

## Live Well Community Market Program

The *Live Well Community Market Program* assessment tool is used to collect information on the interior and exterior of markets (stores) in various communities throughout San Diego County. It assesses: compliance with alcohol and tobacco standards, alcohol/tobacco/food/beverage product stocking and advertising, acceptance of food assistance programs (EBT/WIC), and factors outside the market that influence safety and a welcoming atmosphere for shoppers. Data collected is used to place participating markets in Level 1, 2, or 3 of the program and used to inform suggested changes the market can make to become a healthier place to shop.



LIVE WELL  
SAN DIEGO  
COMMUNITY  
MARKET  
PROGRAM

**Answer all questions to the best of your abilities. Follow the skip logic described below. Please add notes. Questions 1-7 capture general information about you as an assessor and the market you are assessing.**

1. Your name (first & last): \_\_\_\_\_

2. Circle your organization:

County of San Diego Health & Human Services	UC San Diego Center for Community Health	SAY San Diego	Other: (write in)
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3. Date of visit (mm/dd/yyyy): \_ \_ / \_ \_ / \_ \_ \_ \_

4. Time of visit (hh:mm) \_ \_ : \_ \_

### General Market Information

5. Market name: \_\_\_\_\_

6. Market address (Street, City, Zip): \_\_\_\_\_

7. Market type (Circle one, descriptions of market types below):

SUPERMARKET CHAIN	MEDIUM	SMALL	CONVENIENCE
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**Supermarket chain:** a large market that sells food and other items, including canned and frozen foods, fresh fruits and vegetables, and fresh (raw) and prepared meats, fish, and poultry. It is owned by a company that has many markets such as Safeway or Von's. (This type of market has twenty or more employees and at least 4 cash registers.)

**Medium:** (not part of a large chain): a market that sells food and other items, including canned and frozen foods, fresh fruits and vegetables, and fresh (raw) and prepared meats, fish, and poultry. It may be part of a small regional chain of fewer than 5 markets or may be independent.

**Small:** usually an independent market that sells food including canned and frozen foods, fresh fruits and vegetables, and fresh (raw) and prepared meats, fish, and poultry as well as convenience items and alcohol.

**Convenience:** a market that sells convenience items only, including bread, milk, soda, snacks and may sell alcohol and gasoline. These markets do not sell fresh (raw) meat.

**Questions 8-24 assess the interior of the market and their availability of alcohol, tobacco, and related advertisements.**

Market Interior—Tobacco and Alcohol	Circle One				
8. Are there tobacco products for sale in the market (including electronic smoking devices, but not including rolling papers)? <b>If no, go to question 18.</b>	YES		NO		
9. Is the market's tobacco license clearly displayed?	YES		NO		
10. Are tobacco products easily accessible e.g., within reach without help from market staff?	YES		NO		
11. How many tobacco ads do you see in the checkout area (i.e., attached to, hanging from the ceiling, below, or on the floor of the checkout area)?	0	1-2	3-5	6-9	10+
12. Is there tobacco advertising next to candy or toy displays?	YES		NO		
13. Is there tobacco advertising at a height of 4 feet or lower?	YES		NO		
14. How many tobacco ads do you see on the floor near the checkout area?	0	1-2	3-5	6-9	10+
15. Does the market sell electronic smoking devices? <b>If no, go to question 18.</b>	YES		NO		
16. Is there advertising for electronic smoking devices 2 feet or closer to candy, snacks, and/or non-alcoholic beverages?	YES		NO		
17. Are there any electronic smoking devices accessible to customers?	YES		NO		
18. Does the market sell alcohol? <b>If no, go to question 24.</b>	YES		NO		
19. Does the market sell single-serve alcoholic beverages?	YES		NO		
20. Are alcohol products easily accessible to minors?	YES		NO		
21. How many alcohol ads do you see in the checkout area (i.e., attached to, hanging from the ceiling, below, or on the floor of the checkout area)?	0	1-2	3-5	6-9	10+
22. Do you see any arcade-style or coin-operated games?	YES		NO		
23. Do you see trash cans inside the market?	YES		NO		
24. Is there a copy of the ABC operating standards posted around the market's premises visible to the general public (either inside or outside)?	YES		NO		

**Questions 25-46 assess the interior of the market and their selection of unhealthy and healthy food and beverage products and advertisements. Include ads that are not branded or professionally-produced.**

**Unhealthy products** are high calorie, low nutrient foods and beverages such as: soft drinks and other sweetened beverages including diet drinks; sweet desserts and highly sugared cereals; chips and other salty snacks; most solids fats; fried foods; other foods with high amounts of sugar, fat, and/or sodium. Does not include alcohol or tobacco products since they are accounted for separately.

