



# WASHINGTON SNAP-ED FRIDAY FORUM

HEALTHY RETAIL AND  
CORNER STORES

FEBRUARY 14, 2020

# WELCOME TO FRIDAY FORUMS

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- 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.



# TODAY'S AGENDA

- 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

# Healthy Corner Store Presenters

Natalie Tauzin RDN MPH Spokane Regional Health District

Stephanie Wood MPH, CHES Tacoma Pierce County Health

# Spokane Healthy Corner Store

West Central Neighborhood

Presented by Natalie Tauzin, RD, MPH

February 14, 2020

# Dairy Mart Corner Store

Historic corner store

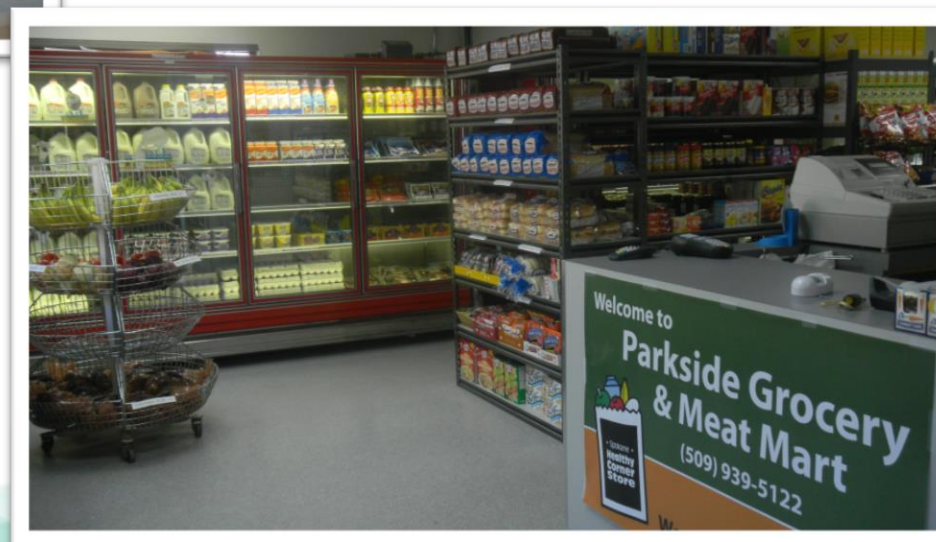
Father-son owner operators

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





# Before



# After





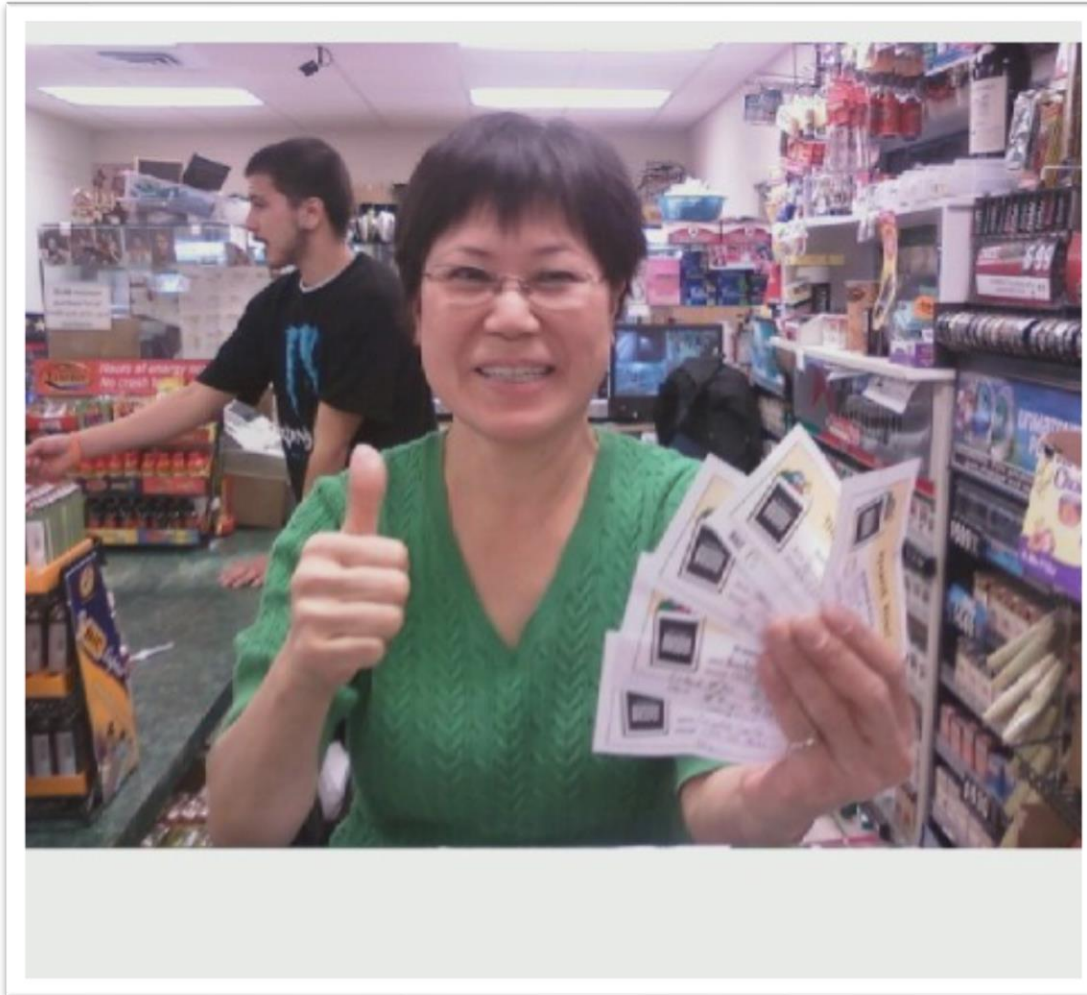
# Healthy Corner Store Makeover





## Healthier Beverages and Local Produce





## Healthy Corner Store Coupons

# In Store Promotions

**Free Fruit Fridays  
for Kids!**

