


Partnering with Small Stores to Improve the Retail Environment





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Sponsored by the Inland Desert Training & Resource Center at UC San Diego's Center for Community Health

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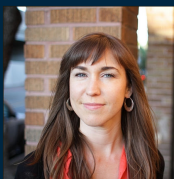
Today's guest speakers



Chelsea Baron
Retail Program Manager,
UCSD Center for
Community Health



Andrea Morey
Program Coordinator,
County of Riverside
Department of Public
Health



Clare Fox
Director of Policy and
Innovation, LA Food Policy
Council
Healthy Neighborhood
Market Network

Setting the tone



POLL **WHO ARE YOU?**

- Learning about healthy retail strategies
- Working on a pilot healthy retail program
- Running a full-scale healthy retail program
- Implementing a healthy retail policy

What does
healthy
retail mean
to you?



What store-level strategies
will you use to get there?



POLL QUESTION

- Increase the availability of healthy foods
- Improve healthy food marketing
- Change the placement of healthy foods so they are more prominent
- Increase promotions and discounts on healthy foods
- Decrease the availability of unhealthy foods
- Other (type into chat box)



What are
store-level
barriers to
improving the
retail
environment?

POLL QUESTION

- Storeowner skill and knowledge
- Storeowner attitude towards carrying healthy food
- Customer demand for healthy food
- Working with distributors to get healthy food
- Other (type into chat box)



How will you get storeowners
from Point A to Point B?

Agenda

- Healthy food retail certification programs
- Working with storeowners
- Crafting an incentive package
- Lessons from the field: Q+A with guest speakers



Housekeeping

- Ask questions via chat box
- Share your experience via chat box
- Turn off distractions
- Turn up engagement



Healthy Food Retail Certification Programs



What are the elements of a strong certification program?

What are the elements of a strong certification program?



SCOPE

What are the elements of a strong certification program?



SCOPE

1) Geographic area

What are the elements of a strong certification program?



SCOPE

- 1) Geographic area
- 2) Eligibility requirements

What are the elements of a strong certification program?



SCOPE



STANDARDS

Example: St. Louis Healthy Corner Store Project

Take Small Steps to Sell Healthier Foods



- Step 1:** Offer more fresh fruits and vegetables, bottled water and eggs. See page 21 for fresh produce with a longer shelf life.
- Step 2:** Feature healthy food options in your store. Post signs directing customers to healthy foods.
- Step 3:** Add whole grains and healthy fats to the register and sell to your community's cultural and packaged foods.
- Step 4:** Stock more healthy snack items like baked chips, low-salt peanuts, reduced-fat granola bars or low-fat yogurt.
- Step 5:** Stock more bottled water and 100% juices.

© St. Louis Healthy Corner Store Project

Step 1: Stock bottled water and 100% juices

Always display bottled water and 100% juice in the store to stock more bottled water along with fruit and vegetable juices.



Product category to stock	Product examples
Bottled water	Regular unsweetened drinks and water
100% fruit/vegetable juice	100% fruit/vegetable juice
100% fruit/vegetable juice	100% fruit/vegetable juice
100% fruit/vegetable juice	100% fruit/vegetable juice

- Tip:**
 - Place water in the back of the store for easy access. Bottled water has a long shelf life.
 - Look for the words "100% juice" on the label to be sure it is the real healthy option.
 - Regular vegetable juice can be very high in salt (sodium). Reduced-salt and low-sodium are healthy options.
 - 100% fruit and vegetable juice have fewer additives and more sugar than 100% juice.

© St. Louis Healthy Corner Store Project

What are the elements of a strong certification program?



SCOPE



STANDARDS



INCENTIVES

What are the elements of a strong certification program?



