

CX3 for Healthy Retail in San Francisco



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Agenda

- ❖ **Review Retail Assessment findings**
- ❖ **Community Engagement Process**
- ❖ **Nutrition Education in Stores**
- ❖ **Connecting Residents to Healthy Food**
- ❖ **Ongoing Healthy Retail Collaborations**

The Four Neighborhoods

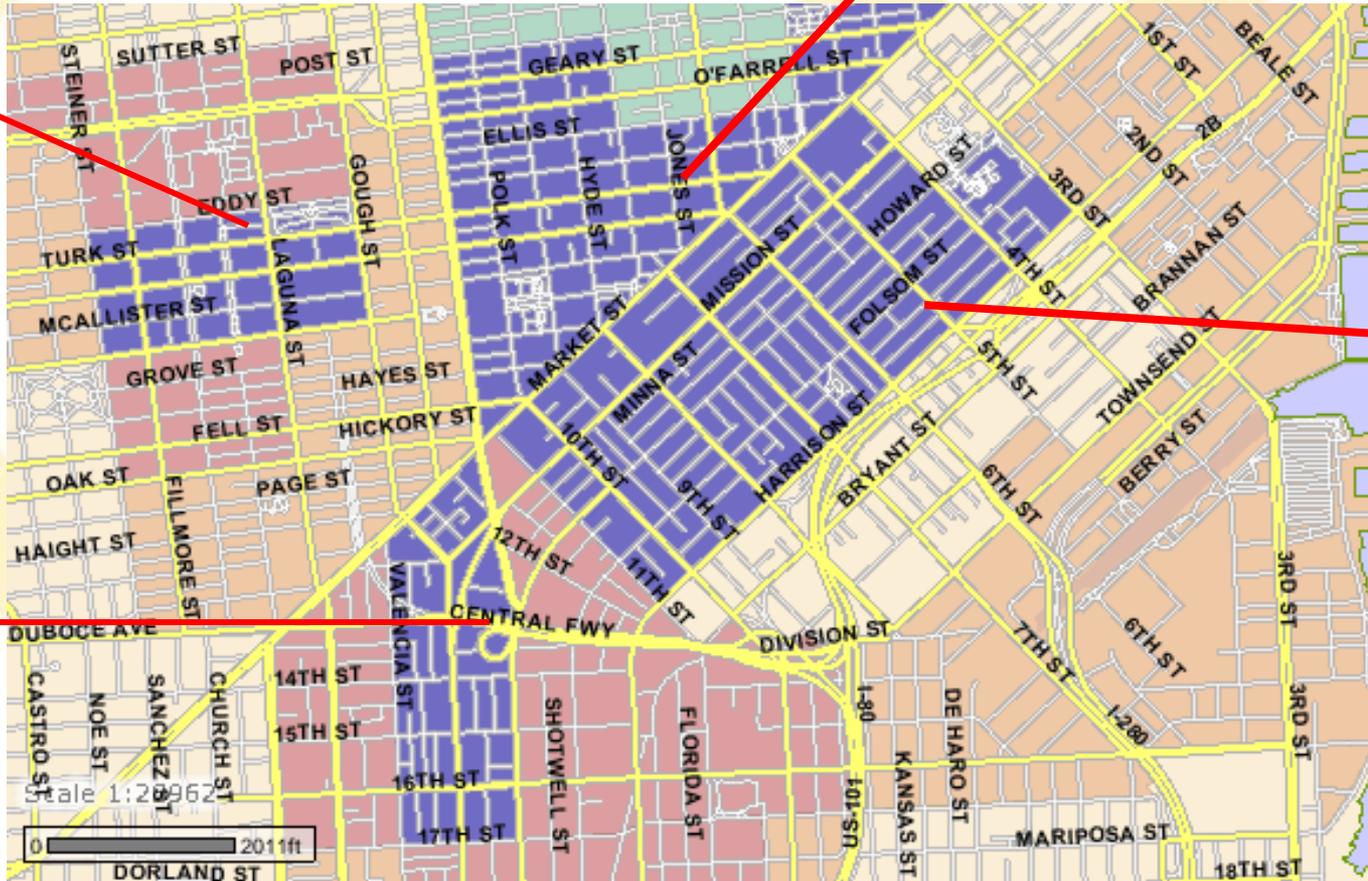
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Tenderloin

Western
Addition

South of
Market

Mission



Key Neighborhood Findings



Four neighborhoods are out-of-balance from a nutrition and health perspective

- Characterized by limited access to affordable, healthy foods
- Dominated by stores where packaged, less healthy food is prominent
- 52.6% of San Francisco County are overweight or obese*
- <5% of fast food outlets meet state standards
- The Mission is the only neighborhood where local stores meet state standards (33%). All other neighborhoods were 0%.



