

GO FOR HEALTH! CASE REPORT

WATSONVILLE/PAJARO VALLEY, CALIFORNIA

Evaluation of the Healthy Kids, Healthy Communities National Program

December 2009 to December 2013



ACKNOWLEDGMENTS

Support for this evaluation was provided by a grant from the Robert Wood Johnson Foundation (#67099). Transtria LLC led the evaluation and dissemination activities from April 2009 to March 2014. Representatives from Go For Health! partnership actively participated in the evaluation planning, implementation, and dissemination activities. This case report is a synthesis of information collected through multiple evaluation methods as part of a collaborative, community-based approach to evaluation.

We are grateful for the collaboration with and support from the Robert Wood Johnson Foundation (Laura Leviton, PhD and Tina Kauh, PhD), the Washington University Institute for Public Health (Ross Brownson, PhD), the Healthy Kids, Healthy Communities (HKHC) National Program Office (Casey Allred; Rich Bell, MCP; Phil Bors, MPH; Mark Dessauer, MA; Fay Gibson, MSW; Joanne Lee, LDN, RD, MPH; Mary Beth Powell, MPH; Tim Schwantes, MPH, MSW; Sarah Strunk, MHA; and Risa Wilkerson, MA), the HKHC Evaluation Advisory Group (Geni Eng, DrPH, MPH; Leah Ersoylu, PhD; Laura Kettel Khan, PhD; Vikki Lassiter, MS; Barbara Leonard, MPH; Amelie Ramirez, DrPH, MPH; James Sallis, PhD; and Mary Story, PhD), the Social System Design Lab at Washington University in St. Louis (Peter Hovmand, PhD), the University of Memphis (Daniel Gentry, PhD), and Innovative Graphic Services (Joseph Karolczak).

Special thanks to the many individuals who have contributed to these efforts from Transtria LLC, including Evaluation Officers (Tammy Behlmann, MPH; Kate Donaldson, MPH; Cheryl Carnoske, MPH; Carl Filler, MSW; Peter Holtgrave, MPH, MA; Christy Hoehner, PhD, MPH; Allison Kemner, MPH; Jessica Stachecki, MSW, MBA), Project Assistants (James Bernhardt; Rebecca Bradley; Ashley Crain, MPH; Emily Herrington, MPH; Ashley Farrell, MPH; Amy Krieg; Brandye Mazdra, MPH; Kathy Mora, PhD; Jason Roche, MPH; Carrie Rogers, MPH; Shaina Sowles, MPH; Muniru Sumbeida, MPH, MSW; Caroline Swift, MPH; Gauri Wadhwa, MPH; Jocelyn Wagman, MPH), additional staff (Michele Bildner, MPH, CHES; Daedra Lohr, MS; Melissa Swank, MPH), Interns (Christine Beam, MPH; Skye Buckner-Petty, MPH; Maggie Fairchild, MPH; Mackenzie Ray, MPH; Lauren Spaeth, MS), Transcriptionists (Sheri Joyce; Chad Lyles; Robert Morales; Vanisa Verma, MPH), and Editors (Joanna Bender and Julie Claus, MPH).

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Suggested citation:

Kemner A, Brennan LK. *Go For Health! Case Report*. St. Louis, MO: Transtria LLC; 2014. <http://www.transtria.com/hkhc>. Accessed <Month Day, Year>.

For more information about the evaluation aims, methods, analyses, or products, please contact Laura Brennan (laura@transtria.com) or Allison Kemner (akemner@transtria.com).

Source of cover photos: Transtria LLC and Healthy Kids, Healthy Communities National Program Office

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Reported “actions,” or steps taken by community partnerships to advance their goals, tactics, activities, or benchmarks from their workplans, formed community progress reports tracked through the HKHC Community Dashboard program website. This website included various functions, such as social networking, progress reporting, and tools and resources to maintain a steady flow of users over time and increase peer engagement across communities.

In addition to action reporting, evaluators collaborated with community partners to conduct individual and group interviews with partners and community representatives, environmental audits and direct observations in specific project areas (where applicable), and group model building sessions. Data from an online survey, photos, community annual reports, and existing surveillance systems (e.g., U.S. census) supplemented information collected alongside the community partnerships.