SCOPE



STANDARDS



INCENTIVES



ENFORCEMENT

	<p>Memorandum of Understanding A Riverside Healthy Corner Store Project</p>	<p>The following parties pledge to uphold the standards listed above and will continue to collaborate with community members to make the neighborhood a healthier place to live.</p>
<p>A Riverside Healthy Corner Store is a local retail food store that collaborates with the Eastside H&A Zone Initiative and the community to promote healthy food access and to discourage activities that are detrimental to the well-being of the community. It does so by stocking and advertising healthful products, encouraging healthy practices in the activity of the store, adding by existing laws, and participating in activities that meet the nutritional needs of local community residents.</p>		<p>Name (Owner): La Tapala</p>
<p>The Memorandum of Understanding outlines the activities that will be provided by the Eastside H&A Zone in a supporting role to implement the Riverside Healthy Corner Store project at La Tapala, 2000 University Ave, Riverside, CA 92507. These services will be provided to La Tapala for compliance with specified criteria. The Agreement will be effective for the period of September 1, 2014 to March 31, 2016.</p>		<p>Riverside Healthy Corner Store Project Coordinator</p>
<p>La Tapala agrees and is committed to the well-being of the neighborhood and pledges to do the following:</p>		<p>Date</p>
<ul style="list-style-type: none"> Stock a variety of high quality fresh fruits and vegetables Stock whole grain products Stock healthy and safe dairy products Keep prices of healthy foods affordable by participating in Federal Nutrition programs such as WIC and SNAP Listen to and try to accommodate customers' requests for healthy foods Display healthy foods prominently in the store Label and provide healthy items Limit the advertising of unhealthy foods, drinks and substances Remove items past the safety date from shelves Maintain high standards of cleanliness and safety inside and outside the store Adhere to all laws regarding sales of tobacco and alcohol to minors <p>Eastside H&A Zone will support the Riverside Healthy Corner Store Project by:</p> <ul style="list-style-type: none"> Providing free marketing and advertising through a local media campaign, including leaflets, press opportunities, and in-store promotional materials (posters, window decals, staff shirts, etc.) Assisting the store in meeting the goals agreed upon in the Riverside Healthy Corner Store Project Plan Monitoring the store's progress, including bi-annual formal evaluations and monthly informal check-ins with the storeowner 		

What are the elements of a strong certification program?



SCOPE



STANDARDS



INCENTIVES

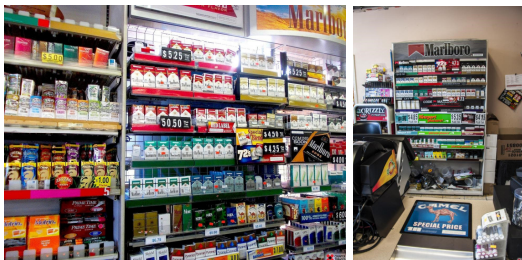


ENFORCEMENT

What about tobacco?



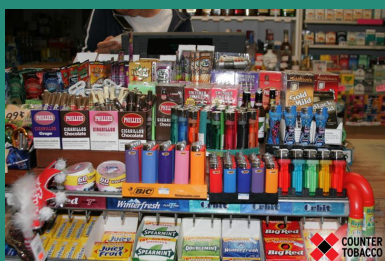
Point of sale advertising



Storefront advertising



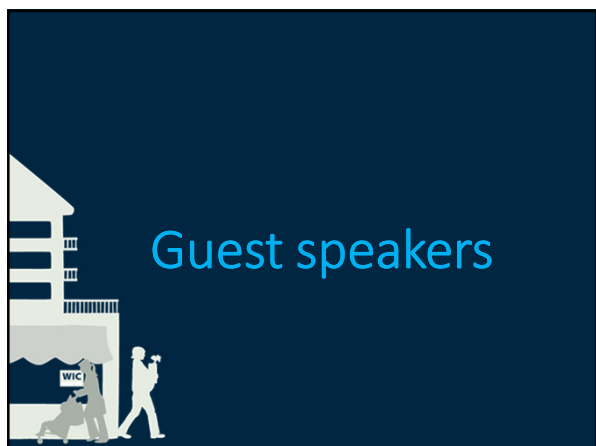
Idea: Restrict type of amount of tobacco

