
Retail Recognition Pilot Program: Engaging Corner Stores

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WELLNESS AND NUTRITION

"We're changing the way people think about health..."



Our Retail History

- PHI has worked in the Retail Environment for the past 10 years developing, implementing and evaluating the *Retail Program* in California under contract with the California Department of Public Health SNAP-Ed funding (formerly the *Network for a Healthy California*)
- The Retail Program has engaged over 800 retail sites across California including: Supermarket Chains, Independent Chains and Corner Stores



Marketing and Promotion

- Promotes Healthy Foods: promotional signage, recipe cards, newsletters

Sweet Potatoes

DESCRIPTION/TIPS

- Look for firm, dark, smooth skin without blemishes, bruises, or sprouts.
- Avoid sweet potatoes with moldy spots.

FUN FACTS:

- In the United States, sweet potatoes are often called yams. It is believed that the confusion started in 1928 when growers began calling a new type of orange sweet potato the Louisiana Yam to set it apart from the common white sweet potato.
- Sweet potatoes are roots like carrots that came from South America. Yams are tubers like potatoes that came from West Africa. These pairs are not commonly found in the United States.

WHAT IS IN IT FOR YOU?

One sweet potato is:

- An excellent source of vitamin A.
- A source of fiber, vitamin B6, and potassium.

SERVING IDEAS

- Dip slices of sweet potatoes in egg substitutes and bake on a lightly oiled pan at 425°F for 25 to 30 minutes for a batch of sweet potato fries.
- Bake sliced sweet potatoes with apples and cinnamon for a fruit dessert.

PEAK SEASON

California-grown varieties available in the fall may be fresher and cost less than varieties shipped from other regions.

STORAGE

Do not store sweet potatoes in the refrigerator or they will develop a hard core and an "off" taste. Sweet potatoes kept at room temperature should be enjoyed within one week.

**Frutas y Vegetales
El Sabor de la Vida**

Una vida saludable comienza en su carrito del mercado

CHAMPIONS FOR CHANGE logo

Add plenty of vegetables to your morning eggs.

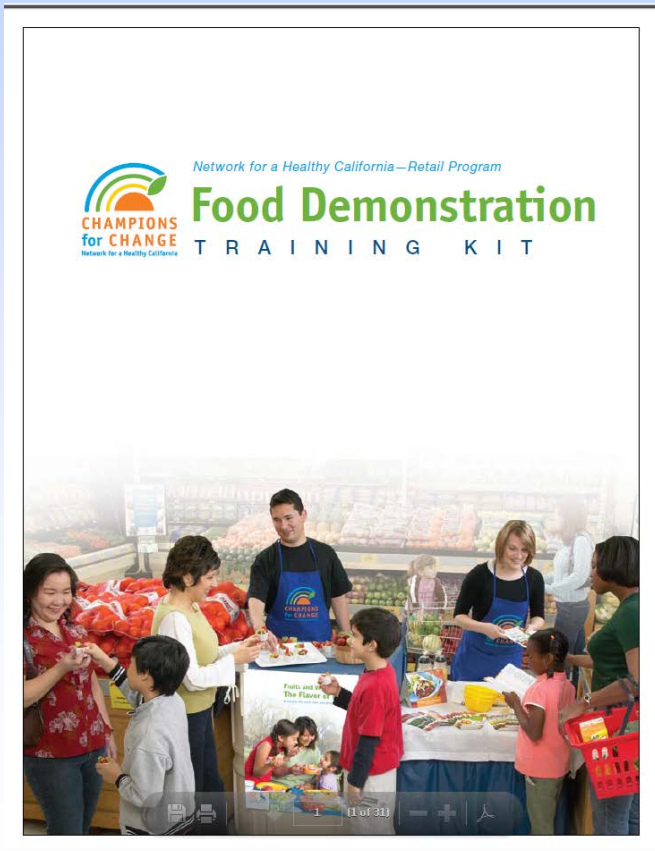
CHAMPIONS FOR CHANGE logo

CALIFORNIA WIC logo

califresh logo

Funded by USDA (SNAP) known in California as CalFresh. ©California Department of Public Health. POS-944/Mar 02/11

Bi-lingual Retailer and Staff Education and Training



Lista de Planificación para la Demostración de Comida

SECCIONES Y PASOS	Fecha límite de terminación	Marcar cuando haya terminado
Planificación de la Demostración de Comida		
Reserve la fecha y la hora con un establecimiento cualificado	././.	
Identifique las recetas que preparará y obtenga a los consumidores	././.	
Calcule las cantidades de la receta para determinar la cantidad de comida que necesita y solicite donativos	././.	
Confirme por escrito los detalles que acordó verbalmente usando la Carta de Confirmación	././.	
Proporcione a su contacto del establecimiento la lista y cantidades de ingredientes necesarios para preparar la receta	././.	
Confirme los donativos de comida con el establecimiento	././.	
Haga un seguimiento para confirmar el recibo de la Carta de Confirmación y la lista de ingredientes de la receta	././.	
Haga seguimientos con regularidad hasta tener la confirmación	././.	
Confirme la lista de ingredientes y los cantidades que proporcionará al establecimiento	././.	
Recuerde al establecimiento la fecha, hora y ubicación dentro de la tienda para la demostración	././.	
Organización de la Demostración de Comida		
Identifique y complete las actividades de relaciones públicas anunciando las actividades gratuitas de demostración de comida	././.	
Identifique y ordene equipo para la demostración de comida, tazas y botellas de información nutricional (papas, yogur)	././.	
Identifique y ordene materiales y suministros adicionales para la preparación (servilletas, tenedores, platos)	././.	
Realización y Seguimiento de la Demostración de Comida		
Si la receta lo permite, prepare los ingredientes por adelantado (papas, etc.)	././.	
Reunirse con su contacto en el establecimiento al menos 30 minutos antes de la hora acordada para acomodar todo lo necesario para la demostración de comida	././.	
Asegúrese de que el área de demostración quede tan limpia o más limpia de cómo usted la encontró	././.	
Complete la evaluación del evento de demostración de comida	././.	
Envíe una carta de agradecimiento al establecimiento	././.	

