

Promoting Healthy Retail in Hispanic Communities

Special Guests



March 30, 2016



Paul Baker
Senior Director for Programs
National Alliance for Hispanic Health



Nuestras Voces... Our Voices

National Hispanic Network to Reduce Tobacco-Related and Cancer Health Disparities

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www.nuestrasvoces.org



Network Overview

Nuestras Voces works to build Hispanic community infrastructure, as well as increase partnerships with regional and national tobacco and cancer control networks and other stakeholders, to:

- **Decrease exposure to second-hand tobacco smoke,**
- **Increase smoking cessation,**
- **Increase cancer prevention, and;**
- **Improve quality of life for those living with cancer.**



Network Overview

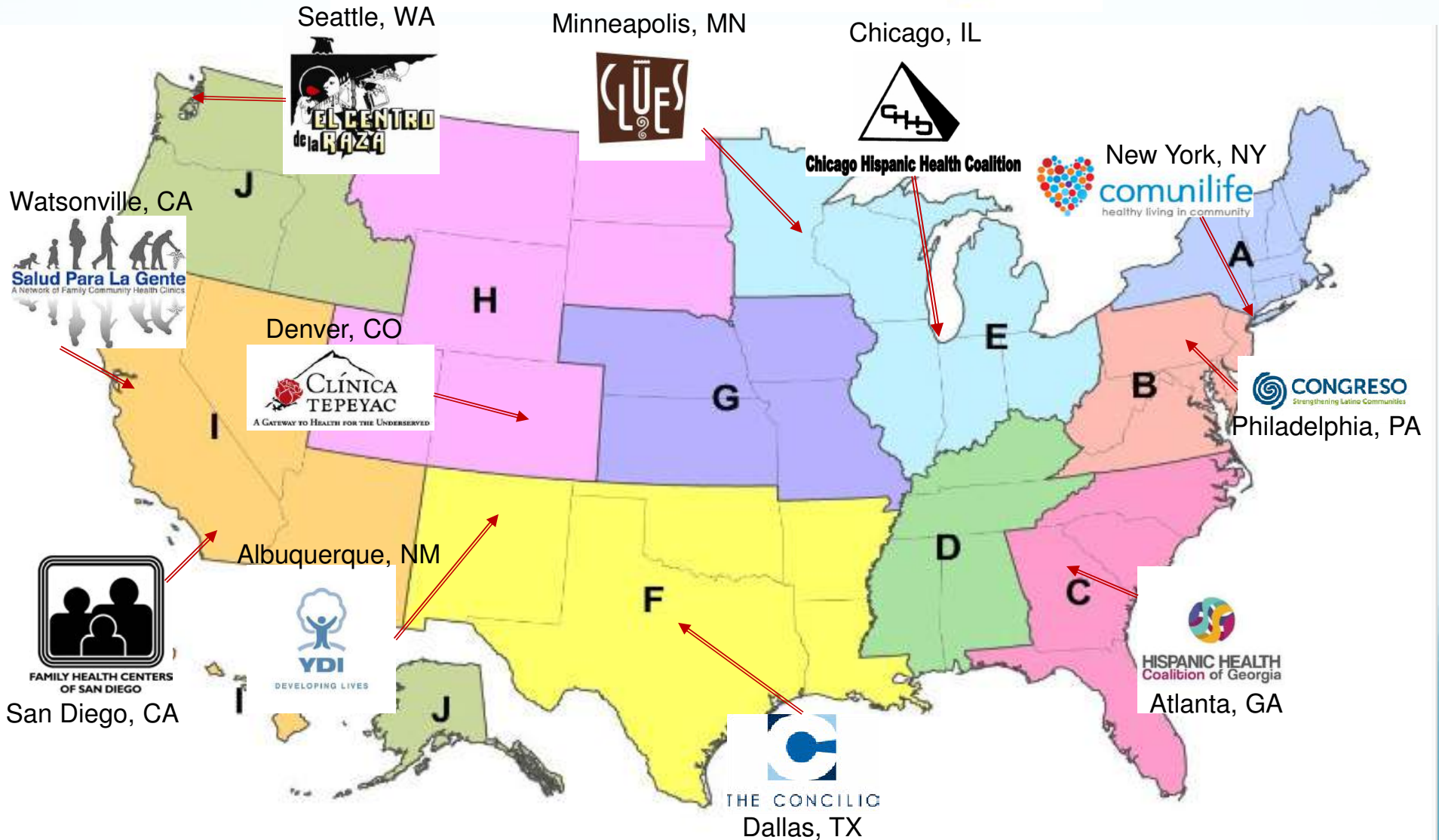
- **National network addressing tobacco and cancer disparities among Hispanics.**
 - **11 Subnetwork Lead Partner Agencies**
 - **Members: CBOs; national voluntary agencies; health departments; hospitals/clinics; universities/research institutes; tobacco/cancer control advocacy organizations**
- **Bring together partners to leverage resources and share successful strategies.**
- **Facilitate implementation of evidence-based tobacco and cancer interventions.**
- **Increase tobacco and cancer awareness and education through national media and social media activities.**
- **Disseminate tobacco and cancer developments, research, and news.**
 - **Webinars, training and TA, and the Network website**



Nuestras Voces... Our Voices

National Hispanic Network to Reduce Tobacco-Related and Cancer Health Disparities

Nuestras Voces Subnetwork Lead Agencies



ChangeLabSolutions

WELCOME!



Juell Stewart
Planner

ChangeLab Solutions

Healthier communities for all through better laws and policies.



