

**nplan** | NATIONAL POLICY & LEGAL ANALYSIS NETWORK  
TO PREVENT CHILDHOOD OBESITY



### Soup to Nuts: Designing a Healthy Food Retailer Certification Program

April 22, 2014



ChangeLab Solutions

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**nplan** | NATIONAL POLICY & LEGAL ANALYSIS NETWORK  
TO PREVENT CHILDHOOD OBESITY



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ChangeLab Solutions



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### GUEST SPEAKERS



**Amy Abodeely, Med, RD, LD**  
Creating Healthy Communities Grant Coordinator  
Toledo-Lucas County Health Department



**Tony Maziarz, MBA**  
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**Beth Deakins, MPH**  
Live Well Greater Toledo - Project Evaluator  
University of Toledo

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### AGENDA

- Elements of a healthy food retailer certification program
- Tobacco: How does it fit in?
- Eat Fresh, Live Well Healthy Corner Store Initiative
- Q&A



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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.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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### What is a healthy food retailer certification program?



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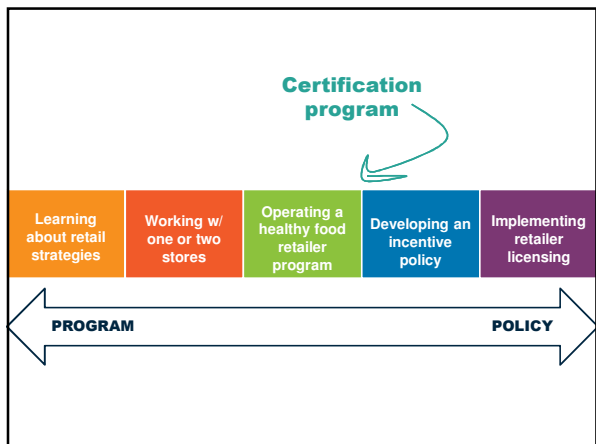
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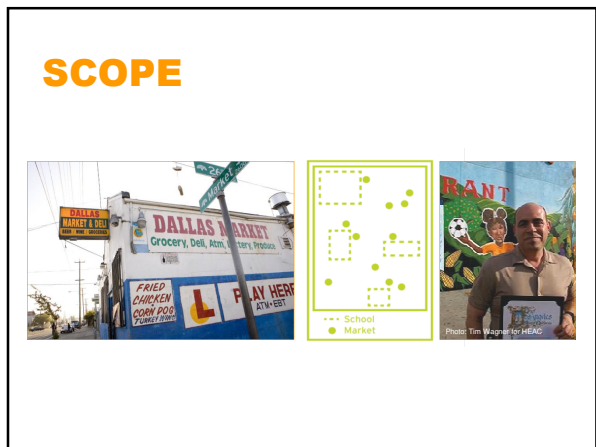
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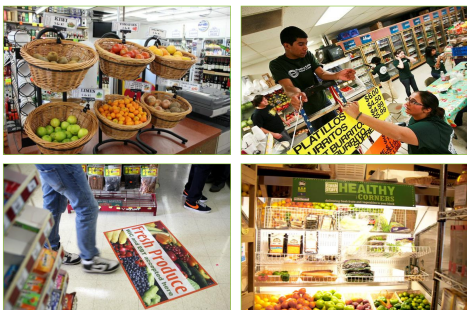
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## INCENTIVES



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## ENFORCEMENT



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## TOBACCO: HOW DOES IT FIT IN?



