Retail Recognition Pilot Program: Engaging Corner Stores

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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
Bi-lingual Retailer and Staff Education and Training

<table>
<thead>
<tr>
<th>Description of Task</th>
<th>Checklist</th>
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<tbody>
<tr>
<td>Planificación de la Demostración de Comida</td>
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<tr>
<td>Identifica las necesidades que se presentan a los consumidores</td>
<td>✔ ✔</td>
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<tr>
<td>Encuentra los ingredientes necesarios para elaborar la comida que se les vendió y activos donativos</td>
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<tr>
<td>Confirma que se está siguiendo el proceso de la Carta de Confirmación</td>
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<td>Proporciona a su contacto el resultado de la lista y cantidades de ingredientes necesarios para preparar la comida</td>
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<td>Confirma los detalles de la llamada con el establecimiento</td>
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<tr>
<td>Toma un seguimiento para confirmar el envío de la Carta de Confirmación y la lista de ingredientes de los activos donativos</td>
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<tr>
<td>Realiza llamadas para seguir el progreso y verificar la recepción</td>
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<td>Confirma la recepción de los ingredientes por parte del establecimiento</td>
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<tr>
<td>Reciba la comida y verifique si hay alguna descripción de los ingredientes necesarios para la preparación de la comida</td>
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List of Planning for the Food Demonstration

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<td>Identifica las actividades de las funciones de las actividades previas de la demostración de comida</td>
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<tr>
<td>Identifica y pone en práctica los planes de demostraciones de comida, cantidades y verificación de ingredientes</td>
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<td>Realiza las actividades de las funciones con apoyo de equipo, etc.</td>
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Apendice C
In-Store Nutrition Education

• Food Demonstrations
• Store Tours
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
Contact Information

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