For more about the evaluation, visit www.transtria.com/hkhc.

Go For Health! Partnership

In December 2009, the Go For Health! partnership received a four-year, \$360,000 grant as part of the Healthy Kids, Healthy Communities national program. This partnership was focused on expanding the existing healthy eating and active living efforts throughout Watsonville and Pajaro Valley.

The United Way of Santa Cruz County was the lead agency for the Go For Health! partnership. The partnership and capacity building strategies of partnership included:

- **Jóvenes SANOS:** A youth leadership and advocacy group that operated under the Go For Health! partnership. The youth were trained in leadership and advocacy skills which they used to create policies in partnership with local government. Jóvenes SANOS was involved in conducting assessments to inform the bike and pedestrian plan, decision-making for the Metro Center healthy vending ordinance, and conducting assessments and building relationships with store owners for the corner markets.

See Appendix A: Partnership and Community Capacity Survey Results for additional information.

Along with partnership and capacity building strategies, the Go For Health! partnership incorporated assessment and community engagement activities to support the partnership and the healthy eating and active living strategies.

The healthy eating and active living strategies of Go For Health! included:

- **Corner Stores:** Three corner stores went into agreements with the Go For Health! partnership to increase access to healthy foods. Two corner markets increased fruits and vegetables in the stores. At one corner market, partners stripped paint and pressure washed the building, shifted locations of store items to ensure healthier items were easily visible, cleaned the floors, relocated fresh produce to the front of the store, and brought in new healthy food products. The other market removed alcohol signage and added signage to promote fruits and vegetables.
- **Healthy Vending - Transit Centers:** An agreement from a local healthy vending company was secured to supply a pilot healthy vending machine at the Watsonville Youth Center as a first step in gathering data and support for a Watsonville Healthy Vending Ordinance. The final Metro Station ordinance ensured that at least 50% of the items in the vending machines and sold by vendors would be healthier options.
- **Healthy Restaurants:** In 2010, the City of Watsonville passed a Healthy Eating Options Ordinance, designed to recognize and support restaurants in providing healthy options on the menu. Five restaurants were recognized for meeting the guidelines of the healthy restaurant ordinance; however, three of these restaurants went out of business.
- **Active Transportation:** Go For Health! supported the city in creating and passing the Watsonville Bike Master Plan in 2012, designed to increase opportunities for pedestrians and bicyclists.