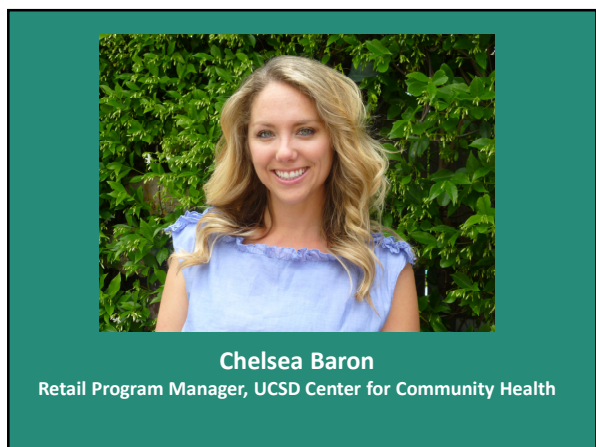


Idea:
Reduce advertising



Images: Burlington Partnership for a Healthy Community

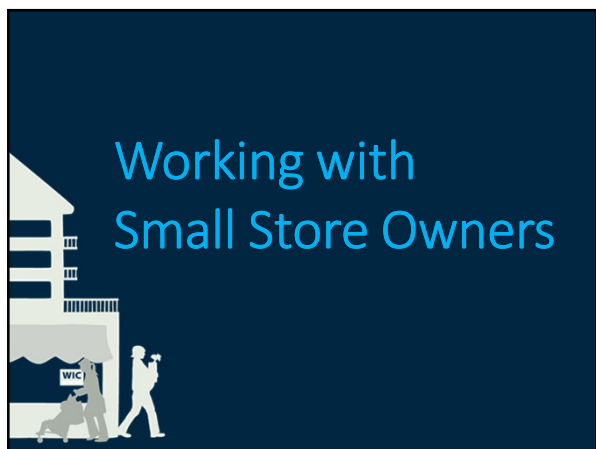








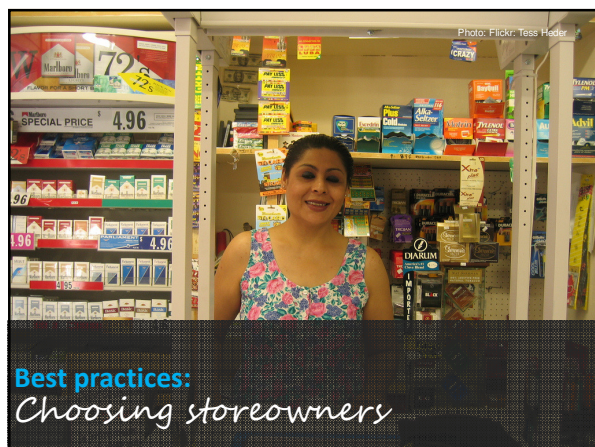
Clare Fox
Director of Policy and Innovation, LA Food Policy Council
Healthy Neighborhood Market Network





Small stores 101:
The business perspective







Resource:
CX3
assessment
tool

Recommendation:
Conduct store
readiness
assessment in
conjunction with
CX3 tool






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for CHANGE



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Activity 2
Baseline Store Assessment

This activity is intended for webinar participants who are new to healthy retail efforts altogether, and who have not yet begun working with storeowners.

Purpose

The purpose of the baseline store assessment is to collect information that informs a healthy food retail program. This assessment occurs before a store owner is formally approached about participating in a program. It can also help public health advocates learn more about small store retail environments in their community.

Directions

The objective of the store readiness assessment is to spend 10-15 minutes browsing an entire store, observing the storeowner's interaction with customers, and making a small purchase. Making a purchase is a best practice, but it is not mandatory.

When you conduct the assessment, pose as a customer, dress casually and take mental notes. Do not carry survey materials with you. Once you leave the store, fill out the assessment as soon as possible away from the store. It is a good idea to memorize the survey questions before you enter the store.

The entire assessment should take 20-30 minutes.