Guest speakers



Ana Ramos
Project Manager
The Food Trust



Kymberly LaCrosse
Community Organizer
United Way of Santa Cruz

Let's get started!



Promoting Healthy Retail in Hispanic Communities



Special Guests



Agenda

- **Who's here?**
- **Why healthy retail matters in Hispanic communities**
- **What changes can we make?**
- **Tobacco and retail**
- **Looking forward...**



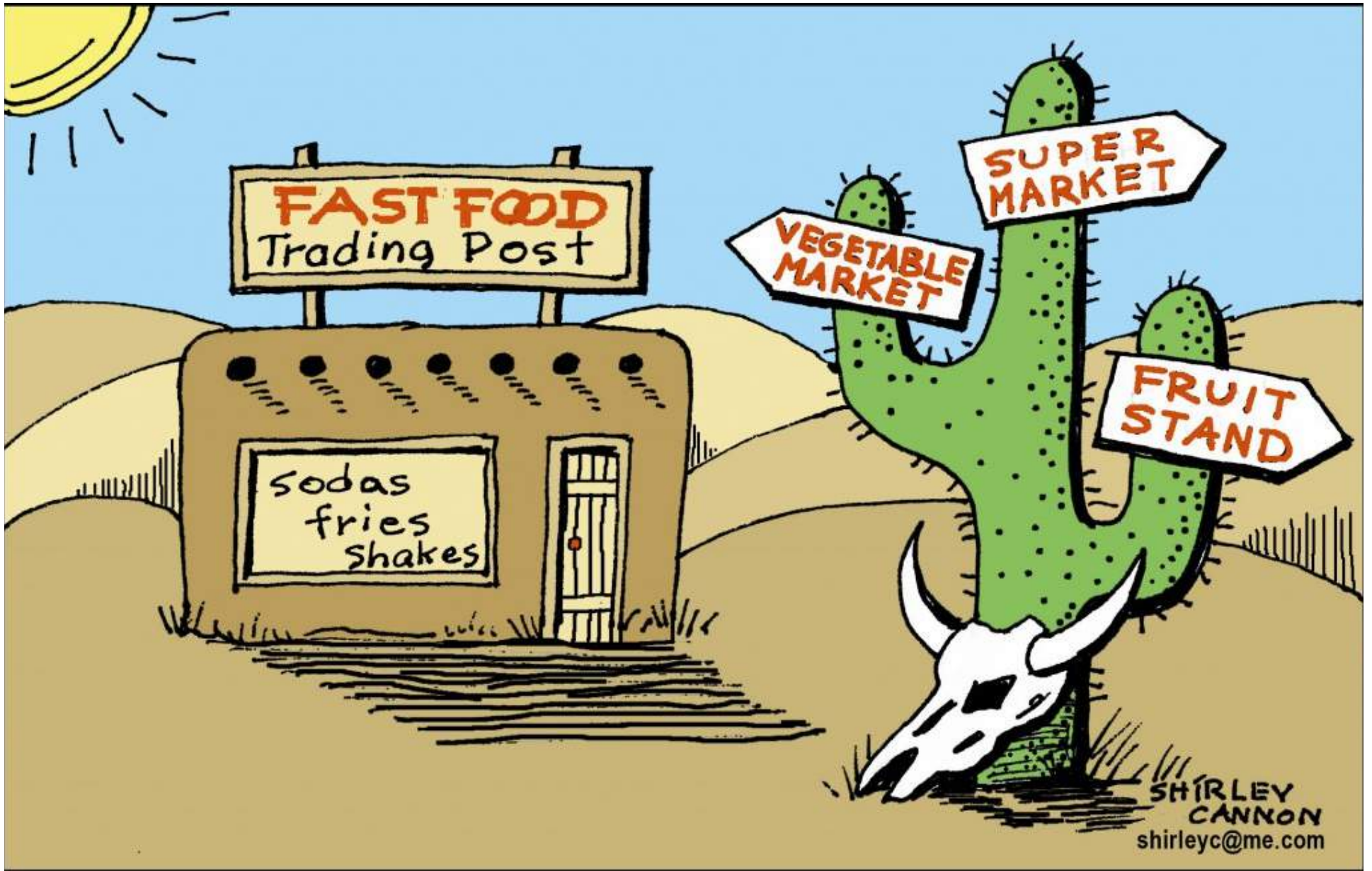
Who's here?



poll

Which statement best describes you?

- **Learning about healthy retail strategies**
- **Working on a pilot retail program**
- **Running a full-scale healthy retail program**
- **Implementing a healthy retail policy**



SHIRLEY
CANNON
shirleyc@me.com

Why *healthy retail* in Hispanic communities?





More corner stores & bodegas; fewer full service supermarkets



More corner stores & bodegas; fewer full service supermarkets

Higher exposure to marketing of less nutritious foods





More corner stores & bodegas; fewer full service supermarkets

Higher exposure to marketing of less nutritious foods



Language barriers

Food + Tobacco = Healthy Retail Strategy

The image shows a retail display board for tobacco products, divided into several sections:

- Top Left:** A dark blue banner reads "3 packs for the price of 2". Below it are three blue packs and five green packs labeled "Menthol".
- Top Middle:** A red banner reads "2 for 1". Below it are six circular flavor icons: BERRY (red), MANGO (orange), WINE (purple), GRAPE (green), MINT (teal), and CHERRY (red).
- Top Right:** A white banner reads "BUY 1 GET 1 FREE" with an illustration of two red packs and a red arrow. Below it are six red packs with white arrows pointing right.
- Bottom Left:** A red banner reads "LOW PRICE" above a "Trial offer" section showing a pack of cigarettes and three individual cigarettes.
- Bottom Middle:** A display of cigars. On the left, a yellow container holds three cigars. In the center, a row of cigars is labeled "PEACH" and "49c each". On the right, a green container holds cigars labeled "GRAPE" and "3 pack for 99c".
- Bottom Right:** A grid of four circular flavor icons: CHERRY (red), APPLE (green), MANGO (orange), and BERRY (purple).