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



**Spokane Healthy Corner Store**

Come in to either of these healthy corner stores:

**Bong's Grocery & Deli**  
2040 W. Boone • Mon-Fri 6am-10pm | Sat-Sun 7am-10pm

**Parkside Grocery & Meat Mart**  
1913 W. Maxwell • Mon-Fri 8am-7pm | Sat 8am-6pm

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**HEALTHY** Physical Activity & Nutrition Program  
1201 West College Ave., Spokane, WA 99201-2095  
509.324.1530 | 509.324.1464 | www.srhd.org

**Health**

This project is funded by the Centers for Disease Control and Prevention's Community-Based Participatory Prevention to Works and the Spokane Regional Health District.

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## Spokane Morning News Coverage

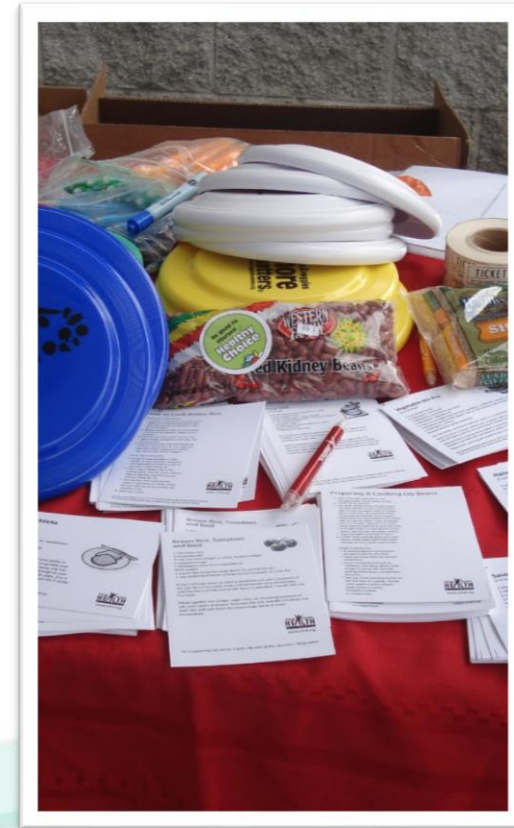


# Local Produce Sells



# Grand Opening Day

- An amazing show of community support and excitement.
- Donated local coffee
- Donated prizes
- Recipes
- Bicycle raffle

