



REWARDING SUCCESS

Providing Incentives with Certification Programs



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ChangeLab Solutions



Healthy Corner Store Webinar Series:

NEW CARROTS ON THE BLOCK

Sponsored by the Network for a Healthy CA – Retail Program

All webinars run from 10:00-11:30 am PST



Monday, July 23

Cultivating Relationships

Working with Policymakers for Healthier Corner Stores

Monday, August 6

Green for Greens

Finding Funding and Other Resources for Healthy Corner Stores

Monday, August 27

Rewarding Success

Providing Incentives with Certification Programs

Agenda

- **Overview:** Designing an effective healthy corner store certification program
- **Interview:** Sarah Schram, Douglas County Healthy Neighborhood Stores (Omaha, NE)
- **Keeping momentum:** implementation, enforcement, sustainability
- **Interview:** Sasha Belenky, Healthy in a Hurry Program (Louisville, KY)
- **Q&A**



ChangeLab Solutions

ChangeLab Solutions creates innovative law and policy solutions that transform neighborhoods, cities, and states. We do this because achieving the common good means everyone has safe places to live and be active, nourishing food, and more opportunities to ensure health. Our unique approach, backed by decades of solid research and proven results, helps the public and private sectors make communities more livable, especially for those who are at highest risk because they have the fewest resources.





The *Network for a Healthy California - Retail Program* facilitates partnerships between neighborhood stores and community health agencies to help increase the consumption and purchase of fruits and vegetables among CalFresh eligible Californians. The *Retail Program* provides retailers statewide with a unique variety of tools, resources, and outreach activities to inspire healthy change among consumers.

Funding for the Retail Program is provided by the USDA's Supplemental Nutrition Assistance Program. The program is led by the California Department of Public Health and administered by the Public Health Institute.



Hannah Burton Laurison



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Sarah Schram
Healthy Neighborhood Store
Project Coordinator

Douglas County Health
Department
Omaha, Nebraska



Sasha Belenky
Interim Healthy Actions Director

YMCA of Greater Louisville
Louisville, KY



POLL:
**What's your current
involvement in
healthy corner store
certification programs?**

OVERVIEW

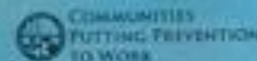
Designing an effective healthy corner store certification program



What do **healthy corner store certification programs** look like?

MEMBER STORE

PHILADELPHIA HEALTHY CORNER STORE



What are healthy corner store certification programs?

- Often administered by health department or CBO
- Stores enroll & agree to meet defined standards
 - Formal or informal agreement
- Stores receive various incentives; usually incl. publicity
- Ongoing monitoring & enforcement

What program is right for my community?

Strategy	When it might work...
Healthy corner store certification program	<ul style="list-style-type: none">• Many small, local retailers offering few healthy foods.• Resources available for individualized work with stores.• Strong working relationships between government and community groups.
Healthy food retailer licensing	<ul style="list-style-type: none">• Many small, local retailers offering few healthy foods.• Existing license enforcement infrastructure in place.• Political will
Grocery store attraction strategies	<ul style="list-style-type: none">• No or few full-service grocery stores.• Strong economic development agencies and other organizations/institutions that can seek resources.

COMING THIS FALL:

Healthy Small Food Retailer Certification Programs: *A Toolkit for Communities*

- Case studies
- Program planning and implementation
- Laws & regulations facing corner stores
- Sample storeowner contract
- Links to other resources



Designing a healthy corner store certification program:

Step 1: Assessment & scoping

Step 3: Find partners

Step 4: Identify resources

Step 5: Set goals



Step 1: Assessment & scoping



Photo: New Haven Independent, Paul Bass

Program basics:

- **Geographic scope**
- **Population served**
- **Number of stores**
- **Types/scale of store interventions**
- **Staff and volunteer time needed**

Assessment examples

- **California resource:** Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3)
- **Nutrition Environment Measurement Survey:** Corner Stores (NEMS-CS) instrument
- **Community examples:** Healthy Corner Stores Network
- **Centers for Disease Control Factsheet:** Healthier Food Retail: Beginning the Assessment Process in Your State or Community

Example: Pitt County Corner Store Initiative



Photo: Pitt County Corner Store Initiative

Step 2: Find partners



Photo: New Haven Independent, Cristina Costantini

Common healthy corner store certification partners

Local government

Ex: Health, Economic development, Planning

State government

Ex: Health, Agriculture, Economic development

Universities

Ex: Public health schools, Planning

Businesses and organizations

Ex: Non-profit food justice and hunger relief, Business associations, Media/marketing, Produce grower associations