Comprehensive Approach





find

*Does the store
carry healthy
food?*

afford

Can I afford it?

choose

Do I want it?

use

*Do I know how to
prepare it?*



find

*Does the store
carry healthy
food?*

Supply

afford

Can I afford it?

choose

Do I want it?

Demand

use

*Do I know how to
prepare it?*

*What changes
can we make?*



Reduce **Storefront** Signage



RL3

Address **flavored** tobacco head-on



Slide 26

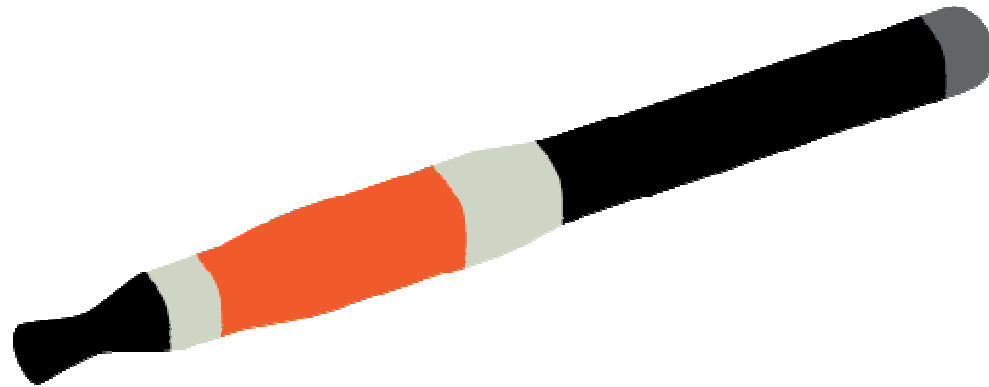
RL3

Add a slide about tobacco pricing strategies. please pull data/info/research regarding Latinos being targeted with low tobacco prices

Ray Leung, 3/8/2016

RL3

Incorporate e-cigarettes into existing tobacco control strategies



Slide 27

RL3

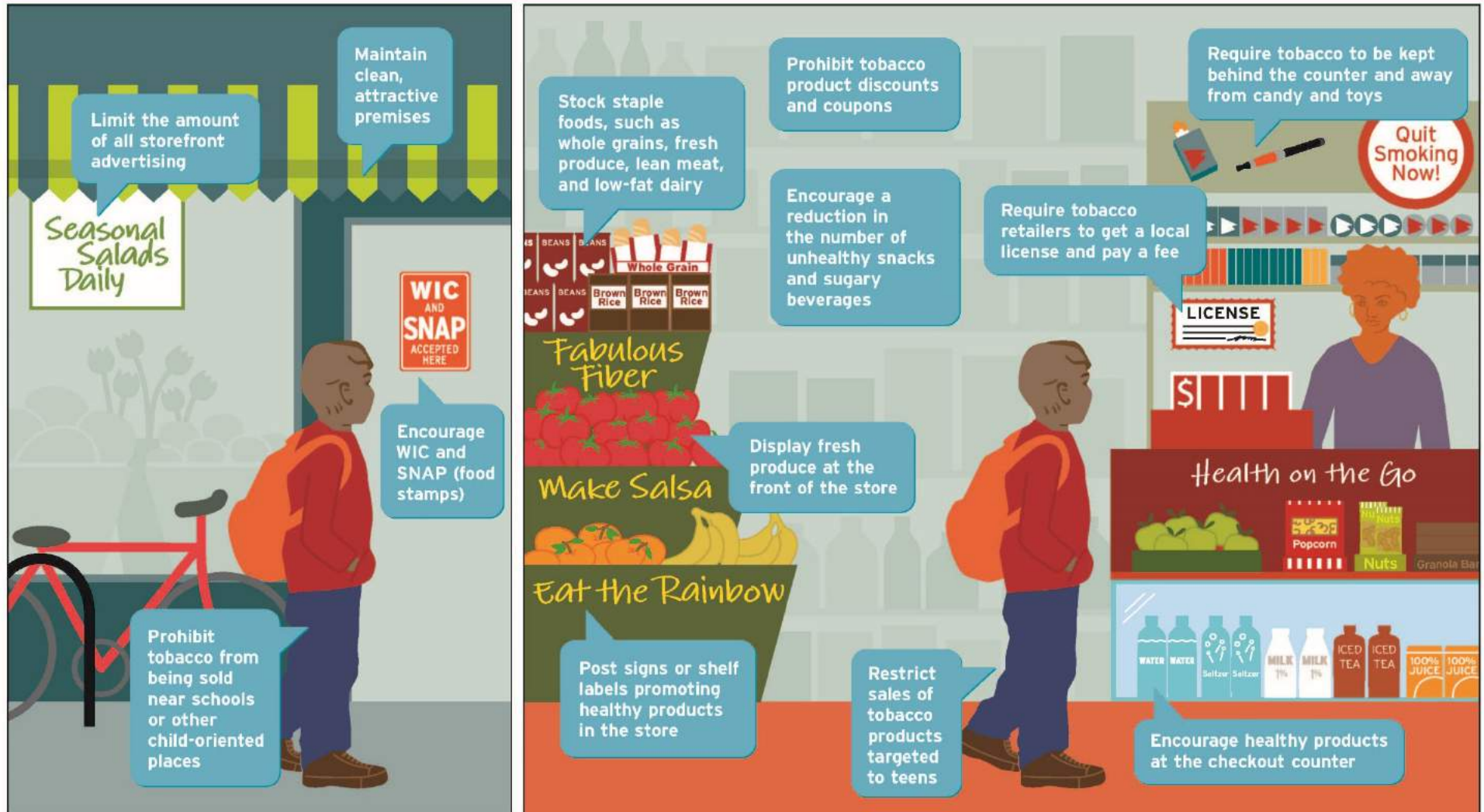
Add a slide about tobacco pricing strategies. please pull data/info/research regarding Latinos being targeted with low tobacco prices