COMMUNITY DEMOGRAPHICS

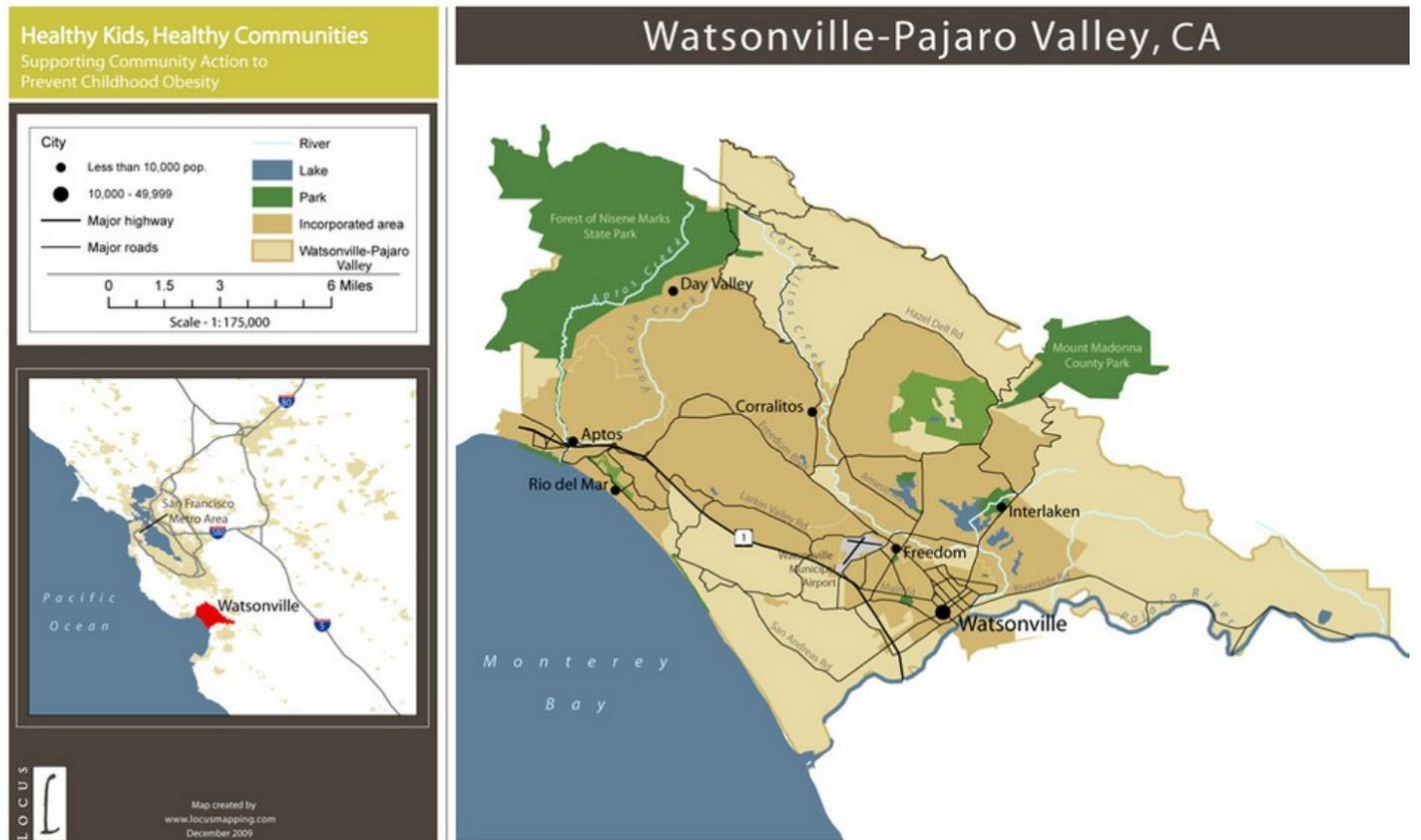
Watsonville and Pajaro Valley are separate municipalities. Watsonville is the city with residential and industrial areas as well as apartment buildings in the downtown region. Pajaro Valley is unincorporated area. Just under one-fifth (18.6%) of families are below the poverty line in Watsonville and Pajaro Valley.² Over 80% of the population in Watsonville is Hispanic or Latino of any race and over 45% from other races not specifically identified on United States Census race categories.² Approximately 80% of the students in Watsonville are eligible and participate in free and reduced-price lunch compared to 43% in Santa Cruz County.²

In 2013, 20% of adults in Pajaro Valley were diabetic or pre-diabetic, up from 17% in 2011, and 14% in 2007. Approximately 75% of adults in Pajaro Valley were overweight or obese compared to 55% in the remaining areas of South County. Pajaro Valley resident obesity increased 11% from 2011 (64%).⁴ The comparable diabetic rate across the entire state of California is considerably lower (9.8%), as is the overall state obesity rate (25%).⁵

Table 1: Demographics of Watsonville and Pajaro Valley, California

Location	Total Population	African American	American Indian/Alaska	Asian/Pacific Islander	Native Hawaiian/Pacific	Other Race	White	Hispanic/Latino (Any race)
Watsonville ²	51,199	0.7%	1.2%	3.3%	0.1%	46.6%	43.7%	81.4%
Pajaro Valley ³	100,953	0.2%	0.3%	4.1%	0.1%	8%	83.7%	55.9%

Figure 2: Map of Watsonville and Pajaro Valley, California⁶



INFLUENCE OF SOCIAL DETERMINANTS

Food Environment

There are higher rates of fast food consumption in Pajaro Valley with 51% of residents consuming fast food at least once a week compared to 36% of the population in the other areas of South County.⁴ Forty-two percent of restaurants are fast food, lower than the percentage for the state as a whole (48%), but considerably higher than the identified national benchmark (27%).⁵ However, shopping at farmers' markets is more prevalent in Pajaro Valley with 51% of people reporting that they shop at a farmers' market or produce stand at least once a week, compared to 39% in the rest of the county.⁴