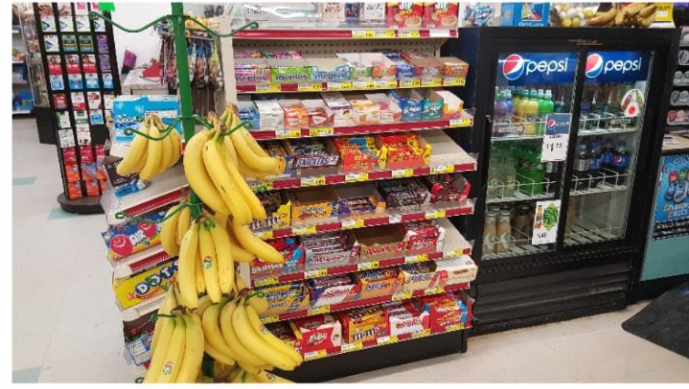




# Neighbors Gather at Grand Opening Event



# 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

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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™  
Healthier Food Options

# 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
- 1 apple = 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 lay out your strengths, greatest opportunities and how we can help with:

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



## TPCHD Fresh Corner Healthy Corner Store Project



## Agreement

### Agreement

### Between

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 outlines 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 my 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 the 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:** Salena One Market

**Store Address:** 1108 South Yakima Avenue, Tacoma

**Neighborhood:** Hilltop

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

**Date Enrolled:** February 8, 2016

**Date MOU needs update:** February 1, 2019

**Owner:** Naif (Sam) Qatamin

**Owner Phone:** (253) 883-7070 text is good

**Store Phone:** (253) 254-2917

**Owner Email:** naifqatamin@gmail.com

**Website:** None

**Facebook:** <https://www.facebook.com/Salenaonemarket/>

**Other important people/additional staff, etc.:** Sam is the owner and main employee of the store. Sam's son Moses also helps at the store when he is not doing delivery for Amazon in Seattle. Sam and Moses both live upstairs above the store. They and their cats cook and eat out of a small kitchen in the back of the store and sometimes use items from the store. Sam's best friend Hussein is often helping at the store and keeping Sam company. Sam 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 in their assigned places. Vince was homeless but now staying in a small apt/storage space. Over the last several years, Sam has recruited help from local homeless folks from time to time.

**Prefers visits:** Any time after 10 a.m.

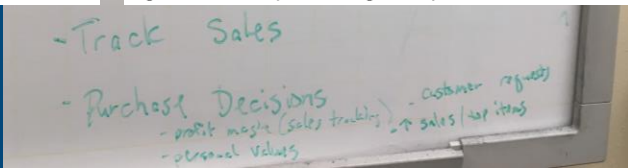
**Accepts SNAP/EBT:** Yes

**Accepts WIC:** No

**TA Session Provided?** Yes, April 27, 2017.

**Interview on File?** Yes.

**Owner Interests:** Salena One Market is a family run convenience store. The store was named after Sam's daughter. Sam strives to help the surrounding community thrive. Salena One Market chooses not carry



# Assessments



	A	B	C	D	E	F
1	<b>BETTER (OK) KINDA HEALTHY</b> (just a bit too much sugar, salt, fat but has some nutrition benefits)					
	Drink Description	Price	Vol	Unit of Measure	Brand	Notes (why it may be ok, any special nutrition info, what you're not sure of, etc.)
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						

