

**Shop
Healthy
NYC!**

**Program
Evaluation**



NYCTM
Health

**Center for
Economic
Opportunity**

Shop Healthy NYC

Shop Healthy NYC is a neighborhood-based approach that simultaneously addresses supply and demand



Retailers



Suppliers & Distributors



Community



Increased neighborhood access to healthy food



In-Store Assessment

Collects data on:

- Store characteristics
- Advertising
- Availability of healthy foods
- Product placement



Store Assessment Tool

Date: _____ Your Name: _____

Store Name: _____ Map ID #: _____

Street Address: _____ Zip code: 10457

Site Type: Supermarket Bodega Phase 2 Recruitment: Yes Maybe No

If recruited: Owner/Manager: _____ Best Time to Visit: _____

(1) FRESH PRODUCE		
1	Is any fresh produce for sale?	<input type="checkbox"/> YES <input type="checkbox"/> NO → IF NO, SKIP TO 2a
1a	How many types of whole fresh fruits are for sale? (exclude lemons & limes)	Tally: _____ Total #: _____
1b	How many types of whole fresh vegetables are for sale?	Tally: _____ Total #: _____
1c	Is any fresh produce at the checkout counter/aisle? (Must be within arm's reach when at the counter. Exclude produce in an enclosed deli case.)	<input type="checkbox"/> YES <input type="checkbox"/> NO
1d	Is any fresh produce near the front entrance of the store (not counting the checkout counter/aisle)? (Must be visible when you walk into the store and within 10 feet of the front entrance for bodegas and 20 feet for supermarkets)	<input type="checkbox"/> YES <input type="checkbox"/> NO
1e	How much of the produce is priced?	<input type="checkbox"/> ALL <input type="checkbox"/> MOST <input type="checkbox"/> HALF <input type="checkbox"/> SOME <input type="checkbox"/> NONE
1f	How many of the following DOHMH produce materials are posted?	Total #: _____
	Price Signs	Total #: _____
	Square Produce Refrigerator Decals or Laminated Signs	Total #: _____
1g	5x15 Rectangular Produce Signs	Total #: _____
	<i>At this visit, how many Square Produce Refrigerator Decals were posted?</i>	Total #: _____
	<i>At this visit, how many 5x15 Rectangular Produce Signs were posted?</i>	Total #: _____

(1-SM) FRESH PRODUCE – SUPERMARKETS ONLY		
1h	Are prices anchored (e.g. Buy 2 for \$1) at point of purchase for <u>at least 5</u> different produce varieties?	<input type="checkbox"/> YES <input type="checkbox"/> NO
1i	Are marketing messages posted at point of purchase for <u>at least 5</u> different produce varieties? (e.g. use adjectives like fresh, juicy, sweet etc.)	<input type="checkbox"/> YES <input type="checkbox"/> NO
1j	Are any recipes for fruits and vegetables available in the produce area?	<input type="checkbox"/> YES <input type="checkbox"/> NO
1k	Are any "prep-ready" fruits or vegetables available? (i.e. kits with ingredients for guacamole, soup, salad, etc.)	<input type="checkbox"/> YES <input type="checkbox"/> NO
1l	Is produce displayed OUTSIDE of the produce area at the following locations?	
	Stoop Display	<input type="checkbox"/> YES <input type="checkbox"/> NO
	Deli (exclude prepared produce typically located at the deli)	<input type="checkbox"/> YES <input type="checkbox"/> NO
	Checkout	<input type="checkbox"/> YES <input type="checkbox"/> NO
	Aisles	<input type="checkbox"/> YES <input type="checkbox"/> NO
	End-caps	<input type="checkbox"/> YES <input type="checkbox"/> NO
	Other	Specify: _____

Store Owner Survey

- Conducted at pre and post with all store owners who participate in intensive campaign
- Used to inform programming, e.g. via information on record-keeping practices, food procurement
- Assesses knowledge about healthier foods
- Assesses self-reported changes in sales of healthy foods and overall store profits



Street Intercept Survey

- Only conducted in Shop Healthy Year 1
- Aim was to assess program reach and impact on community members, including exposure to Shop Healthy materials
- Conducted at pre and post with neighborhood residents aged 18 and over at 5 locations in each zip code
 - Goal of 500 respondents each at pre and post (50 per location)



Special Projects

- Focus groups with community members on materials
- Study on impact of Healthy Checkout Lines



Closing Thoughts & Resources

- Pretest your tools
- Stay focused - make sure your measures align with program activities & goals; think about how you will use the data you collect
- Some resources:
 - Shop Healthy Year 1 report:
<http://www.nyc.gov/html/doh/downloads/pdf/pan/shop-sealthy-report.pdf>
 - New DOHMH paper on Food Shopping Behaviors:
<http://www.aimspress.com/fileOther/PDF/aimsph/publichealth-03-00001.pdf>
 - Healthy Corner Stores Network Tools:
<http://www.healthycornerstores.org/category/resources/tools>
 - National Collaborative on Childhood Obesity Research:
<http://nccor.org/nccor-tools/measures/index>
 - NEMS: <http://www.med.upenn.edu/nems/measures.shtml#nemscs>

