Re-Inventing Neighborhood Food Retailers

Kaiser Permanente Southern California HEAL Initiative

Virtual Brown Bag Learning Series

Please make sure you have connected with the telephone using the number, access code and pin displayed in your AUDIO BOX on the right side of the screen. Also please mute your phone.
Practice Getting Started

TELEPHONE AUDIO PIN

PLEASE MUTE YOUR PHONE

PARTICIPATORY FORMAT
Raising Your Hand
Writing a Question
What is a “Virtual Brown Bag”? 

- **Purpose:** To generate discussion and peer learning between Southern California HEAL grantees and partners.

- **Expected Outcomes:** Accelerated learning, inspiration, dissemination of best practices, and enhanced likelihood of successful community transformation.

- **Schedule:** Monthly web/phone convening every fourth Thursday from Noon – 1:30 pm.
Today’s Learning Objectives

- Resident and youth engagement for creating and sustaining healthy food retailers.

- Marketing and promotion strategies for maximizing profits.

- Procurement and policy strategies for sustainability.
Agenda

- **Introductions:** Who’s in the Room?
- **Invited “Instigators”** Launch Discussion
- **Active Dialogue** with All Participants
- **Ideas** for Replication, Adaptation or Inspiration!
Who’s in the Room?

- Northern California
  - HEAL Communities

- Southern California
  - HEAL Communities
  - Network for a Healthy CA
  - Residents
  - LA Food Policy Council
  - C.A.U.S.E & First 5 from Ventura
  - Pitzer College in Ontario
  - San Diego County Childhood Obesity Initiative
What is a Healthy Food Retailer?
## Cross Site Strategies

<table>
<thead>
<tr>
<th>Community</th>
<th>Strategies</th>
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<tbody>
<tr>
<td>Anaheim</td>
<td>Northgate Market Healthy Check Stand and corner store conversion.</td>
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<tr>
<td>Lemon Grove</td>
<td>Market conversion to increase access and availability of healthy foods.</td>
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<tr>
<td>Long Beach</td>
<td>Corner store conversion near schools and/or parks.</td>
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<tr>
<td>Ontario</td>
<td>Change offerings and marketing strategies in favor of fresh produce in corner stores.</td>
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<tr>
<td>Riverside</td>
<td>Implementing changes to signage, food displays, pricing, and nutrition information.</td>
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<tr>
<td>Ventura</td>
<td>Market conversion and the Good for Kids restaurant certification program.</td>
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<tr>
<td>Whittier</td>
<td>Healthy Picks Labeling Program</td>
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</tbody>
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Discussion “Instigators”

Rosalia Calam  
Resident  
Uptown Whittier YMCA  
Whittier, CA

Chelsea Fiss  
Retail Program Manager  
Network for a Healthy California  
San Diego, CA
Group Discussion

What are key next steps for successful implementation?

What are strategies to help store owners maximize profits?

What are key steps to sustainability?
Resources

Healthy Food Access Portal
http://www.healthyfoodaccess.org/home?destination=home

Healthy Foods Here: Grocery Merchandizing Tips

Network for a Healthy California Retail Program:
Retail Fruit & Vegetable Marketing Guide
http://healthyfoodaccess.org/library/browse/retail-fruit-and-vegetable-marketing-guide

Chula Vista "Cilantro to Stores" Program

Philadelphia’s Healthy Corner Store Initiative
Training Opportunity

Healthy Foods, Healthy Businesses
A Business and Leadership Training for Neighborhood Markets
September 7, 2013 | 9 am - 5 pm

FREE Training for Market Owners, Managers, and Staff
Lunch will be provided.

Web: www.neighborhoodmarkets2013.eventbrite.com
Email: healthyneighborhoodmarkets@gmail.com
Phone: (213) 978-1568.
Replication, Adaptation, or Inspiration!
Thank You for Participating!

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Please complete the survey prompted on your screen after the Virtual Brown Bag has ended.