Healthy Retail Recognition Pilot

California Department of Public Health, Nutrition Education and Obesity Prevention Branch

Overview

The Healthy Retail Recognition Pilot is a PSE change intervention designed to motivate and enable SNAP-Ed retail stores in low-income areas to identify and achieve environmental changes that increase access to healthy food. The Healthy Retail Recognition Pilot links qualifying retail establishments in California to Local Health Departments with tools and resources to work with supermarkets, small chain, and independent markets statewide. **Target Behavior:** Healthy Eating **Intervention Type:** PSE Change

Intervention Reach and Adoption

The Healthy Retail Recognition Pilot targets women, ages 18-54, with household incomes at or below 185% of the federal poverty level who are primary grocery shoppers for their households. The intervention is implemented in neighborhood retail markets. **Setting:** Retail **Age:** Parents/Mothers/Fathers, Adults **Race/Ethnicity:** All

Intervention Components

The Healthy Retail Recognition Pilot aims to motivate and enable SNAP-Ed retail store in low-income areas to identify and achieve environmental changes that increase access to healthy food by using in-store merchandising materials that promote fruits and vegetables and partnership development with the food industry and with organizations that promote food security. Materials draw on existing Harvest of the Month and Retail Program materials. Below the specific SMART objectives are listed:

- **Objective 1:** Participating Local Health Departments (LHD) will recruit 3-5 qualifying SNAP-Ed retail stores to participate in the intervention.
- **Objective 2:** LHDs will offer recruited stores training and technical assistance to enable them to reach one or more of the following environmental change goals annually: (1) Increase the number of fresh fruits and vegetables offered, (2) offer greater variety of fruit and vegetables, in any format and (3) increase healthy food options from remaining food groups. LHDs will provide monthly assistance, at minimum.
Objective 3: The State Department of Health will provide ongoing training and technical assistance to LHD staff to work with their local retail stores participating in the intervention.
Objective 4: LHDs will provide participating retail venues benefits, including merchandising and promotional materials from the onset of participation, and help with implementing healthy changes.
Objective 5: LHDs will annually provide recognition (bronze, silver, and gold levels) to these small business owners to serve as a program for low resource consumers to easily identify stores that stock healthier foods and beverages.

Intervention Materials

The intervention materials used include in-store merchandising materials that promote fruits and vegetables and partnership development with the food industry and with organizations that promote food security. Materials draw on existing Harvest of the Month and Retail Program materials. There are several implementation materials available online including:

- Health on the Shelf describes how to create a strong healthy small food retailer certification: [https://changelabsolutions.org/publications/health-on-the-shelf](https://changelabsolutions.org/publications/health-on-the-shelf)
- PSE change resources around changing the environment in small retail stores: [https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/Retail.aspx](https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/Retail.aspx)
- Nutrition, Tobacco, and Alcohol Control Program integration webinar: [https://countertobacco.org/resources-tools/](https://countertobacco.org/resources-tools/)
- Supporting nutrition education materials and signage are available through the NEOP Retail Program: [https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/Retail.aspx](https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/Retail.aspx)
- Harvest of the Month: [https://harvestofthemonth.cdph.ca.gov/Pages/default.aspx](https://harvestofthemonth.cdph.ca.gov/Pages/default.aspx)

Intervention Costs

Materials available at no cost.

Evidence Summary

The Healthy Retail Recognition Pilot has conducted extensive formative research using surveys with three different groups that will be implementing or impacted by the intervention (store owners, store customers, and local health department staff) in several retail stores. This information has been used to improve the intervention by obtaining feedback from these different groups concerning the different aspects and implementation of the intervention. Furthermore, future pilot project testing and longer-term outcome evaluation is planned using retail store surveys collected through partnership with Tobacco and Alcoholic Beverage Control Program: [https://3rz43f180d43qd3m43tl5x17-wpengine.netdna-ssl.com/wp-content/uploads/2020/06/HSHC-2020-Technical-Report.pdf](https://3rz43f180d43qd3m43tl5x17-wpengine.netdna-ssl.com/wp-content/uploads/2020/06/HSHC-2020-Technical-Report.pdf) Information and reports about the materials provided in the intervention include:

- The Retail Fruit and Vegetable Marketing Guide
- My Neighborhood, My Store: Building Community Leadership for Healthy Changes
Evaluation Indicators

Based on the SNAP-Ed Evaluation Framework, the following outcome indicators can be used to evaluate intervention progress and success.

<table>
<thead>
<tr>
<th>Readiness and Capacity – Short Term (ST)</th>
<th>Changes – Medium Term (MT)</th>
<th>Effectiveness and Maintenance – Long Term (LT)</th>
<th>Population Results (R)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>MT5</td>
<td>LT5, LT7</td>
<td>LT18</td>
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<tr>
<td>Environmental Settings</td>
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<td>Sectors of Influence</td>
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Evaluation Materials

Sample survey instruments for collecting sales data in small retail stores (https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/Retail.aspx)

Additional Information

Website: The Healthy Retail Recognition Pilot website (https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/Retail.aspx) includes Retail Food Sampling Guidelines and sales data collection strategies. Contact Person: Peter Munoz California Department of Public Health Health Program Specialist Email: Peter.Munoz@cdph.ca.gov Phone: (916) 449-5291