Ray Leung, 3/8/2016

How can we **implement**
these changes **effectively**?



Check Out Healthy Retail: Policies that put health on the shelf





Share **Responsibility**



**Develop & Encourage
Coordinated Efforts**



Partnerships **at Work**

Guest Speaker



Ana Ramos
Project Manager
The Food Trust

Promoting Healthy Retail in Hispanic Communities: Current Efforts in New Jersey



Ana Ramos
The Food Trust



The Food Trust's mission is to ensure that everyone has access to affordable, nutritious food and information to make healthy decisions.



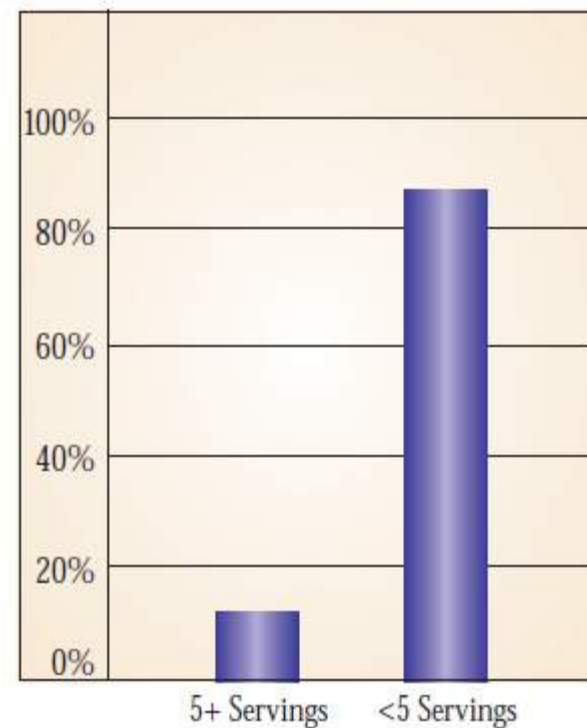
The Food Trust

THEFOODTRUST.ORG

Why Corner Stores?

- Significant source of food, particularly in underserved communities
- Frequent destination for children:
 - 42% students shop 2 times/day; 53% once a day
 - 356 calories per purchase
- Supports local businesses; revitalizes neighborhoods

Fruit and Vegetable Consumption
Among Residents
with Poor Grocery Quality



Kelley E. Borradaile, Sandy Sherman, Stephanie S. Vander Veur, Tara McCoy, Brianna Sandoval, Joan Nachmani, Allison Karpyn, and Gary D. Foster **Snacking in Children: The Role of Urban Corner Stores** Pediatrics 2009.



Barriers to Fresh Food in Corner Stores

- Infrastructure limitations
- Set of skills required
- Supplier – retailer gap
- Customer demand



Healthy Corner Store Initiative

Trainings:

