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Partnering with Small Stores to Improve the Retail Environment

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?

SCOPE

1) Geographic area
What are the elements of a strong certification program?

SCOPE
1) Geographic area
2) Eligibility requirements

Example: 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
What are the elements of a strong certification program?

What about tobacco?

Point of sale advertising
Idea: Restrict type of amount of tobacco

Idea: Reduce advertising
Guest speakers

Chelsea Baron
Retail Program Manager, UCSD Center for Community Health

Andrea Morey
Program Coordinator, County of Riverside Department of Public Health
Working with Small Store Owners

Small stores 101: The business perspective
Best practices:

Choosing storeowners

Resource:
CX3 assessment tool
Recommendation:
Conduct store readiness assessment in conjunction with CX3 tool

Example: Eat Fresh Live Well (Toledo-Lucas County, Ohio)
Best practices: Engaging storeowners

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.

Program staff speak

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

Best practices: Maintaining the relationship
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.

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.

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.
Q&A

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

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

Offer produce handling technical assistance

Offer marketing technical assistance
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
Attract SNAP and WIC participants

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
Educate storeowners about local regulations

Reduce administration requirements, fees or taxes

Connect storeowners to loan or grant programs
Lower storeowner costs for healthy products

Images: http://www.newhavenindependent.org/index.php/archives/entry/healthy_stores/

• 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

Poll
Which of these incentives are you likely to offer?

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?

Q&A

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Healthy Neighborhood Market Network
Lessons from the Field

Healthy Neighborhood Market Network
HARVEST OF THE MONTH

Healthy Neighborhood Market Network
Capitol Building:
Individually Impact
Healthy Neighborhood Market Network
Healthy Food Retail Policy

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Health on the Shelf

Learn about healthy food retailer certification programs!

changelabsolutions.org

Thank You!

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