a store
- **Work together (collaborate)**
- **Follow-through (evaluate)**





CAMPAIGN RESOURCES

Regional Data

Project Partners

Visuals

Videos

Additional Resources

Sources

- > **Alameda**
 - > County Data (English) (Spanish)
 - > News Release (English) (Spanish)
 - > County Map
 - > Data Charts
 - > Visuals
 - > Supporting Documents

- > **Alpine**
 - > County Data
 - > News Release
 - > County Map
 - > Data Charts
 - > Visuals
 - > Supporting Documents

- > **Amador**
 - > County Data
 - > News Release
 - > County Map
 - > Data Charts
 - > Visuals
 - > Supporting Documents

- > **Berkeley (City)**
 - > City Data
 - > News Release
 - > City Map
 - > Data Charts
 - > Visuals
 - > Supporting Documents

- > **Butte**
 - > County Data (English) (Spanish)
 - > News Release (English) (Spanish)
 - > County Map
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 - > Supporting Documents

- > **Calaveras**
 - > County Data
 - > News Release
 - > County Map
 - > Data Charts
 - > Visuals
 - > Supporting Documents

- > **Colusa**
 - > County Data
 - > News Release
 - > County Map
 - > Data Charts
 - > Visuals
 - > Supporting Documents

- > **Contra Costa**
 - > County Data
 - > News Release

- > **Los Angeles**
 - > County Data (English) (Spanish)
 - > News Release (English) (Spanish)
 - > County Map
 - > Data Charts
 - > Visuals
 - > Supporting Documents

- > **Madera**
 - > County Data
 - > News Release
 - > County Map
 - > Data Charts
 - > Visuals
 - > Supporting Documents

- > **Marin**
 - > County Data
 - > News Release
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 - > Data Charts
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 - > Supporting Documents

- > **Mariposa**
 - > County Data
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- > **Mendocino**
 - > County Data
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- > **Merced**
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- > **Modoc**
 - > County Data
 - > News Release
 - > County Map
 - > Data Charts
 - > Visuals
 - > Supporting Documents

- > **Mono**
 - > County Data
 - > News Release

- > **San Francisco**
 - > County Data (English) (Spanish)
 - > News Release (English) (Spanish) (Chinese)
 - > County Maps
 - > Data Charts
 - > Visuals
 - > Supporting Documents

- > **San Joaquin**
 - > County Data
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- > **San Luis Obispo**
 - > County Data
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- > **San Mateo**
 - > County Data
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- > **Santa Barbara**
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- > **Santa Clara**
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- > **Santa Cruz**
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- > **Shasta**
 - > County Data



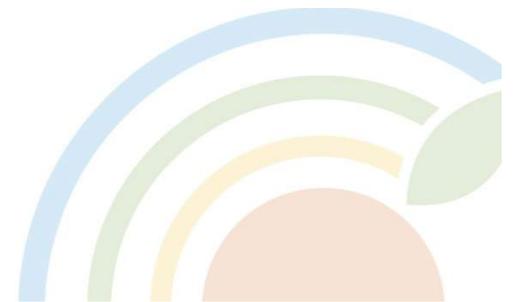
**BREAK:
"SUPERMARKET PA SWEEP"**



MID-TRAINING REVIEW



HOW TO PARTNER WITH RETAIL



Sizing Up Your “Store”

- **Do a Store Assessment**
 - Identify potential qualifying partners
- **Research the store landscape, barriers, existing partnerships (TCP), etc.**
- **Know the legal landscape in your area**
- **Determine point-of-contact(s)**
- **Create your “Sales Pitch” and proposed Retail Partnership Plan**



Partnership Levels

- **Low (involvement)**
 - Point-of-sale merchandising
 - Store signage
- **Mid (involvement)**
 - Recipes & newsletters
 - Healthy food/beverage demonstrations
- **High (commitment)**
 - Engaging youth and families
 - Worksite program for staff