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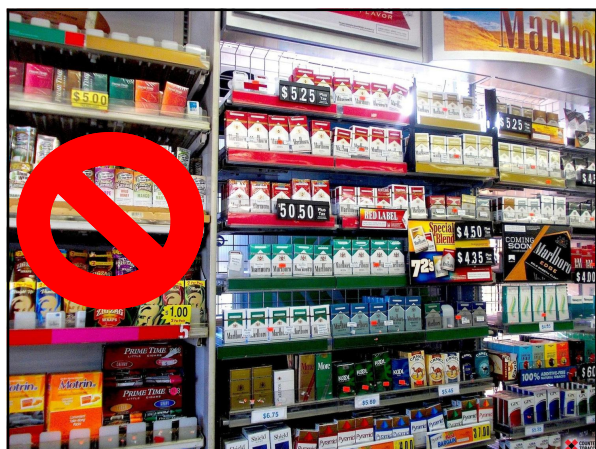
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**EAT FRESH, LIVE WELL  
HEALTHY CORNER STORE INITIATIVE**



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### What is a Healthy Corner Store?

- A **Corner Store**: a small-scaled store that sells limited variety of foods and other products
- A **Healthy Corner Store**: a corner store or convenient store that promotes healthy foods



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### WHY CORNER STORES?

- Exist within the lower income communities
- Provide residents with majority of their food
- Most are locally owned
- An immediate effect within the community
- Main source of grocery items



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### SELECTION CRITERIA

- Good Location - well patronized by community
- Family friendly store
- Located near neighborhood schools
- Already sells some groceries
- Floor space for displaying fresh produce and capacity to store extra produce
- Accepts WIC and EBT
- Interest in providing healthier options to its customers

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**PROGRAM STEPS**

Community Assessment



**Save Way Market**

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Increase 1-2 new fruit + vegetable options



**Before**



**After**

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MOU with Store Owner/Manager



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### Marketing/Branding



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### Kick-off Event



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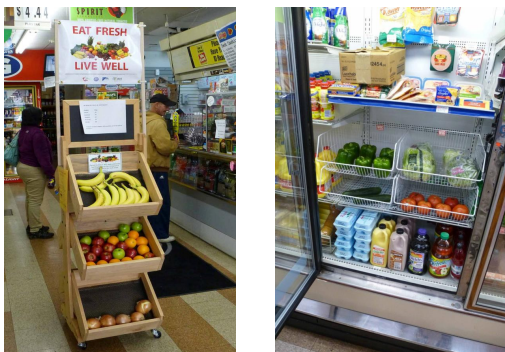
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### Follow-up Assessment



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**FUNDING SOURCES**

- Creating Healthy Communities Grant - Ohio Department of Health
- Live Well Greater Toledo – funded through United Way of Greater Toledo
- Toledo-Lucas County Health Department WIC
- Stop & Go store chain

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**OUTCOMES FOR 2012-2013**

- Produce sales using WIC vouchers doubled
- Increased other WIC voucher redemption
- Increased varieties of produce sold
- Store owners good return on investment
- Customers indicated this a benefit to neighborhood
- Top Sellers: Bananas and apples

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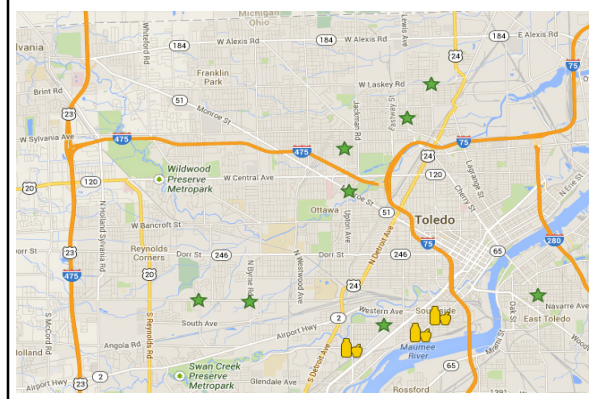
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**2014 Eat Fresh, Live Well Healthy Corner Store Sites**




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### NEXT STEPS

- Work with communities to identify additional food deserts
- Expand to more stores
- Increase capacity to gather sales data of fresh produce
- Improve distributions access
- Develop second tier - expand healthier options
- Develop a working toolkit resource
- Continued technical assistance

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### CONTACT INFORMATION

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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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**RESOURCES**



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

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**ChangeLabSolutions**

**Thank you!**

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