## PRODUCE

### Produce choices best to worst – Fruits and Vegetables

Best choice	Better choice	Not a good choice
<ul style="list-style-type: none"><li>• A variety to choose from.</li><li>• All or most is very fresh, no soft spots, great color.</li></ul>	<ul style="list-style-type: none"><li>• Canned/frozen fruits in natural juice or light syrup.</li><li>• Canned/frozen vegetables with less than 290mg of sodium.</li></ul>	<ul style="list-style-type: none"><li>• Canned/frozen fruits in heavy syrup.</li><li>• Canned/frozen vegetables with more than 290mg of sodium.</li></ul>

### FRESH Fruits & Vegetables

Fill in the table below for every fresh fruit and veggie item.

Put "N/A" in the box if there are no fresh fruits or veggies items (do not leave blank).

Type	Sold as single, pair, lb, or bag	Price (per item, lb, bag)	Quality
Ex. Bananas	single	\$1.00	<input checked="" type="checkbox"/> Good <input type="checkbox"/> OK <input type="checkbox"/> Poor
			<input type="checkbox"/> Good <input type="checkbox"/> OK <input type="checkbox"/> Poor
			<input type="checkbox"/> Good <input type="checkbox"/> OK <input type="checkbox"/> Poor
			<input type="checkbox"/> Good <input type="checkbox"/> OK <input type="checkbox"/> Poor

Quality Scale
<b>Good</b> All or most is very fresh, no soft spots, great color
<b>OK</b> Mixed quality—more good than poor
<b>Poor</b> All or most is brown, bruised, overripe, wilted

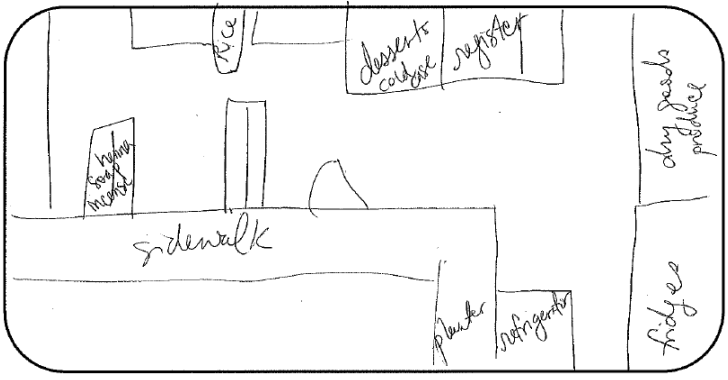
### FRUIT - Canned or frozen in light syrup or natural juice

Fill in the table below for every canned or frozen fruit item in light syrup or natural juice.

Put "N/A" in the box if there are no canned or frozen fruits in light syrup or natural juice (don't leave blank).

Fruit type	Canned or Frozen	Price (per can or frozen)	Brand	Notes
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Map the store layout as best as you can, noting where products meet guidelines are located:





# Working with stores

**Tacoma-Pierce County Health Department, Fresh Corner Program**

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

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

**February – Early Spring**

- 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.).
- Show you the healthy products that you carry now.

**Spring**

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

**Summer and Fall**

- Customer feedback box and reports.
- Keep up the displays.

11-16-18 ZipMart w/ interpreter

Side wall container/barriers.  
PC colors? Branding?

• move healthier items next to add near candy + cookies in #2

• healthy items - crackers, nuts, protein bars, granola bars, fig newtons, trail mix, canned peaches

- Triscuit	- Pistachios
- Wheat Thins	- Peanuts
- Fig Newtons	- Almonds
- Trail mix	
- Power bars / protein bars	
- Granola bars	

**Fresh Corner의 새로운 기쁨**  
2018년 3월 1일

✓ **연속 최대가 캐니발 이벤트는 성공했습니다!**

- 우리는 귀하의 상점을 홍보했습니다.
- 이웃과 고객의 많은 피드백 - 우리는 3월 15일까지 당신에게 줄 것입니다.
  - 그들이 무엇을 사는지.
  - 그들이 당신 가게에 대해 좋아하는 점.
  - 고객이 상점에서 사고 싶은 건강 식품.