**Healthy products** are fruits and vegetables, unsalted nuts and seeds and non-sugar added trail mix; yogurt and

string cheese; granola bars, and crackers with at least 50% whole grain.

Market Interior—Food & Beverage	Circle One				
25. What is the number of unhealthy products near the checkout area (including next to, below, on the floor near the register, or hanging above the register)?	0	1-2	3-5	6-9	10+
26. What is the number of healthy products near the checkout area (including next to, below, on the floor near the register, or hanging above the register)?	0	1-2	3-5	6-9	10+
27. Is there a Healthy Grab 'n' Go Snack Zone or Healthy Checkout Lane*?  *Refers to a basket, endcap, or other display where there are only healthy products (see description above) there is no alcohol, tobacco, or unhealthy foods or beverages, and signage only promoting healthy products.	YES			NO	
28. How many healthy snacks are there throughout the market (includes, fruits, vegetables, unsalted nuts and seeds, non-sugar added trail mix, yogurt, string cheese, granola bars, and crackers with at least 50% whole grain)?	0	1-2	3-5	6-9	10+
29. How many healthful beverages are there throughout the market (e.g., plain and unflavored water with or without carbonation, unsweetened iced tea, 100% pure and unsweetened fruit or vegetable justice that contains no more than 140 milligrams of sodium per serving, and dairy and fortified non-dairy beverages)?	0	1-2	3-5	6-9	10+
30. Are there at least two varieties/brands of bottled water that are cheaper per volume than alcohol or sugar-sweetened beverages?	YES			NO	
31. How many signs does the market have advertising health products or healthy messages?	0	1-2	3-5	6-9	10+
32. Does the market accept EBT? <b>If no, go to question 35.</b>	YES			NO	
33. Are there any ads cross-promoting CalFresh EBT with unhealthy products? <b>Refer to definitions of page 2.</b>	YES			NO	
34. Are there any ads cross-promoting CalFresh EBT with healthy products? <b>Refer to definitions of page 2.</b>	YES			NO	
35. Does the market accept WIC? <b>If no, go to question 37.</b>	YES			NO	
36. Are there any ads cross-promoting WIC and healthy foods?	YES			NO	
37. Are there any fruits or vegetables for sale? <b>If no, go to question 43.</b>	YES			NO	
38. What is the total number of <u>combined</u> fruits and/or vegetables the market has (excluding limes and lemons)?	0	1-2	3-5	6-9	10+
39. What is the total number of <u>fresh fruit</u> available inside and outside the market (excluding limes and lemons)?	0	1-2	3-5	6-9	10+
40. Choose the description that best describes the overall quality of the fresh fruit.	All or most of fruit is of poor quality ( <i>brown, bruised, overripe, wilted</i> )			Mixed quality; more poor than good	

	Mixed quality; more good than poor	All or most of fruit is of good quality ( <i>very fresh, no soft spots, excellent color</i> )			
41. What is the total number of <u>fresh vegetables</u> available inside and outside the market?	0	1-2	3-5	6-9	10+
42. Choose the description that best describes the overall quality of the fresh vegetables.	All or most of vegetables are of poor quality ( <i>brown, bruised, overripe, wilted</i> )	Mixed quality; more poor than good			
	Mixed quality; more good than poor	All or most of vegetables are of good quality ( <i>very fresh, no soft spots, excellent color</i> )			
43. Does the market have a deli and/or prepared foods section? <b>If no, go to question 47.</b>	YES	NO			
44. Does the market have fresh vegetables and/or fruit that can be offered as a side or added to a meal?	YES	NO			
45. Does the market advertise healthy meal options available in the deli/prepared foods section?	YES	NO			
46. If meal combos are offered, is water advertised as a beverage option?	YES	NO			