Assessment

Store Name: _____

Date of assessment: _____

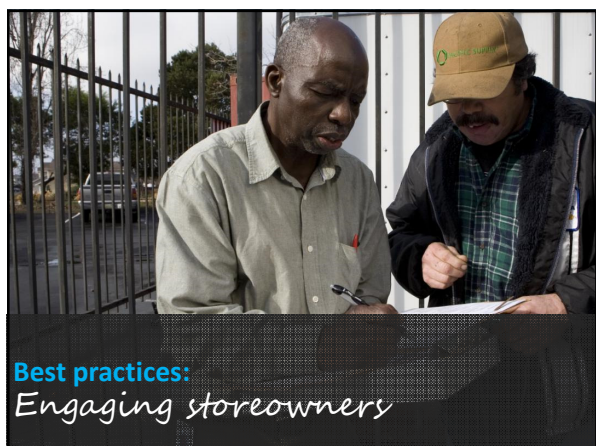
Name of person conducting the assessment: _____

1. Describe the outside of the store.

What does it look like?

Example: Eat Fresh Live Well
(Toledo-Lucas County, Ohio)





Tips for initial in-store visit

- ☒ Store opening is ideal time
- ☒ Make a small purchase
- ☒ Keep your intro concise and clear
- ☒ Follow through!

Program staff *speak*

If you want to successfully work with small store owners, you need to get to know them...

Public Health Official

Program staff *speak*

See them as individuals that have families to feed and who are proud business owners. Ask them about their history and what their vision for their store's future is. Find out what they are passionate about and what their values and future goals are.

Public Health Official

Program staff *speak*

...then engage them where their values and goals overlap with your project's values and goals.

Public Health Official



Best practices:
Maintaining the relationship

Storeowners speak

A lot of people are already changing; they are eating more fruit. Instead of coming to buy a chocolate or some chips, they now buy an apple or an orange.

I like [selling fresh foods]. The customers are starting to ask for it.

Nash Saadeh, owner of Professor Market, Cleveland, Ohio

Pablo Diaz, manager of Corner Food Market, Philadelphia, Pennsylvania

Storeowners speak

I always knew we were missing some things and wanted to make change, but we needed the encouragement to do it. This was our opportunity to make positive change.

Martin Ramirez, co-owner of Vicky's Produce, Watsonville

Storeowners speak

I feel this is good for the community ... It's going to be a benefit because I know the customers need a real grocery store.

Kyle Nosal, owner of Edgehill Grocery, Nashville, Tennessee

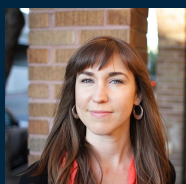
Q&A



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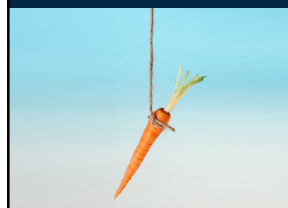


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Crafting an incentive package



What's an incentive?



What's an incentive?

"A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty."

- Winston Churchill

When should I use incentives?

- ✓ To encourage innovation
- ✓ To reduce financial risk
- ✓ To build storeowner skills



incentives don't
have to be
monetary

Types of incentives

- ☒ Train storeowners
- ☒ Bring in new customers
- ☒ Renovate the store
- ☒ Make it easier to do business

☒ Train
storeowners

Offer business technical assistance



Image: http://extension.missouri.edu/stlouis/documents/HealthyCornerStore/St_Louis_Healthy_Corner_Store_Project_Corner_Store_Participation_Brochure_2013.pdf

Offer produce handling technical assistance



The Food Trust Sell Healthy! Guide

St. Louis Healthy Corner Store Resource Guide

Healthy on the Block: Healthy Corner Store Toolkit

Offer marketing technical assistance



<http://www.cdfp.ca.gov/programs/cfps/Pages/MarketMarketing.aspx>

POLL**WHICH OF THESE INCENTIVES ARE YOU LIKELY TO OFFER?**

- Offer business assistance
- Offer produce handling technical assistance
- Offer marketing technical assistance
- Other (write in chat box)