Apéndice C



In-Store Nutrition Education

- Food Demonstrations
- Store Tours



Harvest of the Month

Network for a Healthy California
September

The Harvest of the Month featured fruit is **apple**



Health and Nutrition Go Hand-in-Hand

Eating a variety of colorful fruits and vegetables and getting daily physical activity will help your family stay healthy and prevent chronic diseases such as obesity, type 2 diabetes, heart disease, and certain types of cancer.

One medium apple is equal to about one cup of fruit. One apple is a good source of dietary fiber, which helps to keep your heart healthy, keep you regular, and make you feel full so you eat less. One medium apple is also a good source of vitamin C, which helps your body heal cuts and wounds and maintain healthy gums.

Healthy Serving Ideas

Mix apple chunks in your morning oatmeal for a hearty start to your day.



Add chopped apples and golden raisins to your chicken salad for a healthy lunch.



Place 4 cored apples in a microwave safe dish and fill with raisins. Pour 1/2 cup of apple juice over the apples with a sprinkling of nutmeg and cinnamon. Cover with plastic wrap and microwave on high for 5 minutes for a hot dessert!



Shopper's Tips

- Look for apples that are firm and do not have soft spots.
- Apples can be stored at room temperature, but they can last up to six weeks if refrigerated.
- Do not refrigerate apples in closed bags.

Let's Get Physical!

Make physical activity fun and social! Grab a friend and walk around the mall, to the park, or during your lunch break! In the evenings, make time to participate in physical activity as a family by going for a walk, riding bikes, or having a dance contest.

How Much Do I Need?

The amount of fruits and vegetables you need depends on your age, gender, and the amount of physical activity you get every day.

Eat a variety of colorful fruits and vegetables with meals and snacks throughout the day to reach your total daily needs.

Recommended Daily Amount of Fruits and Vegetables

	Kids, Ages 5-12	Teens and Adults, Ages 13 and up
Males	2 1/2 - 5 cups per day	4 1/4 - 6 1/2 cups per day
Females	2 1/2 - 5 cups per day	3 1/2 - 5 cups per day

If you are active, set the higher number of cups per day. Visit www.myplate.gov to learn more.

For more recipes and tips, visit: www.cachampionsforchange.net



This material was funded by USDA's Food Stamp Program through the California Department of Public Health's Network for a Healthy California. These institutions are equal opportunity providers and employers. The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program, call 1-888-328-6483. © Copyright California Department of Public Health 2006.



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Environmental and System Strategies

- Healthy Check-out Lanes
- Corner Store Improvements



CX³ Assessment Tools

- CX³ = Communities of Excellence in Nutrition, Physical Activity & Obesity Prevention
- Assesses the food environment in GIS neighborhood through multiple tools
- For Retail sites:
 - Store tool
 - Walkability tool
- Reassess after changes are implemented for improvement

Working with Corner Stores

- Increases Access to healthy foods in low resource communities
- Reach the low-income consumers right where they live
- Sites near schools get students dollars:
 - Tie-in to other local SNAP-Ed efforts
 - Highlight produce items from the *Harvest of the Month* or other signature interventions



Retailer Engagement: Corner Stores

- Participation strengthens community ties and increase store foot traffic
- Showcases the retailers' commitment to health and the community
- Match cultural and linguistic skills of the owners if possible
- Engage the store owner on what changes they are willing to make



Retailer Engagement: Corner Stores

- Provide market research on the demand for items
- Recommend sales tracking mechanisms so the store owner can track profits or losses from the changes
- Provide technical assistance around what healthy items to stock, quantities and local sources

Healthy Retail Recognition Pilot

- Reviewed literature on corner store projects
- Modeled Guidelines to be SNAP-Ed allowable
- Created a recognition system: Bronze, Silver, Gold
 - Stores voluntary make healthy changes in exchange for free resources and services
- Created: Key Informant Guides for store owners/managers
- Created: market research surveys for customers
- Encourages partnerships for infrastructure changes



Results of Key Informant Interviews

- All retail owners interviewed were open to adding healthier
 - Fruits and vegetables primarily
 - Customer demand was key
 - Some expressed interest in stocking grab and go items
- Concerns around sales and profit
- Concerns around sourcing healthy items at reasonable costs
- Expressed desire for help with marketing and promotion

Results of Consumer Surveys

- Residents do not buy the majority of their food from corner stores
- 75% of respondents come into the store 1-2 times per week
 - Convenience close to home
- The majority of shoppers would buy fruits and vegetables at the store if available
 - Apples, bananas, tomatoes, onions, lettuce and carrots

Conclusions

- Corner stores are a viable intervention site for SNAP-Ed
- Community members, including youth, can conduct assessment (CX³, market research etc.)
- SNAP-Ed can support in areas: nutrition education, promotion, marketing and sourcing
- These interventions can ultimately increase access to healthy foods in low resource communities

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