Most critical partners: store owners and staff



Photo: Flickr: Tess Heder

Example store selection criteria:

- **Location in food desert or area with high health burden**
- **Existing food stocking – any healthy products?**
- **Existing store layout & equipment**
- **Barriers to selling healthy food**
- **Storeowner attitude & willingness**
- **Public opinion of the store**

Example: Douglas County Healthy Neighborhood Store Program



Photo: Douglas County Healthy Neighborhood Store Program

Step 3: Identify resources



Photo: Washington Post, Jahi Chikwendiu

Staff requirements

Common staff ratio: 1 full-time staff per 10-20 stores

Example activities:

- Program planning
- Establishing relationships with funders & partners
- Store recruitment & technical assistance
- Planning and implementing incentives
- Inspecting stores for compliance
- Program evaluation

Funding & other resources

Funding & materials

Ex: Grants/loans, Reimbursement for food purchases, Store display equipment, Refrigeration equipment

Technical assistance

Ex: Store layout design, Business planning, Nutrition/cooking demos

Branding & publicity

Ex: Store marketing materials, Press coverage



Financing Healthy Food Options

The CDFI Fund's Capacity Building Initiative for Financing Healthy Food Options

Financial Resources Catalogue



This document was created for the CDFI Fund by:

**OPPORTUNITYFINANCE
NETWORK**

Green for Greens

Finding Public Funding for Healthy Food Retail



nplan

NATIONAL POLICY & LEGAL ANALYSIS NETWORK
TO PREVENT CHILDHOOD OBESITY



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Hartford Food System



Literacy for Environmental Justice



Example: Adopt-a-Bodega Program (New York)

Step 4: Set goals



Photo: flickr: lornagirl

Examples of standards

Nutritional standards

- *Increased stocking of healthy options (produce & other staples)*
- *Decreased stocking of less healthy options (junk food, alcohol, tobacco)*

Operational standards

- *Produce display, handling, and food safety*
- *Participating in nutrition education events*
- *Promoting healthy changes & reducing alcohol/tobacco ads*

Participation in federal food assistance (SNAP/WIC)

Example: Healthy in a Hurry Program (Kentucky)

Date	Benchmark	Incentive
30 days post intervention	<ul style="list-style-type: none">•Store has accurately collected data on fruit and vegetable sales.•Store has maintained quality of produce.	\$100.00 toward the purchase of fruit and vegetable inventory
3 months post intervention	<ul style="list-style-type: none">• Store has accurately collected data on fruit and vegetable sales.•Store has maintained quality of produce.	\$200.00 toward the purchase of fruit and vegetable inventory
6 months post intervention	<ul style="list-style-type: none">•Store has accurately collected data on fruit and vegetable sales.•Store has maintained quality of produce.•Store has collected 75 customer surveys.	\$300.00 toward the purchase of fruit and vegetable inventory

Voices from the field





Sarah Schram
Healthy Neighborhood Store
Project Coordinator

Douglas County Health
Department
Omaha, Nebraska



Before



After



Before



After



Before



After



Before



After



Before



After



Before



After



Before



After





Before



After



Before



After



Choose
HEALTHY
Fruits and Vegetables

Here's why

Fresh, canned or frozen...it's all good for you.
All fruits and vegetables help you reduce the
risk of cancer and cardiovascular diseases.



5/10/2011

Healthy Neighborhood Stores



Make the
HEALTHY CHOICE
the **EASY** CHOICE



08/29/2011

Choose HEALTHY

Frozen Fruits
& Vegetables



Here's why

Fresh, canned or frozen....it's all good
for you. All fruits and vegetables
help you reduce the risk of cancer
and cardiovascular diseases.

08/29/2011

Choose HEALTHY

Whole Grain Breads,
Cereals, Tortillas, Rice
and Pasta



Here's why

When you choose whole grains instead of refined grains you lower your risk of chronic diseases such as stroke, type 2 diabetes and heart disease.

