



University of California, San Diego
Consent to Act as a Research Subject

**Implementation and Evaluation of the Southern California Nutrition Incentive Program
(SCNIP, *¡Más Fresco! More Fresh*)**

Online Consent Form

Dr. Rhee and the Center for Community Health at UC San Diego are conducting a study funded by the USDA (United States Department of Agriculture) to understand how people buy and eat fruits and vegetables. The purpose of this study is to learn how rebates, discounts/promotions, and nutrition education provided through the *¡Más Fresco! More Fresh* program affect how people buy and eat fruits and vegetables. You have been asked to participate in this study because you shop at Northgate Gonzalez Markets and receive CalFresh benefits. There will be about 20,000 participants in this study.

*When you enroll in the program, you will receive a Northgate “Mi Familia” Loyalty Card. You will be able to use this *Mi Familia* card to earn and redeem *¡Más Fresco! More Fresh* rebate dollars for qualifying fresh fruits and vegetables. To earn rebate dollars, you will need to use this *Mi Familia* Card and your CalFresh benefits on your EBT card at a participating Northgate store.*

Here is how it works:

- For every CalFresh EBT dollar you spend on eligible fruits and vegetables, you will earn a \$1 match that you can use to buy more eligible fresh fruits and vegetables at your next purchase.
- Eligible fruits and vegetables are similar to the WIC-eligible fresh fruits and vegetables.
- You can earn up to \$40/month in rebate dollars.
- Throughout the study, you will also be able to participate in discount promotions and nutrition education activities at Northgate Markets, even if you are not earning rebate dollars.
- You will be able to earn and redeem rebate dollars until the end of the study on May 31, 2021. We will track your purchases on your *Mi Familia* card during this time and learn more about what fruits and vegetables people in this neighborhood are buying.

This information will be kept private and will not be shared with anyone outside of the study team. Participation in this program is entirely voluntary. You may stop using your “*Mi Familia*” Loyalty Card at any time without penalty or loss of other benefits to which you are entitled. If you decide that you no longer wish to continue in this study, please contact the study coordinator and inform them that you are no longer participating. Your card will then no longer be able to earn any of the study rebate dollars.

If you are no longer receiving CalFresh benefits, you cannot participate in this program. This program only works at participating Northgate Gonzalez Markets while you are receiving CalFresh benefits.

Research records will be kept confidential to the extent allowed by law. Your information will not be released without your consent to the extent the law allows. If the study results are published or presented, you will not be identified. However, while you are in this study, research records may be reviewed by the UCSD Institutional Review Board and USDA. Northgate will have access to your contact information and your purchases when you use your *Mi Familia* card since they will manage your card and your rebate dollar account. Your card may be part of Northgate’s *Mi Familia* card program if they develop one for all of their customers. Because of

this, you may receive additional marketing materials and promotions offered by Northgate that are not related to the *¡Más Fresco! More Fresh* (SCNIP) program, UC San Diego, or USDA.

If you have questions about this project, you may contact the researcher, Dr. Rhee at 858-534-6827 or call the toll-free program number at 1-888-282-2711.

If you have any questions concerning your rights as a research subject, you may contact the UCSD Human Research Protections Program Office at 858-246-HRPP (858-246-4777).

Thank you for your time and consideration!