Talk Retail Sales

- **Talk business first**
 - Sales, profits, customer satisfaction
- **Repeat their messaging, brand**
- **Practice effective communications**
 - Prepare, Question, Learn, Paraphrase, Follow-up
- **Get everyone on board**
 - Store staff, customers

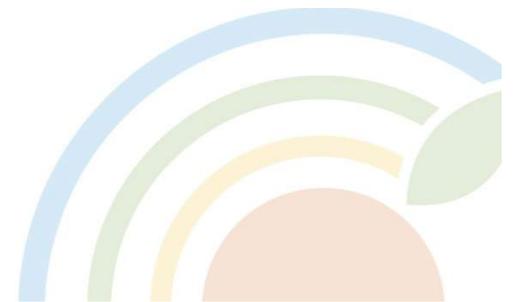


**“Harvest of the Month signage
has increased our sales and
promotes healthy eating...
It’s the right thing to do.”**

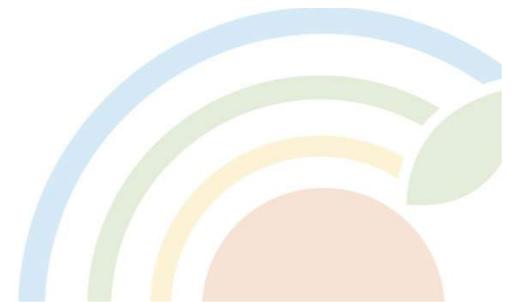
**~ Retailer, Cost Less Grocery Store
Sacramento**



BRING IT TO THE STORE



Small Group Activities



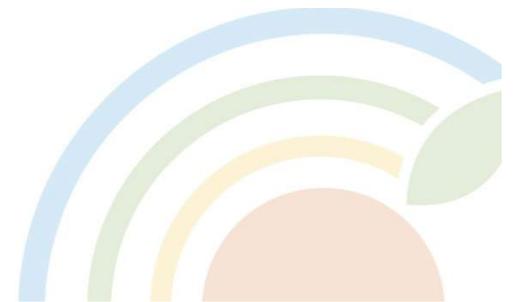
Role Playing

Choose two settings from list below and describe how you would approach them with a Retail partnership and what resources/activities you would share.

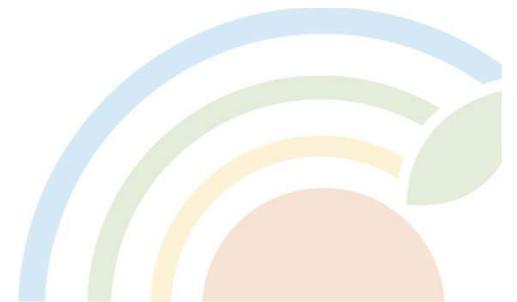
- Grocery store/supermarket
- C-store
- Local farmers' market or roadside stand
- CalFresh/WIC office
- Food bank
- Other (your choice!)



ROLE PLAYING DEBRIEF



RETAIL BEST PRACTICES



Strategies for Retail Success

- **Start small**
- **Partnership maintenance**
 - Offer additional trainings, share new materials, regular check-ins
- **Collaborate with other programs**
- **Monthly themes/calendar of events**
- **Keep kids involved**
- **Go “extra mile” (community involved)**
- **Do the “heavy” lifting**



FINAL Q&A



Helpful Resources

- www.cdph.ca.gov/programs/NEOPB/Pages/RetailProgram.aspx
- www.HealthyStoresHealthyCommunity.com
- NEOP's "How to Engage Store Owners" (recorded webinar)
- ChooseMyPlate's Healthy Eating on a Budget – www.choosemyplate.gov/budget
- NEOP Retail Fruit & Vegetable Marketing Guide (English and Spanish)



If you have more questions...

- **Email:**
 - Allyson Conwell: allyson@galewill.com
 - Jen Murphy: jemurphy@csuchico.edu
 - Your State Program Manager and/or Project Officer



Thank you for your time...

- *What did you think?*
- Please let us know by completing the Training Survey that will be sent to you early next week.