- In English and Spanish

Marketing Materials

- Highlights new healthful items introduced
- All bilingual

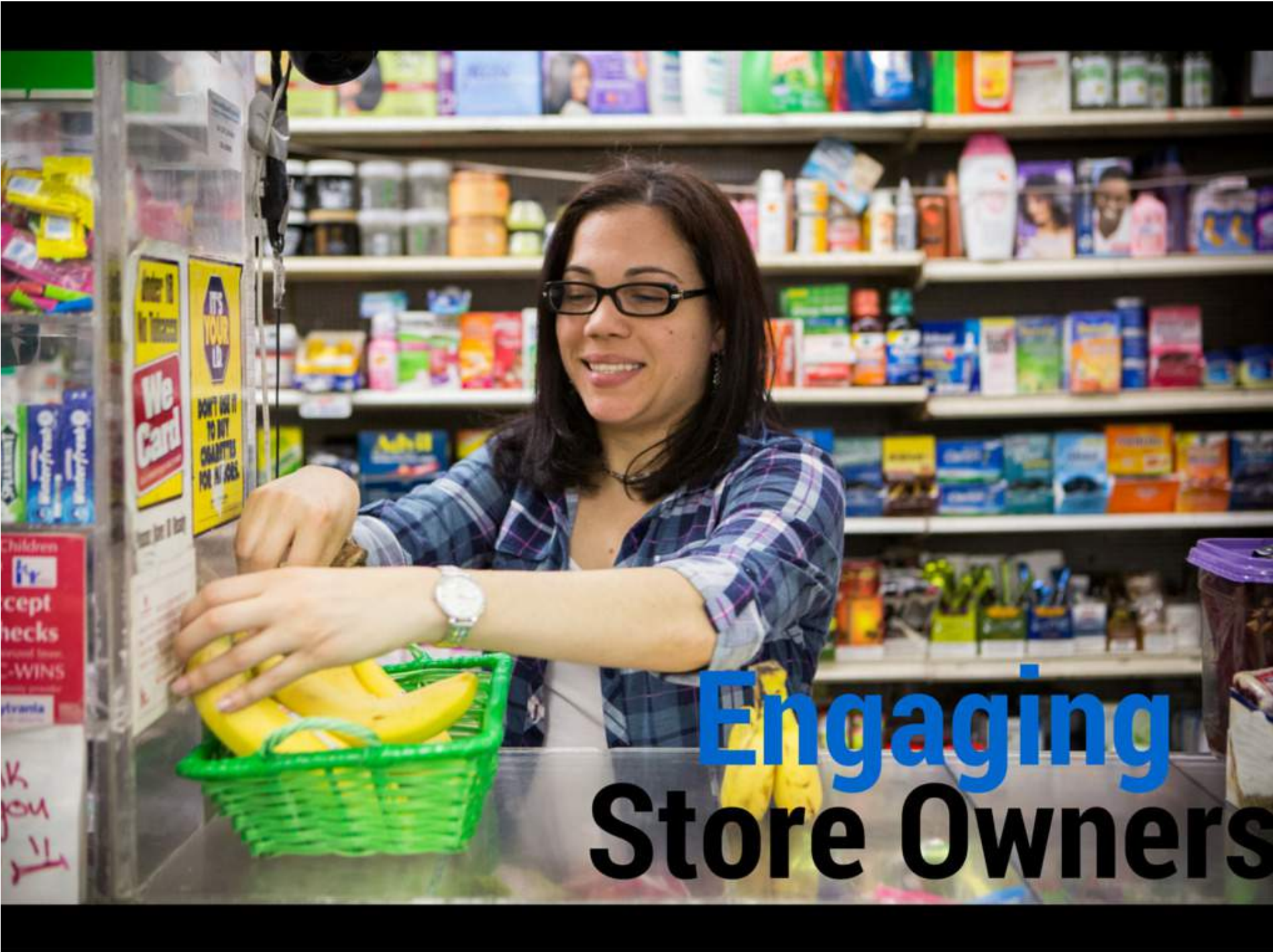
Equipment

- Shelving and refrigerators to stock produce and other healthful items

In-store Nutrition Education

- Heart Bucks





Engaging Store Owners

Retail Development

Engaging store owners

- Most are Latino

Spanish speaking retail development staff

- Materials and tool kits in Spanish, staff adapt trainings depending on owner and community



Engaging with Latino Store Owners

- Tailor messaging to be specific to the Latino community
- The Food Trust serves as a liaison
- Engage storeowners around programming in the store
 - Recipes and taste tests
 - Health screenings

Store owners can be our biggest advocates!



In-Store Nutrition Education & Taste Tests



Nutrition Education: Lessons Learned in Latino Communities

- Spanish speaking staff
- Bi-lingual marketing materials
- Tailor nutrition education lessons to each community



Nutrition Education: Lessons Learned in Latino Communities

- Whole wheat tortillas, Corn tortillas, or Whole wheat bread?





In-Store Health Screenings

Health Screenings: Lessons Learned in Latino Communities

- Bi-lingual Community Educators is a must!
- Engage the store owners



Expansion in New Jersey: Statewide Policy

- Bill introduced in New Jersey legislature
- New Jersey Healthy Corner Store Initiative report published with recommendations from the healthy corner store taskforce.



Best Practices

- Need bi-lingual staff
- Engage store owners
- Spanish marketing materials
- Adapt your trainings and nutrition lessons to the culture preference of the community



Thank You



The Food Trust
215.575.0444
www.TheFoodTrust.org





Partnerships **at Work**

Guest Speaker



Kymberly LaCrosse
Community Organizer
United Way of Santa Cruz

Jóvenes SANOS: Who We Are

Watsonville-Based High School
**Youth Advocacy
and
Leadership Group**



“Growing Greatness”

Jóvenes SANOS: Vision Statement

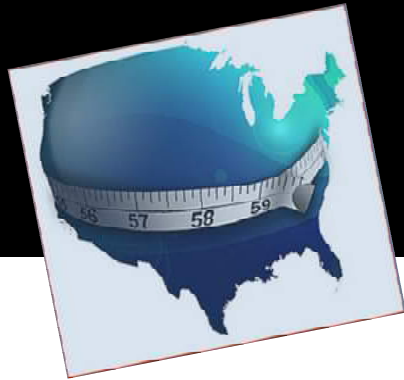
A world of healthy communities *deeply rooted* in equity and justice.



Jóvenes SANOS: Mission Statement

To *grow* powerful skilled young leaders working towards creating a culture of health and thriving Watsonville community, by increasing access to healthy eating and active living.





The Problem

Locally

- A 2012 UCLA report shows that 49.3% of children in Watsonville are obese, compared to 31% in the rest of the county.

Statewide

- 15-20% of children 2-4 years in California are obese.

Nationwide

- About one-third of U.S. adults (33.8%) are obese.
- Approximately 17% (or 12.5 million) of children and adolescents aged 2—19 years are obese in the U.S.