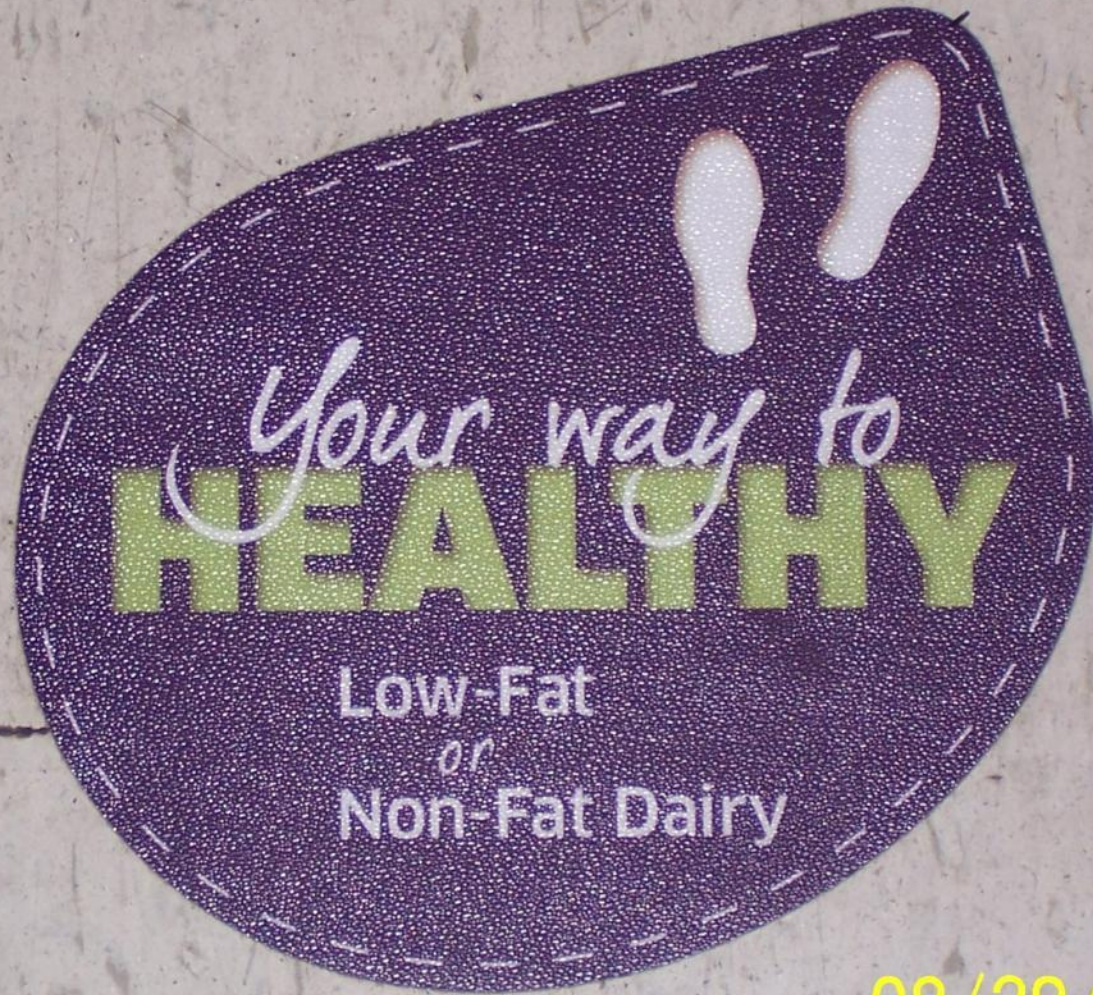


Made possible by funding from the Department of Health and Human Services.



08/29/2011

Soft. Delicious. Nutritious.™





Fruits & Vegetables
Whole Grains
Low-Fat & Non-Fat Dairy
Lean Meat

Choose
HEALTHY
Esija Saludable





Be
HEALTHY

Food for the Fun of It!

A VEGGIE CRISPS

For Your Family and Your Table
Healthy & Delicious
Nutrition

Douglas County
Putting Prevention
to Work
live well
omaha



Zamora Market Inc.

OPEN

BIENVENIDOS A Su
TIENDA
SALUDABLE
del Vecindario

ABARROTES NENA'S
PRODUCTOS MEXICANOS,
CENTRO Y SUDAMERICANOS
ESQUINA DE LA 24 Y N
733-0737

Frutas y
Verduras

Granos Integrales

Lacteos bajos
en grasa
o sin grasa

Carne Magra

Douglas County
Putting Prevention
to Work
live well
omaha

Financiado por el Departamento
Federal de Salud y Servicios Humanos

Douglas County
Putting Prevention
to Work
live well
omaha

Nena's

Elija
SALUDABLE

Frutas y verduras
Granos integrales
Lácteos bajos en grasa
ó sin grasa
Carne magra







TOMATOES

- Choose tomatoes with bright, shiny, firm skin.
- Store at room temperature away from direct sunlight.
- Tomatoes are low in calories and high in vitamins A and C.

