Promoting Healthy Retail in Hispanic Communities

Special Guests

March 30, 2016
Paul Baker
Senior Director for Programs
National Alliance for Hispanic Health
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 Subnetwork Lead Agencies**

- **Seattle, WA**
- **Minneapolis, MN**
- **Chicago, IL**
- **New York, NY**
- **Philadelphia, PA**
- **Atlanta, GA**
- **Dallas, TX**
- **San Diego, CA**
- **Albuquerque, NM**
- **Denver, CO**
- **Watsonville, CA**

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**Logos and Institutions**
- Familia de la Gente
- Clínica Tepeyac
- THE CONCILIC
- Chicago Hispanic Health Coalition
- Comunilife
- CONGRESO
- HISPANIC HEALTH Coalition of Georgia
- YDI
- DEVELOPING LIVES
WELCOME!

Juell Stewart
Planner
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

The Food Trust
THEFOODTRUST.ORG

Organes Sanae
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
Why healthy retail in Hispanic communities?
More corner stores & bodegas; fewer full service supermarkets
Higher exposure to marketing of less nutritious foods

More corner stores & bodegas; fewer full service supermarkets
More corner stores & bodegas; fewer full service supermarkets

Higher exposure to marketing of less nutritious foods

Language barriers
Food + Tobacco = Healthy Retail Strategy

- 3 packs for the price of 2
- 2 for 1
- Buy 1 Get 1 Free
- Low Price
- Trial offer
- Cigarillos
  - 49¢ each
  - 3 pack for 99¢
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?

afford

Can I afford it?

Supply

choose

Do I want it?

Demand

use

Do I know how to prepare it?
What changes can we make?
Reduce **Storefront Signage**
Address **flavored** tobacco head-on
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
Incorporate e-cigarettes into existing tobacco control strategies
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

Limit the amount of all storefront advertising

Maintain clean, attractive premises

Stock staple foods, such as whole grains, fresh produce, lean meat, and low-fat dairy

Prohibit tobacco product discounts and coupons

Encourage a reduction in the number of unhealthy snacks and sugary beverages

Require tobacco to be kept behind the counter and away from candy and toys

Require tobacco retailers to get a local license and pay a fee

Display fresh produce at the front of the store

Fabulous Fiber

Make Salsa

Eat the Rainbow

Post signs or shelf labels promoting healthy products in the store

Restrict sales of tobacco products targeted to teens

Encourage healthy products at the checkout counter

Seasonal Salads Daily

WIC and SNAP Accepted Here

Prohibit tobacco from being sold near schools or other child-oriented places

Quit Smoking Now!

Health on the Go
Share Responsibility
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.
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

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

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<th>Powerful Young Leaders</th>
<th>Increase Active Living</th>
<th>Increase Healthy Eating</th>
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<tr>
<td>Growing Greatness Curriculum “Do KIT”</td>
<td>Get Out Get Fit (summer camp)</td>
<td>Healthy Eating Project Pajaro Valley</td>
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<td>Trainings Conferences Presentations Workshops</td>
<td>Family Fitness Challenge Day Farm Fresh Food and Fitness</td>
<td>Healthy Corner Markets Project Healthy Restaurants Project</td>
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<td>Provide TA to other communities</td>
<td>Watsonville Revitalization</td>
<td>Movie Theaters</td>
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<tr>
<td>Community Events And Fairs</td>
<td>Advocacy &amp; Partnership: • Bike/ Pedestrian • Open streets</td>
<td>Farm Fresh Food &amp; Fitness At the Farmer’s Market</td>
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Model For Success
Collective Impact

Collaboration → Collective Impact

Convene around Programs/Initiatives → 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

Data → Champion → Taskforce → Policy
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
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 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
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!
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

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

changelabsolutions.org
Disclaimer

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Thank you!

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Questions?

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