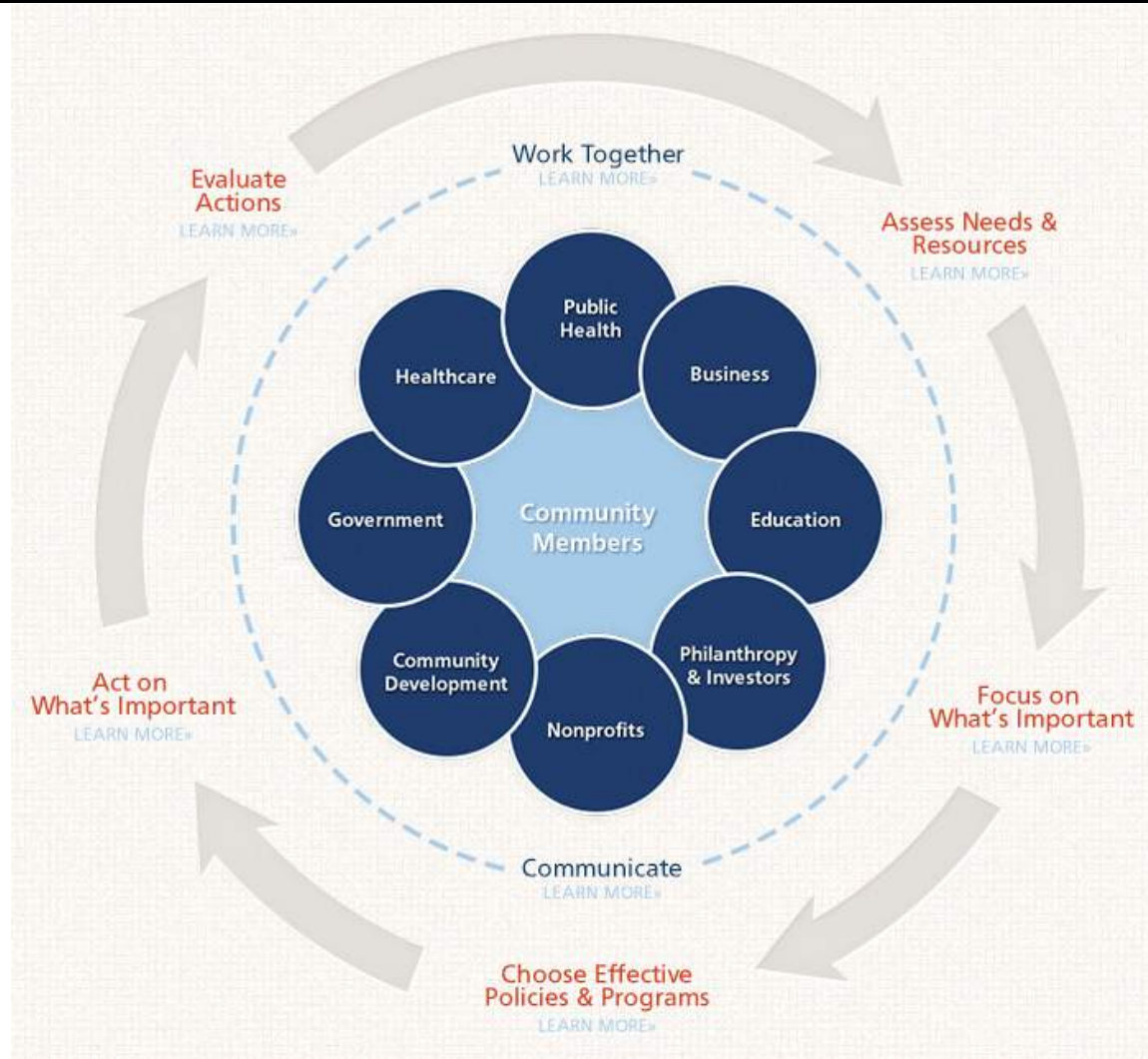


Jóvenes SANOS: Program Projects

Powerful Young Leaders	Increase Active Living	Increase Healthy Eating
Growing Greatness Curriculum "Do KIT"	Get Out Get Fit (summer camp)	Healthy Eating Project Pajaro Valley
Trainings Conferences Presentations Workshops	Family Fitness Challenge Day Farm Fresh Food and Fitness	Healthy Corner Markets Project Healthy Restaurants Project
Provide TA to other communities	Watsonville Revitalization	Movie Theaters
Community Events And Fairs	Advocacy & Partnership: <ul style="list-style-type: none"> • Bike/ Pedestrian • Open streets 	Farm Fresh Food & Fitness At the Farmer's Market



Model For Success



Collective Impact

Collaboration

Convene around
Programs/Initiatives



Collective Impact

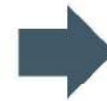
Work Together to
Move Outcomes

Prove



Improve

Addition to
What You Do



Is What You Do

Advocate for Ideas



Advocate for What Works

Partnerships and Working Together

- The City of Watsonville
- Watsonville Parks & Community Services
- Life Lab Science Program/ Food What!?
- Pajaro Valley Health Trust
- County of Santa Cruz
- Go For Health!
- Trips for Kids
- Dignity Health
- Property Managers
- Local Farmers
- Local Business



Policy Creates Sustainability

WHY POLICY?

