Welcome to Friday Forums

Purpose of Forums:

• Expand on Systems Approaches for Healthy Communities Training.
• Platform for sharing examples, resources and opportunities for delivering PSE.
• Facilitate discussion and exploration among SNAP-Ed providers.
• Provide an interactive learning experience.
• During today’s forum, we will cover the following:
• How did you choose a store to work with?
• Assessment and data collection
• Gaining Community Support
• Identify target areas to work on within the store
• Marketing and store signage
• Implementing healthy changes
• Evaluation or data collection
• Making changes sustainable
Spokane Healthy Corner Store

West Central Neighborhood

Presented by Natalie Tauzin, RD, MPH
February 14, 2020
Dairy Mart Corner Store

Historic corner store

Father-son owner operators

Community member engagement
Dairy Mart Transformation
Parkside Meat Market &
WIC Approved Store
HCS Neighbors invite Lu Bong
Neighborhood Involvement
Bong Lu’s
Healthy Corner Store
Healthy Corner Store Signage
Healthy Corner Store Makeover
Healthier Beverages and Local Produce
Healthy Corner Store Coupons
In Store Promotions

Free Fruit Fridays for Kids!

Kids - Step in every Friday for a free piece of fruit! September 9 through November 4

Come in to either of these healthy corner stores:
- Beng's Grocery & Deli
- Parkside Grocery & Meat Mart

be good to yourself...

Healthy Choice

Physical Activity & Nutrition Program
109-324-1350 | P.O. Box 109-324-1350 | www.hcf.org

Good through October 31, 2013.

$25.00
This coupon good towards the purchase of milk, bread, eggs, 100% fruit juice, fruits & vegetables (fresh, frozen or canned), and fresh meat at Parkside Grocery & Meat Mart.

Healthy Communities Program
Spokane Morning News Coverage
Local Produce Sells
Grand Opening Day

• An amazing show of community support and excitement.
• Donated local coffee
• Donated prizes
• Recipes
• Bicycle raffle
Neighbors Gather at Grand Opening Event
Spokane Tribe of Indians Trading Post
Toolkits and Resources

• Food Trust National Healthy Corner Store Network
• Community Food Lab
• The Four P’s of Marketing
• Vendors-free training, sales tracking software
Contact Information

Natalie Tauzin, RD, MPH
ntauzin@srhd.org
509.324.1659
SNAP-Ed Healthy Food Retail

*Fresh Corner* healthy corner store initiative

Stephanie Wood, MPH, CHES
Tacoma-Pierce County Health Department

Feb. 14, 2020
Today’s Objectives

• Outline of Fresh Corner program
• Share key joys and challenges.
• Identify community engagement strategies
• Messaging: Tying food retail to a more just and healthy food system.
The Fresh Corner Team

Tony Smith, BA
Promotion Coordinator

Ulysses Martin, MPA
Current Program Coordinator

Stephanie Wood, MPH, CHES
Past Program Coordinator/Founder
Successful food retail programs need

• Equitable community partnerships.
• Understanding of food system and food retail systems.
• Understanding of PSE strategies.
• Ongoing review of our own policies and procedures.
Fresh Corner - SNAP-Ed Healthy Food Retail

**OBJECTIVES**

1) Promote healthy, local and affordable food access.

(2) Improve store’s place in the community by making stores safe, clean and inviting and available as community spaces.

(3) Support community-centered vision for a local food system.

**HOW**

- Small business support.
- Promotion & display.
- Community support.
- Nutrition education for store owners.
- Community-store relationships.
- Learning community priorities.
- Social marketing and community engagement strategies.
Fresh Corner: Joys and Challenges

1) Stores must make money!
2) Understand local food retail system.
3) Choose viable stores.
4) Co-create with each store.
5) Community must lead the work.
6) Trust takes time.
7) Find champions.
8) Examine internal policies and procedures (communications, compensation, etc.)
Choosing Stores

• Bombay Bazaar
• I Street Market
• JJ’s Deli
• Main Street Grocery & Gas
• Plaza Guerrero
• Salena One Market
• Slice of Life
• Zip Mart
Motivations & Capacities

Stocking more healthy foods could mean healthier communities AND making a profit for you.

**Business Benefits**

- New products and more variety attract new customers.
- Offering products that other stores do not helps your business stand out.
- Healthy foods can yield high profit margins.

Examples:

- 4 bags of chips = $20 profit
- 2 apples = $20 profit

**Healthier Communities**

- People who live where healthy foods are easy to find are more likely to have lower risk of disease.
- Many children shop at corner stores and need healthy food options to ensure they grow up strong and healthy.

**Growing Movement**

Join a growing number of business owners across the country who are committed to providing their customers with fresh healthy foods AND making a profit.

This guide will list your strengths, greatest opportunities and how we can help with:

- Healthy product selection and care
- Produce pricing and display
- Produce promotion and marketing

---

**TPCHD Fresh Corner Healthy Corner Store Project Agreement**

**Agreement**

- Healthcare
- Tacoma-Pierce County Health Department

**And**

**Bombay Bazaar**

Fresh Corner Healthy Corner Store Project in Tacoma

A Healthy Corner Store is a local retail food store that collaborates with the Tacoma-Pierce County Health Department (The Department) and the community to promote healthy food access, and to discourage activities that are detrimental to the well-being of the community. It does so by stocking and advertising healthful products, discouraging unhealthy practices near the store, abiding by existing laws, and participating in activities that meet the nutritional needs of local community residents.