**Questions 47-66 assess the exterior facade of the market (including all doors, windows, fences, parking lot, etc.). See definitions on page 2 for what types of items to count. Include ads that are not branded or professionally-produced.**

Market Exterior	Circle One				
47. How many ads are there for <u>unhealthy</u> products on the market's exterior property? <b>Refer to definitions on page 2.</b>	0	1-2	3-5	6-9	10+
48. How many ads are there for <u>healthy</u> products on the market's exterior property? <b>Refer to definitions on page 2.</b>	0	1-2	3-5	6-9	10+
49. How many ads are there for tobacco on the market's exterior property?	0	1-2	3-5	6-9	10+
50. How many ads are there for tobacco at a height of 4 feet or lower?	0	1-2	3-5	6-9	10+
51. How many ads are there for alcohol on the market's exterior property?	0	1-2	3-5	6-9	10+
52. Are there permanent bars/chains on the windows or doors (not including sliding or rolling chains or bars)?	YES			NO	
53. Does the market have lighting fixtures including all entrances, exits, and in the parking lot (if applicable)?	YES			NO	

54. Do you see any graffiti on the market's walls, sidewalks, or parking?	YES	NO			
55. Do you see any trash cans outside of the market?	YES	NO			
56. Do you see any litter (including cigarette butts) around the premises, including nearby sidewalks and/or parking lots?	YES	NO			
57. Do you see any individuals drinking alcohol around the premises?	YES	NO			
58. Is the cash register clearly visible from outside the market?	YES	NO			
59. Is more than 1/3 of the total window area covered by any type of advertising?	YES	NO			
60. Does the market have a prominent, permanent, and clearly visible sign posted that states, "No loitering is allowed on or in front of these premises"?	YES	NO			
61. Does the market have a prominent, permanent, and clearly visible sign posted that states, "No open alcoholic beverage containers are allowed on these premises"?	YES	NO			
62. Does the market have neon signs? <b>If no, go to question 64.</b>	YES	NO			
63. How many of the neon signs are for alcohol?	0	1-2	3-5	6-9	10+
64. Are there any signs promoting WIC?	YES	NO			
65. Are there any ads promoting CalFresh, Food Stamps, SNAP, and/or EBT with healthy products?	YES	NO			
66. Are there any ads promoting CalFresh, Food Stamps, SNAP, and/or EBT with unhealthy products?	YES	NO			

**Questions 67-78 assess the environment around the market and how easy it is to walk, bike, roll (wheelchair, skateboard), etc. Please select the answer you think is best.**

<b>Market Exterior—Active Transportation</b>	<b>Circle One</b>				
67. Is there a parking lot for the market? <b>If no, go to question 70.</b>	YES	NO			
68. How many cars can the parking lot accommodate?	0	1-2	3-5	6-9	10+
69. Are there sidewalks or walking paths on most of the streets clearly visible from the market? <b>If no, go to question 71.</b>	YES	NO			
70. Are the sidewalks and/or walking paths well-maintained (not a lot of cracks, broken pieces, etc.)?	YES	NO			
71. Are there marked crosswalks to safely cross the street clearly visible from the market? <b>If no, go to question 73.</b>	YES	NO			
72. Are there pedestrian signals at the crosswalk?	YES	NO			
73. Is there a stop sign or traffic signal at the nearest corner?	YES	NO			
74. Is there a transit stop (bus, trolley, train, etc.) clearly visible from the market?	YES	NO			
75. Are there trees shading the sidewalks and/or walking paths clearly visible from the market?	YES	NO			
76. Are there marked bike lanes or paths clearly visible from the market?	YES	NO			
77. Is there a bike rack outside of the market? <b>If answer is yes, you are done!</b>	YES	NO			
78. If answer is no, is there space for a bike rack?	YES	NO			

You're done, great job! Be sure to **check for missing data**. Please complete all questions before leaving the market.