✓ **이미 상점에서 가지고있는 건강 아이템을 보여줄 준비가되었습니다!**

- 당신은 생각하는 것보다 더 건강한 물건을 가지고 있습니다!
- 귀하의 매장 계획의 일부는 귀하가 판매하는 건강 상품 찾고 목록을 작성하고 있습니다.
- 우리는 3월 5일 전에 이것을 위해 준비가되어 있습니다.
- 1-2 시간이지만 우리는 조용히 있을 것이고 방해가되지 않을 것입니다.
- 우리는 당신의 스케줄에 따라 일할 것입니다.

**선정된 코너 매장:**

- 1 Street Market (남 7th and I Street)
- Salena One Market (사우스 11 번가 및 마틴 루터 킹, Jr. Way)
- 메인 스트리트 식료품점 (South 9th and Martin Luther King, Jr. Way)
- 범버리 바자르 (북쪽 6 번가 및 주넷 거리)
- 삼익 조각 (남부 80 번가 태평양 예비뉴)
- ZipMart (South 38th 및 Tacoma Avenue)
- 플라자 개러지 (East 72nd 및 McKinley Avenue)
- 11's Deli (East 34th 및 McKinley Avenue)

**Fresh Corner 팀으로부터 감사드립니다!**

**토니 스미스**  
toni.smith@tchd.org | 253.306.0483 토니 스미스  
관리자

**스테파니 우드**  
wood@tchd.org | 253.362.8196 스테파니 우드  
관리자

# Community feedback

**Your opinion matters!** *Barbara*  
Help our neighborhood be healthy.

Dear store owner, please sell these items in your store: (Check one or more)

☒ Fresh fruits & vegetables, including:  
good quality lemons/limes  
ginger, onions

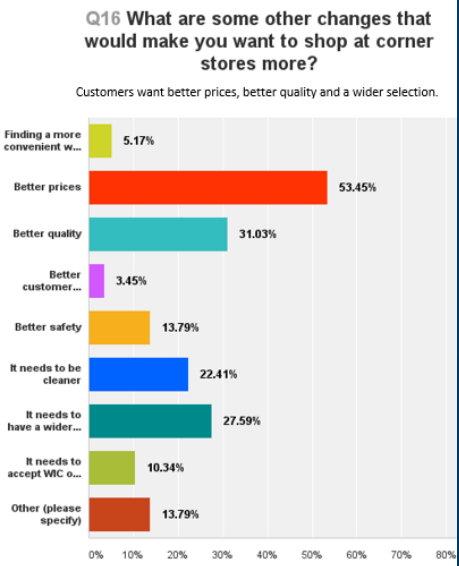
☐ Canned fruit in 100% juice  
☐ Deli meat  
☐ Other: *Entered 8.22*

☒ 1% milk  
☐ Low/No calorie drinks  
☒ Whole wheat bread  
☐ Low-sodium canned vegetables, soups and beans

Any further comments (affordability, cleanliness, customer service, etc.)  
Love your store!  
Would like to see staple vegetables. Thanks!

**www.tpchd.org • (253) 798-6500**  **Tacoma-Pierce County Health Department**  
Healthy People in Healthy Communities

USDA is an equal opportunity provider and employer. This material was funded by USDA's Supplemental Nutrition Assistance Program – SNAP. The Supplemental Nutrition Assistance Program (SNAP) provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, contact 877-501-2233 or foodhelp.wa.gov





# Tying to bigger work





# Defining success (and who's defining it?)



## This year's Fresh Corner Program Successes

FRESH CORNER<sup>®</sup>  
Healthier Food Options

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. Y  
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.



Sammy Cat from Salena One Market helping with healthy item inventory.

Questions? Thank You!





What comments and questions do  
you have?

# THANK YOU FOR JOINING OUR FRIDAY FORUM

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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/>

