



NATIONAL POLICY & LEGAL ANALYSIS NETWORK  
TO PREVENT CHILDHOOD OBESITY



**Healthy Food Retail 101:  
Strategies for Changing the Food Retail Environment**

NPLAN webinar series



ChangeLabSolutions

March 18, 2014

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**DISCLAIMER**

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

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## 2014 Retail Webinar Series

March 18: Healthy Food Retail 101: Strategies for Changing the Food Retail Environment

April 22: Soup to Nuts: Designing a Healthy Food Retail Program

May 20: Going for Green: Finding Federal Funding

Sept. 23: Healthy Food Retail in Rural Communities

Oct. 21: Addressing the Distribution Challenge

Nov. 18: Policy Options for Healthy Food Retail



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### What do we mean by... improving the retail environment?



Pop-Up Retail



Small Stores



Grocery/  
Supermarket

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Small Stores

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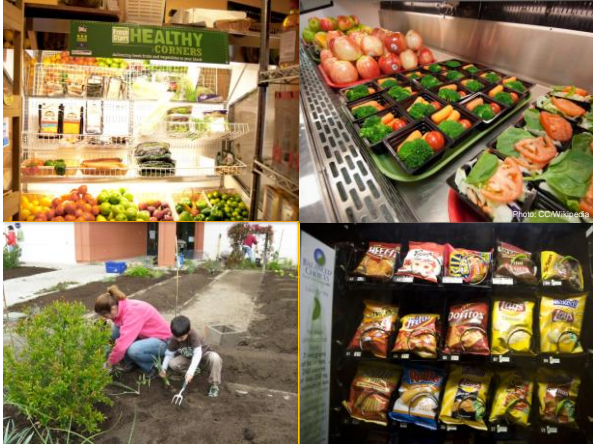
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- Learning about retail strategies
- Working w/ one or two stores
- Operating a healthy food retailer program
- Developing an incentive policy
- Implementing retailer licensing

### Program versus Policy

#### Advantages of programs:

- Understand the retail environment
- Build relationships
- Pilot ideas
- Work with small number of stores

#### Advantages of policies:

- Require fewer resources
- Provide greater reach
- Establish a norm about food retailers

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- Learning about retail strategies
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### POLL: Where are you now?

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**Homework: Define your goals & plan**

- What does the retail environment currently look like?
- What are the needs of the community?
- Who is already working on food systems?  
Food retail?
- What mix of strategies will you need to serve the community's food access needs?

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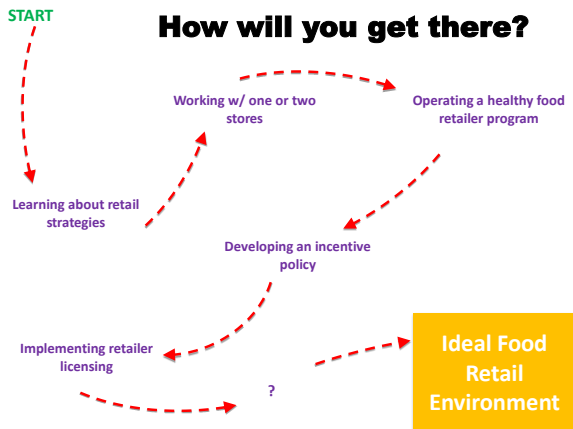
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**POLL:**  
**Where do you want to go?**

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## How can we help?

**Christine Fry, MPP**  
Senior Policy Analyst & Program Director



**Rio Holaday, MPH**  
Food System Policy Analyst




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**Healthy Food Retail Programs**

[changelabsolutions.org](http://changelabsolutions.org)

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### Healthy Food Retail Policies

[changelabsolutions.org](http://changelabsolutions.org)

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**Call us!**  
**(E-mail is fine, too!)**

How do I get started?

Give me an example of...

Is this legal?

Is there a model policy?

Can you recommend an assessment tool?

Rio Holaday  
rholaday@changelabsolutions.org

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### Healthy Food Access Portal

[www.healthyfoodaccess.org](http://www.healthyfoodaccess.org)

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**POLL:**  
**What resources do you need?**



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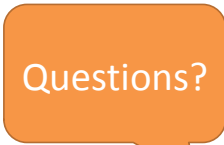
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**Thank you!**

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