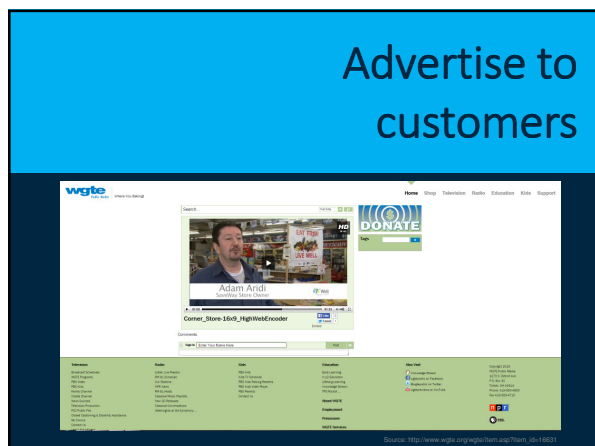


Bring in new customers

Host nutrition events
+ kickoff events



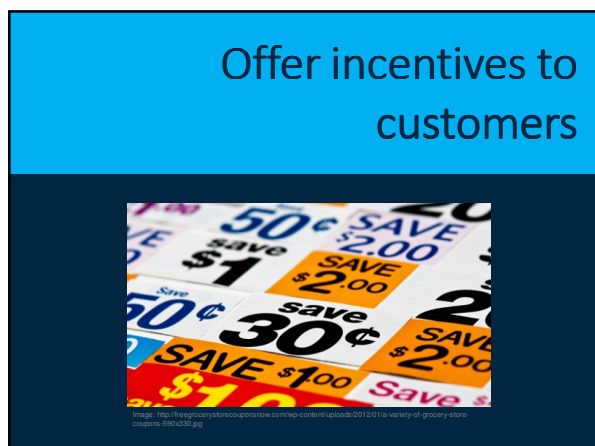
Advertise to customers



Use social media



Offer incentives to customers





POLL
WHICH OF THESE INCENTIVES ARE YOU LIKELY TO OFFER?

- Host nutrition and kickoff events
- Advertise to customers
- Use social media
- Offer incentives to customers
- Help stores accept WIC and SNAP

☒ Renovate the store

Renovation help can include:

- ✓ Offering loans or grants
- ✓ Providing free or low-cost equipment
- ✓ Improving the façade

POLL

WHICH OF THESE INCENTIVES ARE YOU LIKELY TO OFFER?

- Refer stores to a partner who can offer loans or grants
- Refer stores to a partner who can provide free or low-cost equipment
- Refer stores to a partner who can improve the façade



*Make it easier
to do business*

Lower storeowner costs for healthy products



POLL

WHICH OF THESE INCENTIVES ARE YOU LIKELY TO OFFER?

- Educate storeowners about local regulations
- Reduce administrative requirements, fees or taxes
- Connect storeowners to loan or grant programs
- Refer stores to a partner who can lower costs for healthy products

What are the business benefits?

- ✓ Increased sales, foot traffic, profit
- ✓ Business assistance
- ✓ Free advertising
- ✓ Assistance with regulations
- ✓ Better relationships

Guidelines for incentives

- ☒ Establish standards
- ☒ Align incentives to level of risk
- ☒ Link incentive to desired change
- ☒ Ask owner to contribute to incentive cost

Think about...

- How difficult is the change?
- What kind of support does the owner need?
- Will the incentive package prepare the retailer to go it alone?

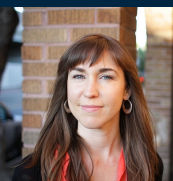
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HARVEST OF THE MONTH

Grapefruit

Look for grapefruit that feels smooth, plump, and has been hanging for some time. A few days of ripening is worth half of any harvest. A few days of ripening from good soil, water, and sun makes a difference.

Harvest of the Month: Pumpkin Punch poster

Pumpkin Punch

Practice your jumping and running skills.

UC San Diego Center for Community Health

Pumpkins

Harvest of the Month: Pumpkins

UC San Diego Center for Community Health

Meet the Farmer

The farm-to-table produce has been harvested for...

HEALTHY BODIES.ORG

Healthy Neighborhood Market Network







Healthy Food Retail Policy



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Learn about healthy food retailer certification programs!

changelabsolutions.org

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Thank You!

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