



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

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



Discussion “Instigators”



Rosalia Calam

Resident

Uptown Whittier YMCA

Whittier, CA



Chelsea Fiss

Retail Program Manager

Network for a Healthy California

San Diego, CA

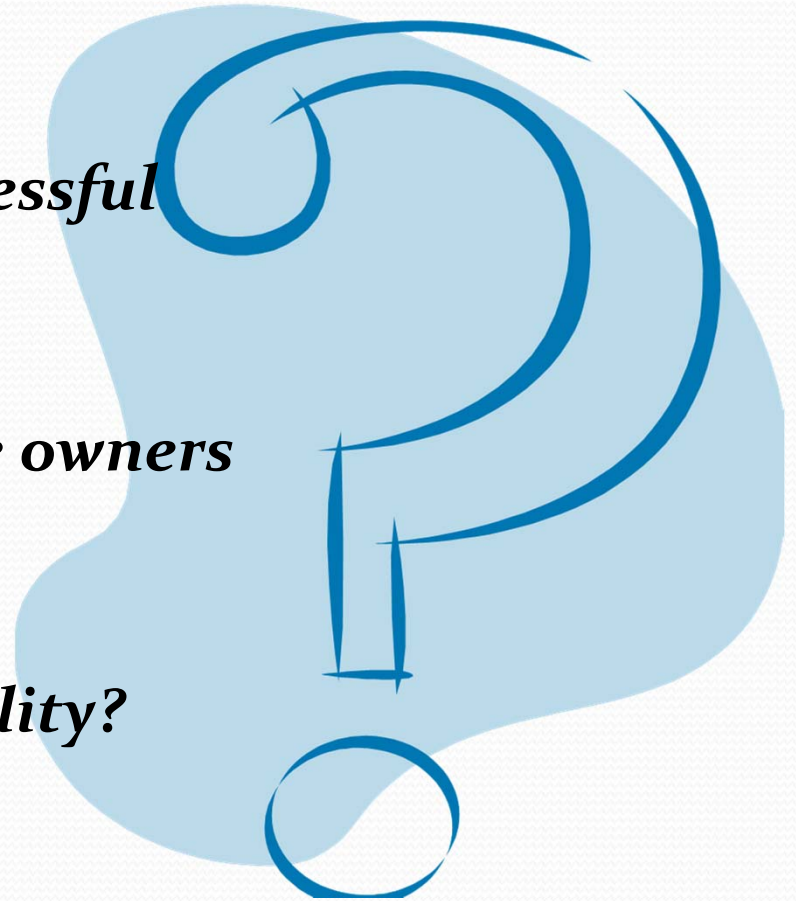


Group Discussion

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

<http://healthyfoodaccess.org/library/browse/healthy-foods-here-grocery-merchandising-tips?destination=node/383>

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

http://www.sdcounty.ca.gov/hhsa/programs/phs/documents/Evaluation_Report_Cilantro_to_Stores.pdf

Philadelphia's Healthy Corner Store Initiative

http://foodtrust-prod.punkave.net/uploads/media_items/hcsi-y2report-final.original.pdf



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.

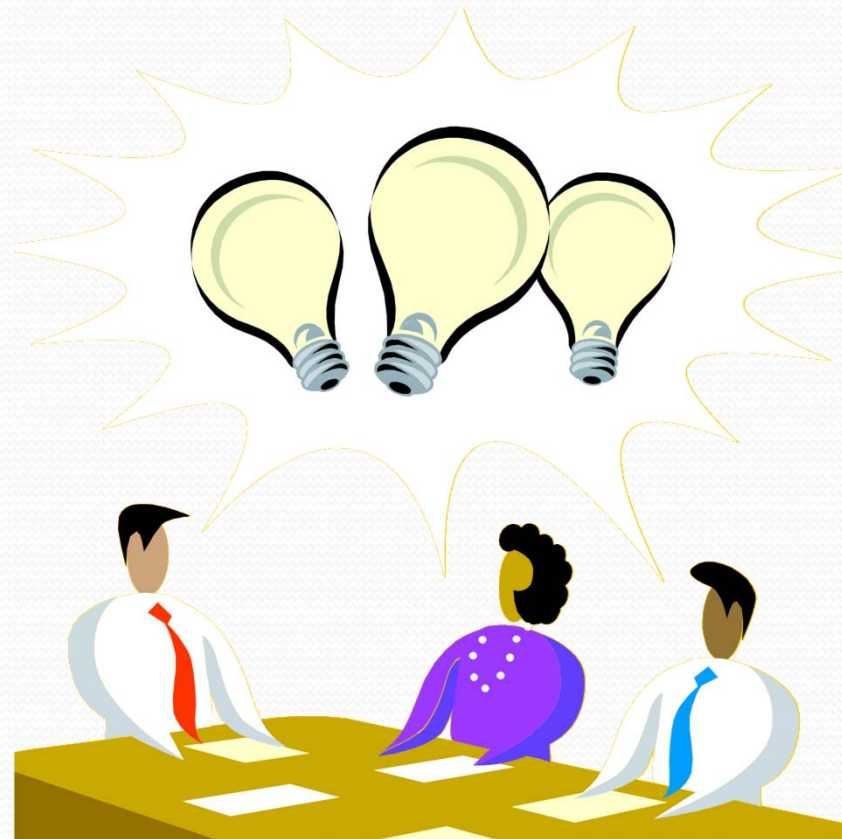
Web: www.neighborhoodmarkets2013.eventbrite.com

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.