\$1⁵⁰ each

Douglas County
Putting Prevention
to Work
live well
omaha



ORANGES

\$1 per dozen

JOIN JND GROCERY'S HEALTHY FOOD REWARDS CLUB

Get yours today!

Ask for a
Healthy Foods
Rewards card
at the counter.



**Throughout the month of
October, we will reward you
for purchasing milk!**

Each time you purchase a gallon of low-fat milk* you will receive a punch on your Rewards card. Once you collect 10 punches you receive a FREE GALLON of milk.*



Made possible by funding from the Department of Health and Human Services.

Low-fat milk includes skim, 1% or 2% varieties.
One punch per trip. Card expires March 30, 2012.

KEEPING MOMENTUM:
Implementation
Enforcement
Sustainability



Tips for program implementation & sustainability

- **Make a commitment:** MOUs & agreements
- **Monitoring & enforcement**
- **Evaluation**
- **Sustainability:** building momentum for additional corner store policies/programs



The goal:
Building a long-term relationship with stores



MODEL HEALTHY SMALL FOOD RETAILER CERTIFICATION PROGRAM AGREEMENT

Comment: The Model Healthy Food Retailer Certification Program Agreement ("Agreement") is a contract between a small food retailer and the city or organization operating the program that sets forth the terms of the retailer's participation in the Certification Program ("Program"). The entity operating the program is usually either a city or county, generally through its health department, or a nonprofit organization, referred to here as "Entity." The Agreement sets forth the obligations of each party (the entity and the retailer). Foresee of use, the first part of the Agreement sets forth the requirements specifically related to the Program. The second part contains the standard types of requirements contained in most contracts and an Appendix defining the terms used in the Agreement.

Some of the provisions of the Agreement are based on general contracting law and use the language of contract law. The "comments" printed in italics explain the meaning of these provisions. The "comments" also offer options to customize the Agreement to address the needs of the particular program. The language in italics within the text of the Agreement describes the information needed to insert in the blank spaces. Certain text is written in italics and placed between brackets to suggest a baseline standard. That text can be changed by the parties in their negotiations.

The [City of _____ or _____ (Name of Organization)] ("Entity") has established a Healthy Small Food Retailer Certification Program ("Program") to support food retailers who want to offer healthier foods. This document ("Agreement") between the Entity and _____ sets out the terms of the Program. The Capitalized Terms used in the Agreement are defined in Appendix A, attached to this Agreement.

This Agreement will begin on _____ and will continue for a period of one year [unless renewed as provided under section 6, ~~or~~ unless sooner terminated as provided for hereinafter in section 6.

TERMS OF PROGRAM

1. BASIC PROGRAM REQUIREMENTS FOR ENTITY

Entity agrees to provide the following support to Retailer:

1.1 Government Assistance with Licensing. Entity will provide the following assistance to

Retailer:

- ☐ Entity will provide a stipend of \$_____ to reduce Retailer's business license fee to \$_____.
- ☐ Entity will expedite processing of business license [~~or~~ other licenses] by:_____.

1.2 Store Improvements. Entity will provide the following assistance to Retailer for store improvements:

- ☐ Entity will offer to Retailer a low-interest loan, subject to the conditions in a separate loan agreement, to improve its business to purchase and install:
 - o Store awnings
 - o Planter boxes
 - o Improved outdoor lighting
 - o Installation of bike racks
 - o Purchase and application of graffiti-resistant paint
 - o Application of a mural on outside wall

Resource:
ChangeLab Solutions
Model Agreement For
Healthy Small Food
Retailer Certification
Programs

Tips for successful agreements

- **Accountability:** WHO does WHAT?
- **Storeowner buy-in:** ensure that she/he is making a commitment of resources
- **Timeline:** consider tiered approaches
- **Consequences:** what happens if terms aren't met?

Monitoring & enforcement



Eyes on the store: Store visits & program renewal

- **Existing resources:** can existing enforcement agencies play a role? (health, safety, etc.)
- **Approach:** enforcement as one step towards a collaborative relationship. If stores are non-compliant:
 - Discuss storeowner's barriers
 - Provide technical assistance
 - Restate & redefine goals

Evaluation

Does the program...

... Change what people purchase?

