

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The text is centered in the white space between these shapes.

Healthy Food Retail Evaluation Consortium

About the Group

- ▶ Current members:
 - ▶ NYC DOHMH
 - ▶ LISC and CUNY School of Public Health
 - ▶ City Harvest
 - ▶ Public Health Solutions
- ▶ Meeting since summer 2014
- ▶ Goal: Through data increase our understanding of NYC supermarkets, corner stores, store owners and customer purchasing behaviors.
- ▶ Working together to develop shared questions to add to all of our evaluation tools
- ▶ Help us “tell the story” of healthy food retail work citywide (to government, funders, the business world, the public, and more)

Themes of Shared Questions

Store Owner Surveys:

- ▶ Which distributors and suppliers are used
- ▶ Record keeping and inventory tracking
- ▶ Owner demographics

Customer Surveys:

- ▶ Shopping behaviors - where do you shop? How often? Do you leave your neighborhood?
- ▶ Thoughts on quality and availability of fresh fruits and vegetables
- ▶ Thoughts on costs of healthy food in the neighborhood

Store Assessments:

- ▶ Variety of fresh fruits and vegetables
- ▶ Advertisements posted

Next Steps

- ▶ Invite all groups interested to participate in evaluation consortium and collaborative data collection effort
- ▶ Add shared questions to the evaluation tools of participating organizations
- ▶ Develop a plan to collect this data from multiple organizations on a regular basis
 - ▶ Any thoughts about this?
 - ▶ What databases are organizations currently using to collect and store data?
 - ▶ What would make it easiest for your organization to participate?
- ▶ Collect data from participating organizations on an annual or semi-annual basis
- ▶ Develop a plan to analyze and report out on data collected
- ▶ Periodically update the HFRNG

Join Us

- ▶ Send a representative to regularly participate in Healthy Food Retail Evaluation Consortium meetings
- ▶ Meetings generally held every one to two months
- ▶ Add shared questions to your surveys
- ▶ Help develop what the next phase of this work looks like

Questions?