This Agreement addresses the activities provided by the Tacoma-Pierce County Health Department to implement the Fresh Corner Healthy Corner Store Project at Bombay Bazaar (The Contractor). These services provided to Bombay Bazaar for compliance with specified criteria. The agreement will be effective for up to one year.

**Bombay Bazaar** is committed to the well-being of the neighborhood in which they store is located and pledges to choose two (2) of the following as further developed in my store project plan:

**Stock Healthy Foods**

- Sell a variety of high-quality fresh fruits and vegetables
- Stock whole grain products
- Stock low-fat and skim dairy products
- Listen to and try to accommodate customers’ requests for healthy foods
- Increase number of low or unsweetened beverages

---

**Fresh Corner Store Profile**

**Store Name:** Sarena One Market

**Store Address:** 1128 South Pacific Avenue, Tacoma

**Neighborhood:** Hilltop

**Description:** Monday – Friday, 10 a.m. – 11 p.m.

**Date Established:** February 2, 2014

**Date MOU signed:** February 1, 2015

**Owner:** Sarena Miller

**Owner Phone:** (253) 590-7025

**Website:** N/A

**Facebook:** [www.facebook.com/SarenaOneMarket](http://www.facebook.com/SarenaOneMarket)

**Other Important People:** The Manager, etc. — Sarena is the owner and main employer of the store. Sarena’s son/manager also helps at the store when he is not doing delivery for Amazon in Seattle. Sarena and Mumbai also keep up with updates about the store. They try and keep CQI Qlik afloat and out of a small module in the cabinet of the store and sometimes use items from the store. Sarena’s tea room has fresh is often helping at the store and keeping him company. Sarena also has an assistant named Vince that helps stock, straighten up the shelves and keep things tidy. Vince appreciates our interventions and tries to help keep the products organized and their assigned places. Vince was homeless but now stays in a small Efficiency space. Over the last several years, Sarena has received help from auditoriness from nine to nine: 364/da. Friday only after 10 am.

**Accepts SNAP/EBT:** Yes

**Accepts WIC:** No

**Is Smoke Free:** Yes, April 27, 2013

**Interview on File:** Yes

**Owner Interests:** Sarena One Market is a family run convenience store. The store was named after Sarena’s daughter, Sarena always help us surrounding community members. Sarena One Market thanks you.
Assessments
Working with stores

Thank you for being a member of the Fresh Corner program!

Here are some ways we can help your store. You choose what changes you want based on what is good for your store. You can change the plan any time.

February – Early Spring

1. We can ask your customers and neighbors about:
   - Healthy products they are buying from your store.
   - Healthy products they want to see at your store.
   - How they feel about your store (safety, cleanliness, customer service, etc.).

2. Show you the healthy products that you need now.

Spring

1. Teach you about nutrition and healthy foods.
2. Show you new, healthy products your customers want.
3. Help you display healthy products.
4. Provide nutrition signs for your store.
5. Promote your healthy products with price cards, shelf signs, displays, etc.
6. Provide a handbook on how to care for and display healthy products.
7. Bring you a community assistant to help with store changes.

Summer and Fall

1. Customer feedback box and reports.
2. Expert nutrition advice.
Community feedback

Q16: What are some other changes that would make you want to shop at corner stores more?

- Better prices: 53.44%
- Better quality: 71.03%
- Larger selection: 3.49%
- Better service: 13.79%
- It needs to be cleaner: 22.41%
- It needs to be safer: 27.59%
- It needs to accept SNAP: 18.36%
- Other/give other: 13.79%
Tying to bigger work
Defining success (and who’s defining it?)

This year’s Fresh Corner Program Successes

Dear Mr. and Mrs. Hayes,

Thank you for being an important partner of the Fresh Corner Healthy Corner Store Program! Your customers and neighbors appreciate your commitment to a healthy, happy community! Here are some of your store’s successes this year.

1) Health Department staff recommended changes on how to improve your business. You welcomed us and were open to feedback!
2) Improved display of healthy food options
   - Rearranged your products
   - Dedicated a healthy snack shelf in your store.
   - You placed fresh products and healthy drinks in a place that was easy to see
3) Invited low-income customers to use EBT benefits by posting an EBT sign on the door
4) Welcomed customer feedback and requests for healthier products by having a customer comment box
5) Supported a healthy community by encouraging your customers to buy local
6) Worked hard to set up a fresh deli and YOU SUCCEEDED! Your customers and neighbors have more access to fresh, healthy and affordable food in a neighborhood with limited access to a grocery store.
7) Maintained high standards of cleanliness and safety inside and outside of your store taking great pride in keeping it clean and well cared for.

Thank you for being such an amazing partner and investing in a healthy community!
We look forward to working together in next year!
Take-Homes

- One size does not fit all.
- Expecting Corner Stores to carry healthier products without consumer demand is unfair.
- Trust takes time.
- Address perceptions of our organization.
- Create a vision together, but you may have to start.
- Technical support takes a lot of resources.
- Realize privilege and internal limitations.
- Champions hold the key – look around.
- PSE interventions & strategies should be relevant to both community and corner store capacity to implement.
- Bigger ties and bigger messages.
Questions? Thank You!

Sammy Cat from Salena One Market helping with healthy item inventory.
What comments and questions do you have?
THANK YOU FOR JOINING OUR FRIDAY FORUM

A recording of today’s call as well as links to the resources mentioned will be posted on the WA SNAP-Ed website.

https://wasnap-ed.org/