... Affect sales at participating stores?

... Encourage stores to provide healthier options?

Recent literature review on program impacts (2012):

Gittelsohn J, Rowan M, Gadhoke P.

Interventions in small food stores to change the food environment, improve diet, and reduce risk of chronic disease.

(Journal: Preventing Chronic Diseases)

Growing & sustaining change

Corner store certification programs build storeowner relationships and community excitement, but are resource-intensive to maintain indefinitely

Potential long-term goals:

- Identify strategies with built-in funding (ex: economic development / redevelopment programs; zoning incentives)
- Policy requirements (ex: corner store licensing)

Voices from the field





Sasha Belenky
Interim Healthy Actions Director

YMCA of Greater Louisville
Louisville, KY



Before



After



Before



After





Before



After



Before



After



ANY QUESTIONS?





1624 NEW KIRK DELI & GROCERY
INSTANT GAME TAKE 5 MEGA MILLION NUMBERS
ATM INSIDE



1624 NEW KIRK DELI & GROCERY
CIGARETTES * SODA * ICE COLD BEER * JUICES * CIGARS * FRUITS & VEGETABLES * HOT & COLD SANDWICHES

**Pleasure tastes
great in Red!**
New Newport Non-Menthol



INTRODUCTORY OFFER!

\$10.50

Corona
RELAX
HERE

Corona
RELAX
HERE

ALL
NIGHT
MOOIES
\$3.00

TT00

VEGIE BARS
AND LUNS
Lottery Rolls-Sand
wiches * Ham &
& more
Coffee & Tea



Photo: flickr: benben



Photo: flickr: paul lowry



Photo: streetsblog.org



CHECK CASHING

FAMILY MARKET

BEER & WINE
DISCOUNT LIQUOR & GROCERIES

MONEY ORDERS
ATM
EBT

DELI



Family
MARKET



FAMILY
MARKET
DISCOUNT
LIQUOR &
GROCERIES
587-2458

TECATE
\$ 3.96

TECATE
\$ 9.99
TECATE

12 PACK
\$ 14.99

TECATE
\$ 7.99

MAVERICK
\$ 2.99

Marlboro
\$ 4.24

Family
MARKET
DELI

Photo: flickr: paul lowry



Photo: flickr: harry 525



GOOFUS'S QUICK MART





Photo: flickr: computationally intractable



Photo: flickr: brandon king



Photo: Lydia Daniller for ChangeLab Solutions



Photo: SEED Wayne



Photo: flickr: monica's dad



Photo: DCentric.wamu.com



Photo: SEED Wayne



Photo: Jared Opperman



GRAPE
2.99 lb

APPLES + PEARS
\$1.99 PER POUND

ORANGES
75¢ EACH

LEMONS
75¢ EACH

GREEN PEPPERS
\$1.99 PER POUND

CELERY
1 EACH

ONION
89¢ lb

TOMATOES
\$2.49 lb

36 CARTONS 275
CARNIVAL
Red

Photo: Angie Schmitt



Tom
Sale!!
3 for \$1

Sale!