■ *based on BMI, California Health Interview Survey, 2009

Neighborhood Snapshots: Tenderloin and South of Market



San Francisco Public Health Department Communities of Excellence Neighborhood Analysis	Tenderloin	South of Market
Total population	19,923	12,606
Percent of population living in poverty ¹³	62%	53%
Number of schools	1	1
Number of parks and playgrounds	5	3
Number of farmers markets	1	0
Number of supermarkets or large grocery stores	0	2
Percent of population living within a half mile of a supermarket or grocery store	0%	50%
Proportion of supermarkets or large grocery stores with convenient public transit	0/0	2/2
Number of small markets and other food stores	9	4
Number of convenience stores	33	9
Number of fast-food outlets analyzed (all types)	19	21
Fast-food chain outlets within a half mile of schools, parks & playgrounds that offer promotional toy give-aways	2	2
Ratio of fast-food outlets to population	1:1049	1:600
Index of unhealthy to healthy food sources ¹⁴	97% to 3%	92% to 8%
Total Neighborhood Food Store Quality (% meet standards)	0%	0%
Fast Food (% meet standards)	5%	0%

Pleasant Surprises!



Amigo's Market, Tenderloin

Score: 66

Sells a variety of fresh fruit and vegetables

Does not sell alcohol



SOMA (Mi Tierra) Market

Score: 74

Sells a variety of fresh fruit and vegetables

Sells other healthy food products

Opportunities

- **7 stores in the Tenderloin** were close to meeting a quality score of 75 points
- **2 stores in South of Market** were close to meeting a quality score
- With some help, these stores could:
 - Better serve neighborhood
 - Offer access to healthy foods
 - Play a role in improving health

Raising the Score

- **Tenderloin:**
 - Amigo Market (66)
 - Battambang Market* (65)
 - Bread & Butter (65)*
 - Golden Gate Market (69.5)
 - K&S Market (67) - closed
 - Mid-City Foods (68.5)
 - Radman's Produce Market (65)
- **South of Market:**
 - Harvest Urban Market* (71)
 - Mi Tierra Supermarket (74)



**FGP not working with these stores*

How to Raise Store Scores

- Interior Ads for healthy foods (1-2 points)
- Better prices for Fruits and Vegetables (9-10 points)
- Exterior Ads for healthy foods (2 points)
- Stock quality fresh produce (16 points)



Community Engagement

- ❖ **Joined Tenderloin Food Justice, later the Tenderloin Healthy Corner Store Coalition**
- ❖ **Shared data from Mapping and Field Assessments**
- ❖ **Joined Citywide Healthy Food Retail Group**
- ❖ **Participate in the Healthy RetailSF Process**

Emerging Healthy Food Retail Stores

- Apple Market
- Amigo's Market
- Golden Gate Market
- Radman's Produce
- Mid-City Foods
- SOMA Supermarket



Owner hanging up The Flavor of Life poster & wearing the Champions for Change apron!



***Rethink Your Drink!
Educating Customers and Staff***

Working with Retailers

BEFORE

- ❖ Introduce CX³ to store managers and owners
- ❖ Share nutrition information & resources
- ❖ Provide ongoing technical support
- ❖ Rethink Your Drink events at stores
- ❖ Store assessments on customer satisfaction and value of in-store healthy food promotion



What Customers Said

- ❖ Pre & Post assessments of store product mix, customer satisfaction and value of in-store healthy food promotion for each store
- ❖ Most popular purchased items: *100% juice, milk, soda, fresh fruits, fresh vegetables, bread & tortilla* *
- * *suggests consumers do purchase food staples at local corner stores*
- ❖ Seventeen out of 53 customers (**32%**), surveyed, noticed the Healthy Retail Program marketing materials
- ❖ Thirteen out of 17 customers (**76%**) who noticed these materials reported this influenced them to purchase healthier items
- ❖ Fifty-two out of 53 customers (**98%**) reported rating their store five or higher on a 10 point scale (10 being the most favorable), compared to other stores

Current CX3 Work

- Provide Technical Assistance to Healthy Retail Efforts, Share Data and Support Research on Healthy Retail
- Collaborate with Tenderloin Healthy Corner Store Coalition to improve the Corner Stores with the best scores
- Support high scoring stores by providing Nutrition Education Materials
- Engage Community Partners to do Grocery tours and label reading education



More Current CX3 Work

- Collaborate with Tenderloin Healthy Corner Store Coalition, Southeast Food Access and Healthy RetailSF to train Food Justice leaders, Food Guardians and Store Staff on Produce Handling
- Collaborate with Healthy RetailSF to develop branding and nutrition education tools
- Promote Healthy Retail to other Local Implementing Agencies through the County Work Plan Process