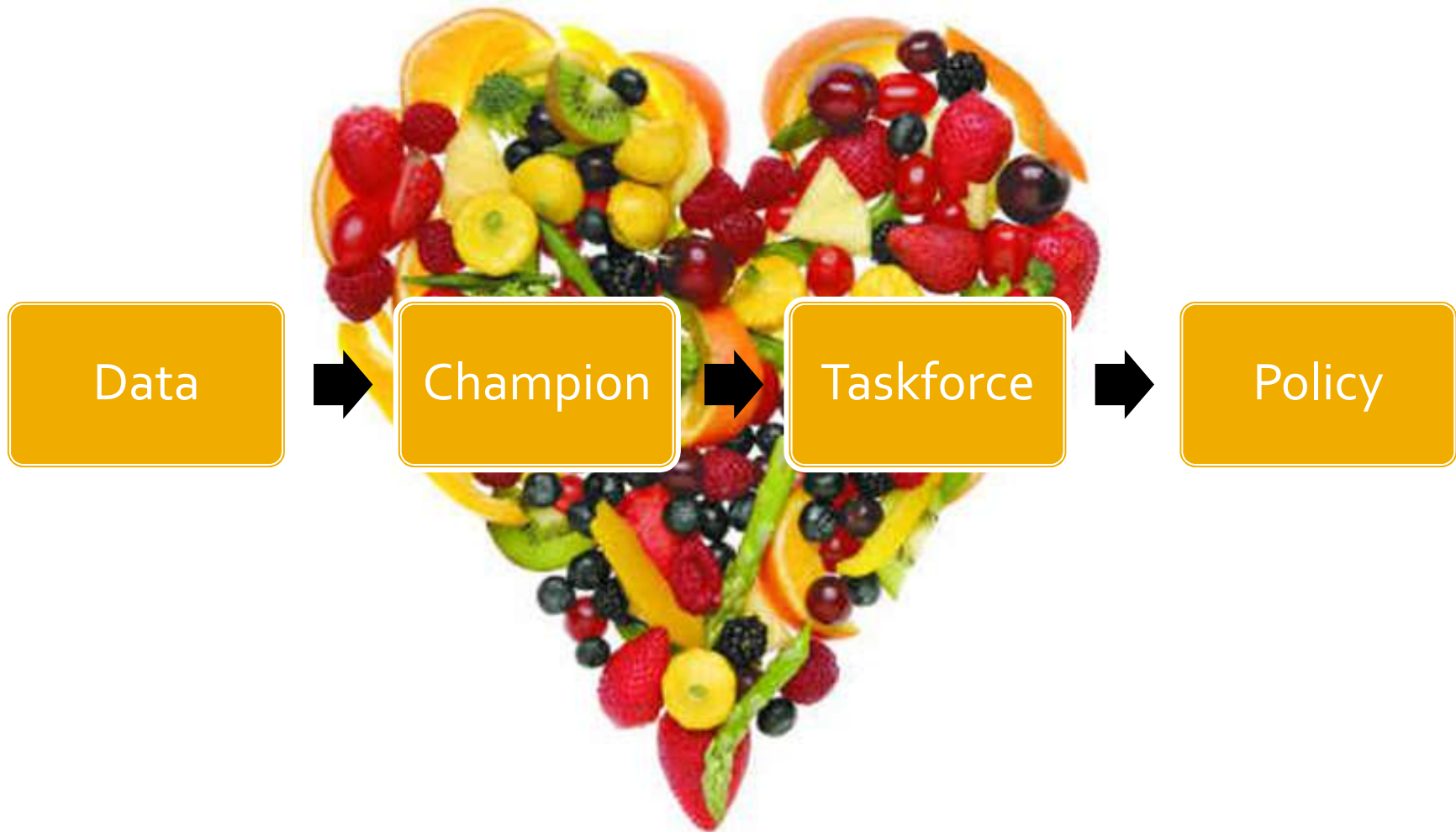
- Sustainable
- Encourage Cultural Shifts
- Strong Clear Statement of Direction

HOW JS DOES POLICY:

- Informed action
- Community-based partnership & collaboration
- Youth engagement and empowerment
- Policy design through task force
- Specific asks with timeline



Formula for Success



The Passing of the Metro Policy

Result: Santa Cruz METRO's Healthy Food And Beverage Options Policy

- Requires all vending machines at METRO offices and transit centers to include 50% of food and beverages that meet nutritional standards recommended by Centers for Disease Control and Prevention
- Addresses advertising & pricing of healthy items
- Encourages tenants at the transit centers to provide healthy options



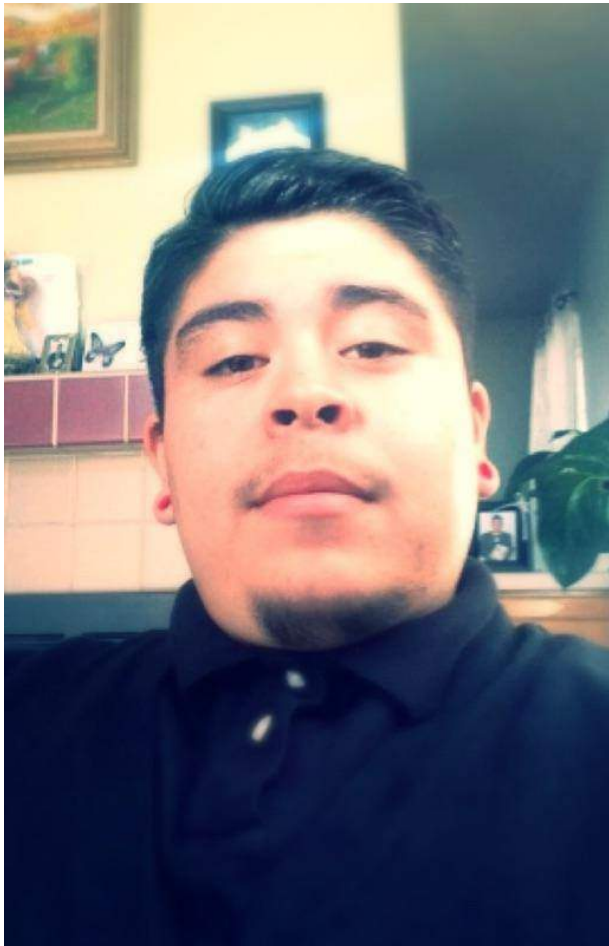
Healthy Eating Options Ordinance

Healthy Eating Options Ordinance

Passed in 2010

- All new restaurants must offer a minimal amount of healthy menu options in order to obtain a building permit.
- Remodels must apply as well
- Moratorium versus compromise
- Developed through taskforce

