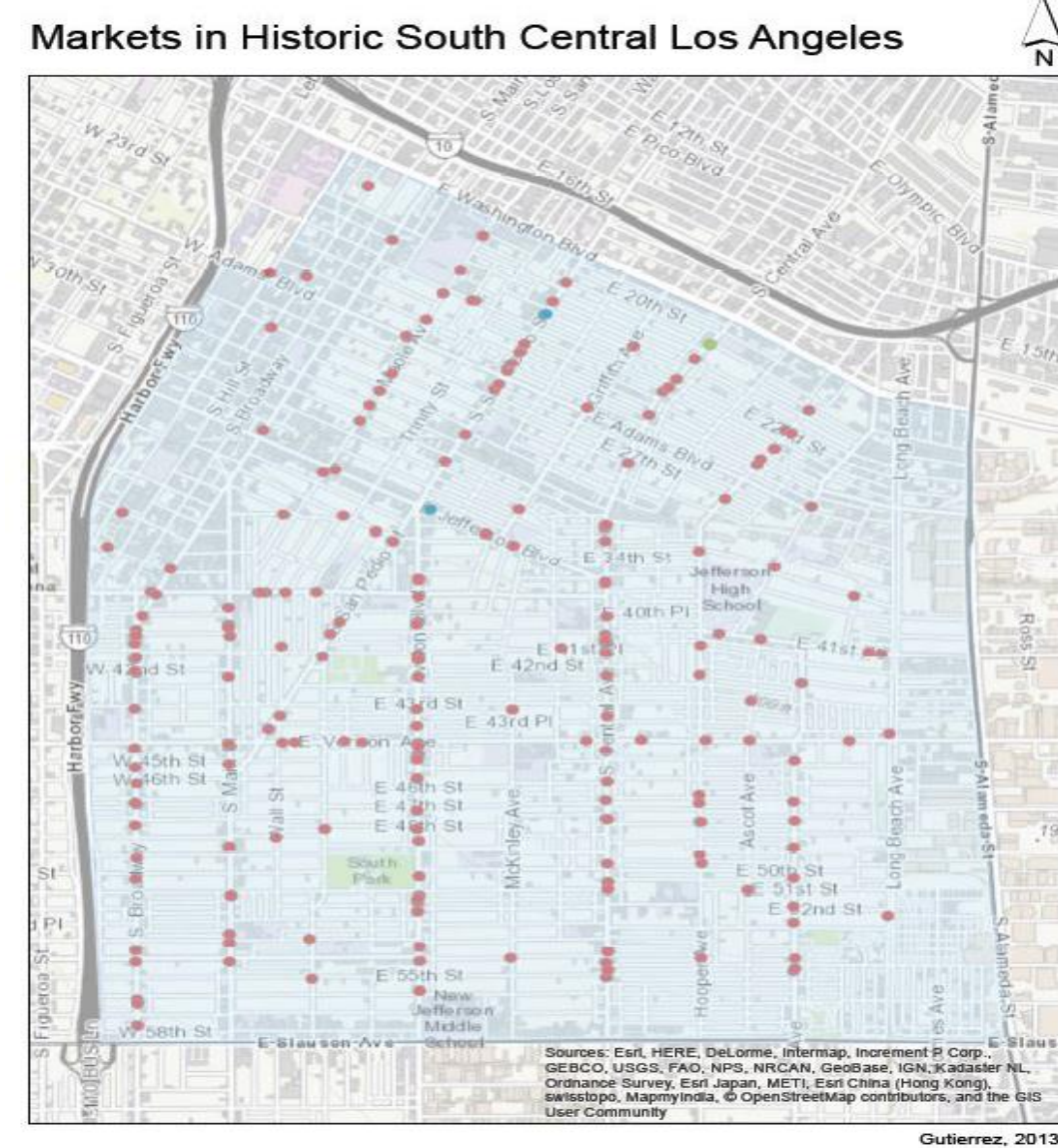




# California SNAP-Ed Works

## South Central Youth Work Together to Drive Healthy Retail Changes in Neighborhood Markets

### The Need



- South Central Los Angeles, a 2.55-square-mile neighborhood, has 11.2 liquor stores and 7.6 fast food outlets per square mile with only one farmers' market and three chain grocery stores. There are 200 small corner markets that primarily advertise and offer unhealthy food options. As a result, poor dietary choices are commonly made. Only 11% of adults report consuming the recommended amounts of fruits and vegetables each day.

### The Work

**Durans Market Quality Scorecard**

Categories	Actual Points	Possible Points
<b>Products Stocked</b>		
Sells a variety of fresh fruit	4	Up to 12
Sells good quality fresh fruit	0	Up to 8
Sells a variety of fresh vegetables	12	Up to 12
Sells good quality fresh vegetables	6	Up to 8
Prices for fresh fruit and vegetables are reasonable	0	Up to 10
Sells other healthy food items	3	Up to 10
<b>Marketing and Promotions</b>		
Participate in the Nutrition Education Obesity Prevention Retail Program	0	3
Provide health promotion information near fresh produce	0	1
Display fruits, vegetables and healthy options outdoors	0.5	Up to 4
Remove interior ads promoting high fat/sugar foods	0	Up to 2
Display interior ads promoting healthy foods	7	Up to 2
Remove high fat/sugar foods from checkout area	0	Up to 2
Place healthy foods in checkout area	2	Up to 2
Post ads for healthy foods on exterior	0.5	Up to 2
Remove exterior ads promoting high fat/sugar foods	0	Up to 2
<b>Food Assistance: CalFresh and WIC</b>		
Accepts CalFresh payment	4	4
Accepts WIC Checks (assumes further steps for WIC: Wipes and Checks)	0	4
Displays WIC and CalFresh signs	1	Up to 2
<b>Other</b>		
Comply with Loe Law (no ads or signs on other items)	0	1
No late or expired	2	2
Safe and "walkable" within two blocks of the store	7	Up to 7
<b>Total Quality Score</b>	<b>37</b>	<b>100</b>

Quality stores must score a minimum of 75 point



- NHF utilized youth participatory action research to establish Health Academy, a school-based youth task force. Using the CX3 assessment, Health Academy assessed 7 local corner markets. Based on the CX3 scores, Health Academy researched evidenced-based healthy behavioral economic approaches to improve the markets and encourage patrons to buy healthier foods. The youth created and presented business proposals to markets owners that identified feasible actions to improve their markets and become healthier places for the community to shop.

### The Impact

Health Academy set up over 10 technical assistance meetings with four of the markets where they helped market owners implement changes. All four markets increased advertising for healthy items, installed healthy cue cards on shelves, introduced new produce baskets, and rearranged food items so healthy items were more prominent. Three of the markets implemented a produce rewards card that rewards shoppers with a free piece of produce for every five produce items bought.



### The Future

In the next year, Health Academy will work closely with the remaining 3 markets they were unable to engage with in the prior year due to timing. The youth will develop proposals and offer technical assistance meetings to encourage market improvements. Additionally, the task force will conduct post CX3 assessments for all seven markets to measure impact and develop a sustainability plan.



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**The mission of the California Supplemental Nutrition Assistance Program Education (SNAP-Ed) is to inspire and empower underserved Californians by promoting awareness, education and community change through diverse partnerships to result in healthy eating and active living.**

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