VILLAGE
MARKET
MULTNOMAH COMMUNITY

Photo: Village Market, Multnomah



Photo: Tim Wagner for HEAC



Photo: Tim Wagner for HEAC

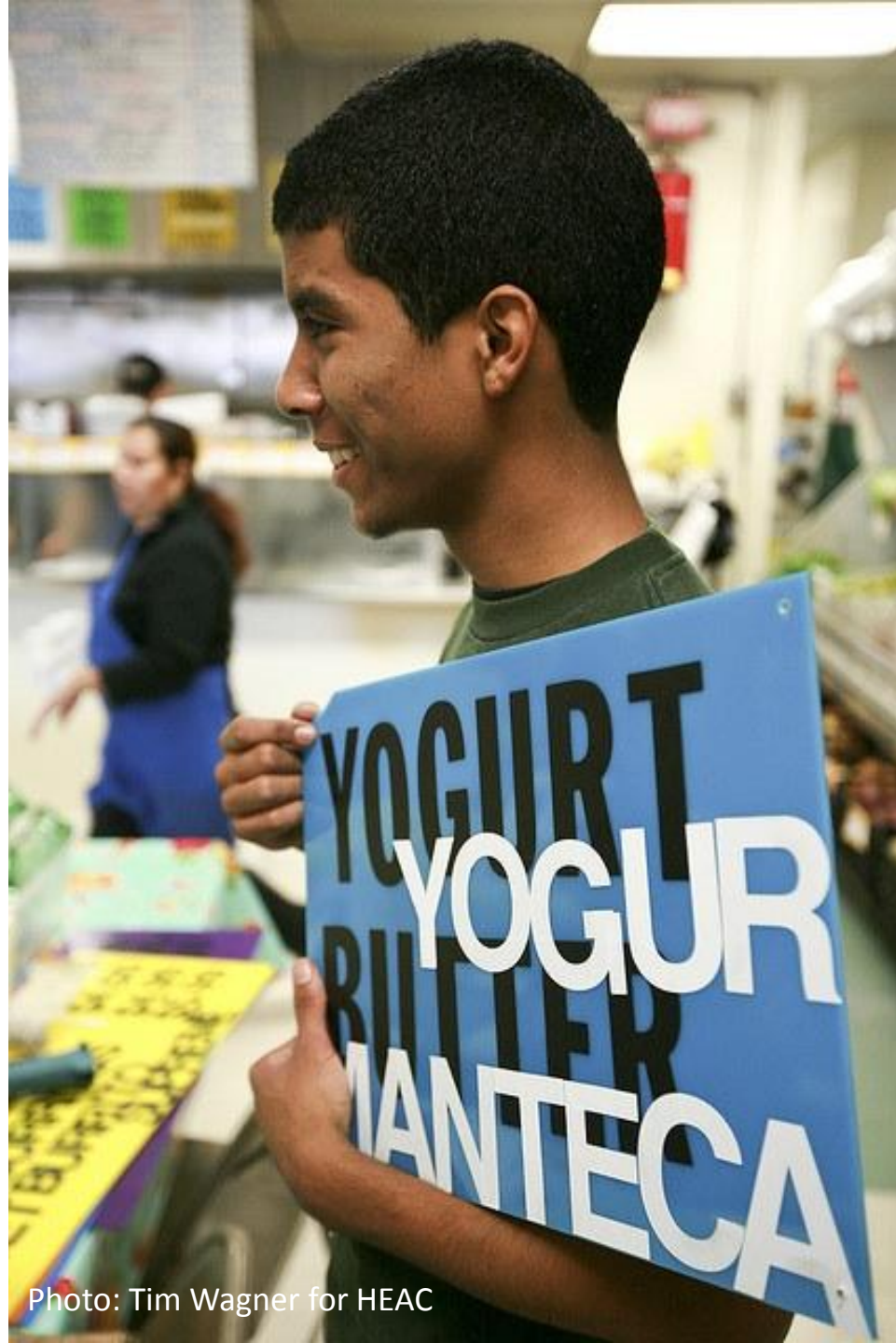


Photo: Tim Wagner for HEAC



Photo: Anwyn Hurxthal



Photo: ALBA



Esperanza Salud
COMMUNITY HEALTH PROMOTERS HP



This is a



venue!

What does this mean?

Restaurants located inside Mercado La Paloma display nutritional information of their standard menu items such as calories and fat.

Look for the Smart Menu logo and menus at each restaurant. Brochures are available with more nutritional information and simple tips on how to eat "Smart" when eating out.



Questions? Visit the
Esperanza Salud Community
Health Promoter booth near
the back of the Mercado.



**Healthy Eating,
Active Communities**

Smart Menu is a menu-labeling
project sponsored by Healthy
Eating, Active Communities.

Enjoy your meal!

¡Este es un sitio

**la salud tiene sabor
a Mercado La Paloma program**

¿Qué significa?

Smart Menu!

Que los restaurantes ubicados dentro del
muestran la información nutri
los platillos de sus m

Bienvenidos - Welcome

Photo: Tim Wagner for HEAC

Available at changelabsolutions.org



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Model Licensing Ordinance for Healthy Food Retailers

Developed by ChangeLab Solutions, a nonprofit organization that provides legal information and resources to public health advocates. The legal information is distributed under a Creative Commons license. For more information, please visit www.changelabsolutions.org.

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Putting Business to Work for Health

Incentive Policies for the Private Sector

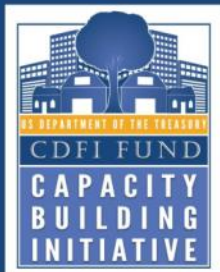
Healthy
MENU ITEMS
INSIDE

Bike
COMMUTERS
WELCOME

Fresh
PRODUCE
AVAILABLE



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TO PREVENT CHILDHOOD OBESITY



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Thank you!

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