Jose Vasquez



- Jose has been a member of Jovenes SANOS for over six years. Jovenes SANOS has become a second family to Jose and is the place where Jose has found his voice and has become a leader to his peers, family and community.

Healthy Eating Project *of Pajaro Valley*



- Healthy Restaurants Project
- Healthy Corner Markets Project
- Healthy Retail
- Movie Theaters



Let's do This Together!

- Educate about the problem/connect to personal life
- Survey customers and owners
- Share the results with owners
- Work with markets to re-organize store to have healthy options highlighted
- Promote healthier advertising
- Train market owners and staff
- Educate what foods are healthy

Youth Led Organizing



Youth Engagement in Action

- *Be authentic and real*
- Understand social problem inside and out
- Powerful information shared by youth
- Related to our lives- real experiences



Jóvenes SANOS

Growing Young Leaders

- Engaging Leadership
- Powerful Public Speaking
- Advocacy Skills
- Peer to Peer Mentoring
- Solidify shared commitment
- Group is role model of relationship for building all other relationships



Lessons Learned

- Many roads to the same end
- Flexible in process and expectations
- Focus on the goal with eyes on details
- Give opportunities to ALL
- See each other as potential
- Remember: It's the journey not the destination



Growing Greatness – “Do-Kit”

- Guidance, facilitation, activities and tools to create a powerful youth and adult partnerships. Youth led with adult partner support.
- Learning-in-action program that builds the capacity both of individuals and communities
- We design and implement workshops to create the outcomes specifically desired and tailored for your group/community with you!
- Our DO-KIT is designed to produce extraordinary results for positive individual, organizational and community change.
- Through building skills, knowledge, partnership, competency and inner-capacity we GROW GREATNESS!



Growing Greatness

Give us a call!

For more information about Jovenes SANOS or Growing Greatness contact:

KyMBERly Lacrosse

Klacrosse@unitedwaysc.org

Office: 831-465-2212

Cell: 831-234-2046

Where do we go
from here?



Best *Practices*



Choose storeowners carefully



Create a customizable program



Know what you don't know







Increase supply AND demand



Be realistic about your capacity

Questions to *Think About*

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

Healthy Food Retail Resources


Incentives for Change
Rewarding Healthy Improvements to Small Food Stores





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TO PROMOTE SUSTAINABLE GROWTH

Providing Fresh Produce in Small Food Stores
Distribution Challenges & Solutions for Healthy Food Retail

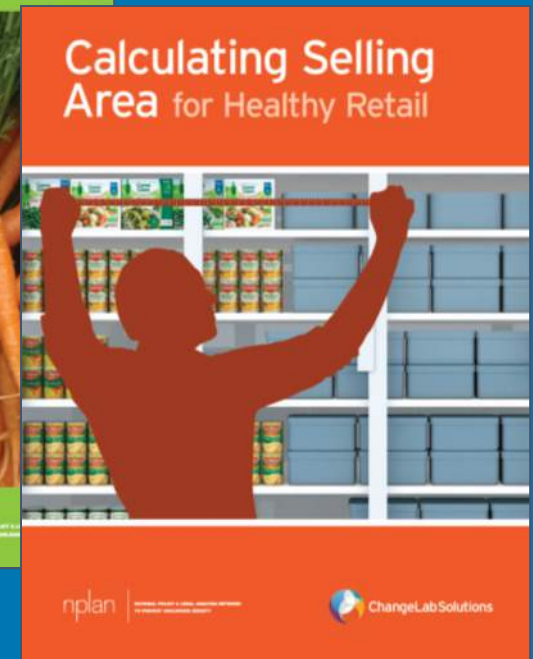
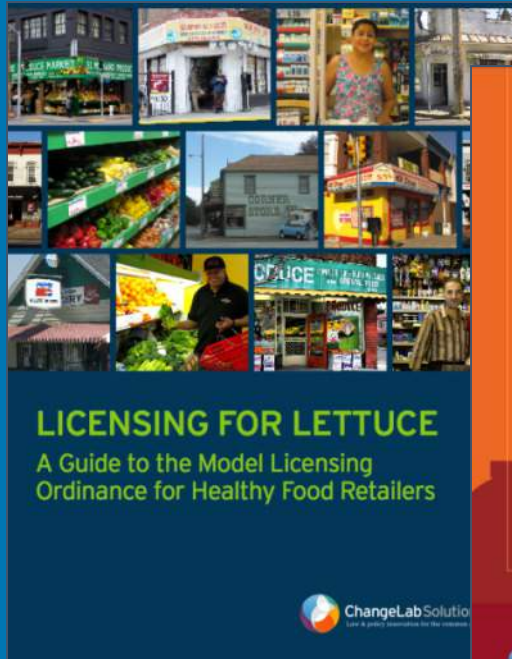


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Healthy Food Retail Policy



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Questions?

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