



Sonoma County Healthy Food Outlet Project

Network for a Healthy California – Retail Program Webinar

December 5, 2012

**Five to nine times more
less healthy food sources
than healthier food sources**



2008

Project Goals



Pilot Stores –Baseline

		Produce Stocked	Marketing & Promotion	Food Assistance	Other	Total Score
		Max = 60 Meets = 51+	Max = 20 Meets = 12+	Max = 10 Meets = 5+	Max = 10 Meets = 7+	Max = 100 Meets = 75+
Store 1	Large Grocery	60	7	10	8	85
Store 2	Large Grocery	57	7.5	9	10	83.5
Store 3	Small Market	45	6.5	0	6	57.5
Store 4	Small Market	46	7	5	4	62
Store 5	Large Grocery	57	8	9	10	84

The Pilot

- Engage
- Commitment
- Assess
- Tech Assistance
- Reassess
- Recognize

Our Commitment to Customer Health

Our food outlet is committed to helping improve the health of our customers and the community by making ongoing healthy changes in our store. These changes may include, but are not limited to, the following:

- Providing a variety of good quality fresh fruits and vegetables at reasonable prices.
- Offering whole grain products, such as brown rice and whole grain bread.
- Selling reduced fat dairy products, such as 1% or nonfat milk and low-fat cheese.
- Offering lean cuts of meat, tofu, and/or fish.
- Keeping alternatives to soda in stock, such as unsweetened tea, milk, water, and 100% juice.
- Offering healthier snacks, like nuts, unsweetened dried fruits, and baked chips.
- Placing healthy foods in the checkout area.
- Limiting unhealthy items, such as candy and soda, in the checkout area.
- Working with distributors to provide and prominently display products that are good tasting and healthier for our customers.
- Limiting advertising for unhealthy foods and products, both inside and outside the store.
- Posting ads or materials that promote healthy foods, both inside and outside the store.
- Offering special events, such as tastings and/or promotions, so customers can try new, healthier foods.
- Accepting vouchers for CalFresh (California's Supplemental Assistance Nutrition Program, also known as the food stamp program) and the Women, Infants and Children (WIC) supplemental food program, if possible, and posting the signs provided by the programs.
- Complying with Lee Law, if we are an alcohol retailer, by limiting window and door advertising.
- Maintaining all store licensing and food safety requirements.



A project of the Community Activity and Nutrition Coalition of Sonoma County

Pilot Stores – Follow-up

		Produce Stocked	Marketing & Promotion	Food Assistance	Other	Total Score
		Max = 60 Meets = 51+	Max = 20 Meets = 12+	Max = 10 Meets = 5+	Max = 10	Max = 100 Meets = 75+
Store 1	Large Grocery	57	11.5	9	8	85.5
Store 2	Large Grocery	57	11.5	9	6	83.5
Store 3	Small Market	51	14.5	10	6	81.5
Store 4	Small Market	52	13.5	5	2	72.5
Store 5	Large Grocery	58	11	9	6	84

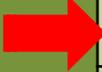
Project Expansion



Baseline

		Produce Stocked	Marketing & Promotion	Food Assistance	Walkability & Safety	Total Score
		Max = 60 Meets = 51+	Max = 20 Meets = 12+	Max = 10 Meets = 5+	Max = 10	Max = 100 Meets = 75+
Store 3	Large Grocery	60	7	10	8	88
Store 4	Large Grocery	57	7.5	9	10	83.5
Store 7	Large Grocery	57	8	9	10	84
Store 1	Small Market	47	6	4	8	65
Store 2	Small Market	47	7.5	4	3	61.5
Store 5	Small Market	45	6.5	0	6	57.5
Store 6	Small Market	46	7	5	4	62
Store 8	Small Market	44	8	5	10	67
Store 9	Small Market	55	9	4	10	78
Store 10	Small Market	46	5	4	6	61
Store 15	Small Market	43	2.5	10	3	58.5
Store 11	Convenience	29	5	0	4	38
Store 12	Convenience	13	5	0	6	38
Store 13	Convenience	3	5.5	0	10	24
Store 14	Convenience	20	5	5	6	36

Follow-Up

		Produce Stocked	Marketing & Promotion	Food Assistance	Walkability & Safety	Total Score	
		Max = 60 Meets = 51+	Max = 20 Meets = 12+	Max = 10 Meets = 5+	Max = 10	Max = 100 Meets = 75	
	Store 3	Large Grocery	53	13.5	10	8	84.5
	Store 4	Large Grocery	48	8.5	10	4	70.5
	Store 7	Large Grocery	58	8	9	10	85
	Store 1	Small Market	50	12	10	6	78
	Store 2	Small Market	52	14	10	8	84
	Store 5	Small Market	51	14.5	10	6	81.5
	Store 6	Small Market	49	15.5	5	4	73.5
	Store 8	Small Market	43	10.5	5	8	66.5
	Store 9	Small Market	55	13.5	10	8	86.5
	Store 10	Small Market	51	7	5	10	73
	Store 15	Small Market	48	11	10	6	75
	Store 11	Convenience	33	5.5	0	8	46.5
	Store 12	Convenience	6	5	0	10	21
	Store 13	Convenience	8	6.5	0	8	22.5
	Store 14	Convenience	22	7	5	8	42

Challenges

- Too many parts
- Walkability score
- Produce delivery
- Business training
- Program efficacy
- Sustainability
- Store champion



“The stores where we were most successful have someone other than the owner that is motivated or has been empowered to make some changes.”

~ Laurie Hiatt, Contractor

Healthy Food Outlet Project

Phase II

Toolkit Update

Program Update

Improved Evaluation

Inform Policy &
Systems Change



**Sonoma County
Healthy Food Outlet
Project Toolkit**

**Making Healthy Changes for a
Healthier Community**



2013

2014

2015

2016



Danielle Moreno, MPH

**County of Sonoma Department
of Health Services**

(707) 565-6629

Danielle.Moreno@sonoma-county.org

Laurie Haitt, MPH

Healthy Food Outlet Project Contractor

(707) 836-1012

lauriehiatt@yahoo.com