



Healthy Changes in Corner Stores: Successes and Next Steps

ALAMEDA COUNTY
NUTRITION SERVICES
HEALTHY RETAIL REPORT
April, 2019

Healthy Living
...for life!

Nutrition Services • Alameda County Public Health Department



THE OPPORTUNITY

The Alameda County Nutrition Services **Healthy Retail Program's** goal is to reduce health inequities in Alameda County by increasing access to affordable healthy food options in local corner stores. Our work is rooted in supporting and recognizing store owners as community change agents.

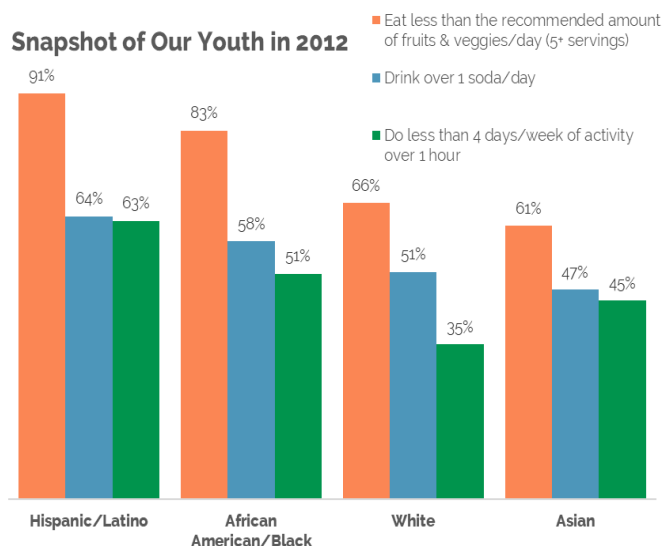
WHO WE SERVE

Alameda County Nutrition Services celebrates the vibrant communities that contribute to our cultural richness and diversity. We recognize ongoing discrepancies between socioeconomic and racial groups that significantly impact residents' health. To address health disparities, the Alameda County Nutrition Services Healthy Retail Team collaborates strategically with corner store owners in neighborhoods of greater need to help shift demand, increase access to and consumption of healthy foods, thereby reducing health inequities. **Corner stores are valuable assets in our communities.**

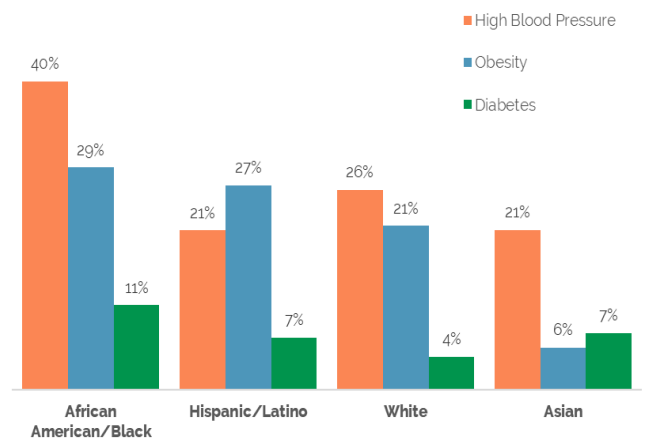
Disinvestment in Communities¹ Often Leads to Poor Health Status

- Limited and unsafe parks
- Crime
- Fast food restaurants
- Liquor & tobacco stores
- Under performing schools
- Pollution and toxic exposure
- Transportation barriers
- Lack of local businesses
- Absence of financial institutions
- Predatory Lenders

ALAMEDA COUNTY IN 2012²



Our Community's Prevalance of **Lifestyle Related Diseases** in 2012



1. Nutrition Services recognizes disparities of health status related to lack of access and affordability of healthy options and predominance of unhealthy food and beverages in these communities. Source: Alameda County Health Data Profile 2014
2. Recent snapshot of our community's health status. Source: Alameda County Health Data Profile 2014

THE STRATEGY

Since the inception of our healthy retail work in October 2013, Alameda County Nutrition Services has partnered with 13 stores to promote water and the consumption of fresh fruits, vegetables, and other healthy foods.

OUR APPROACH



Build **meaningful relationships** with store owners, customers, and community



Customize support based on each store owner's unique needs



Recognize owners as **Champions of Health** and **Change Agents** in their communities

OUR SERVICE

- Conduct healthy **Harvest of the Month** food demos and taste tests to promote seasonal produce
- Provide nutrition education to increase the appeal and consumer demand of healthy food and beverages
- Change store environments to make healthy food and beverage options more visible and prominently placed
- Replace advertisements of alcohol and tobacco with health banners, posters, and messages
- Support cosmetic improvements to store environments such as new produce bins, shelving, and tiered basket stands
- Encourage pricing of healthy options to be more affordable
- Promote public health initiatives such as **Rethink Your Drink** and **Healthy Snacking** Statewide Days of Action



Nutrition Services Healthy Retail Team hosting a food demo and taste test with vetted healthy recipes

THE RESULTS

"We are selling more fruits and vegetables. Before I bought produce 2x a month and threw a lot away. Now I buy 6x a month and people are buying!" - Royal Store Owner

"I lowered price of fruit and raised price of chips and candy." - Dallaq Store Owner

"Since 2014 I have bought better produce resulting in a 20% sales increase and a 75% decrease in food waste.." - Rancho Store Owner

OUR STORES' SUCCESSES

Handmade Produce Bins
built by owners of Royal
(left) and Jim's (right)



Jim's Before & After:

Fruit & Veggie Banner

Ashland's Super Mercado
La Raza Before & After:
Unhealthy to **Healthy**
Advertising



THE FUTURE

WE STILL HAVE WORK TO DO³

We can do more to improve these 2017 numbers for communities such as East Oakland.

East Oakland Adults

37%

Drink soda 3x per week, compared to 19% in Alameda County

19%

Consume fruits & vegetables 3x/day, compared to 30% in Alameda County

East Oakland Children & Teenagers

48%

Drank sugar-sweetened beverages yesterday, compared to 31% in Alameda County

79%

Ate less than 5 servings of fruits & vegetables yesterday. Similar across Alameda County (77%)

NEXT STEPS



Survey owners & customers to assess how to improve services, products, & shopping experience for customers



Invest in what store owners identify as important



Ensure healthy, affordable, and fresh food options are available in low income areas while sustaining revenue for the small retail business owners



Before & After: Rancho Market & Produce (2014 → 2018). Sustainable healthy changes such as this in our corner stores are achievable with continued community engagement, support, and recognition of store owners as agents of positive change in their own communities.

OUR PARTNERS

Dallaq

6901 Lion Way, Oakland

Food Town Supermarket

6421 International Blvd. Oakland

Gazzali's

7838 International Blvd.

7000 Bancroft Ave. Oakland

Holly

7900 Holly St. Oakland

Jim's

8137 MacArthur Blvd. Oakland

Lucky

247 E. 18th St. Oakland

Rancho Market & Produce

1950 Fruitvale Ave, Oakland

Royal

7615 MacArthur Blvd. Oakland

Super Mercado La Raza

16411 E. 14th St. Ashland

Super Mercado Mi Tierra

9520 International Blvd. Oakland

14340 E.14th St. San Leandro

Zavala

98th and Bancroft, Oakland

3. Sugar Freedom Project Report 2017, 192 respondents, UCLA Center for Health Policy Research Report for East Oakland Building Healthy Communities

The successes in this report were funded in part by USDA, an equal opportunity provider and employer.