Education Attainment

The Pajaro Valley Unified School District has approximately 18,000 students enrolled in kindergarten through 12th grades. The percentage of incoming 9th graders who graduate in four years from a high school with a regular degree in the state of California is 78.5% and a drop-out rate of 13.2%. The 2012 graduation rates in Watsonville and Pajaro Valley were 86% and 91.4%, and the drop out rates were 7.3% and 5.1%. While these rates exceeded the comparable numbers for the entire state of California, five other high schools in Santa Cruz County has graduation rates above 95% and drop-out rates at or less than 2.8%.⁷ Thirty-seven percent of Pajaro Valley residents reported being very satisfied with the education system in 2013, reflecting a ten percent increase from 2011.⁴

Safety

Only 43% of adults feel very safe in their neighborhood in Pajaro Valley, compared to 67% in the other areas of South County, and 37% feel very concerned about gangs in their neighborhoods compared to 12% in the other areas of South County.⁴

GO FOR HEALTH! PARTNERSHIP

In 2004, several key stakeholder groups noted that Santa Cruz was experiencing a similar epidemic of childhood obesity as other communities across the nation. At that time, health care providers in Santa Cruz County initiated discussions on approaches to combating childhood obesity in their community. With a history of being very collaborative and taking a proactive approach to addressing community issues, Go For Health! emerged as an opportunity to continue the collaborative approach.



Lead Agency and Leadership Teams

United Way of Santa Cruz County was the lead agency for the Go For Health! partnership. Due to many committed organizations and individuals, the partnership functioned for several years without funding, while also establishing the collaboration as its own legitimate entity for funding. The local chapter of United Way of Santa Cruz County was involved in the community for 70 years. The three goals of the United Way of Santa Cruz County were health of all the people in the county, success of the youth in life and school, and the financial stability of families.

A vast coalition of agencies, organizations, affiliations, and individuals were involved in the Go For Health! partnership. While there were 40-50 organizations involved in the coalition, a few were identified as having a key role in the partnership.

- The Health Services Agency (the Department of Public Health) played a central role in the county by supporting health enhancement efforts and creating formal health policies to be instituted within the county, in addition to providing chaired sub-committees working toward the HKHC goals.
- California State Assembly Staff Member was a strong supporter of the Go For Health! partnership and served as a local field representative for the coalition. He/she chaired the policy sub-committee, bringing insights and an important perspective of the impact on the state- and federal-level policy health initiatives.
- The Regional Diabetes Collaborative, a community-based organization, was very involved and supportive of the Go For Health! initiatives and provided funding for the Jóvenes SANOS youth leadership group.

Two key leaders for the partnership were from the lead agency, the Executive Director and one staff person. Interns supported project activities through conducting research and literature reviews, creating and adapting assessment tools, and collecting data. The two leaders of the partnership were new to the collaboration as part of HKHC; however, both had been involved in the community by leading youth health programs.

- The Project Director of the Go For Health! project oversaw staffing; coordinated all activities, programs, and meetings; assisted in developing the workplans for the community; and engaged in other direct planning efforts with community partners to achieve the community healthy living strategies.
- The Project Coordinator served as the lead organizer for the Jóvenes SANOS, a youth-based advocacy project seeking to increase opportunities for healthy eating and physical activity for young people of Watsonville through implementing long-term environmental policy and system change. Jóvenes SANOS worked in three sectors of the community to address this public health issue: city planning, healthy markets, and schools. The Coordinator was involved in the various projects within Go For Health! and worked with the sub-committees.

Organization and Collaboration

The Go For Health! partnership was divided into six sub-committees (i.e., physical activity, healthcare, healthy foods, schools, policy, built environment) with individual chair and co-chair positions. The sub-committees held meetings approximately once a month with representatives from different agencies present. The healthy foods sub-committee created a five-year plan emphasizing key strategies to improve food access and healthy food options within the community including healthy corner stores, restaurants, and vending. See Appendix B for a list of all partners.

PARTNERSHIP FUNDING

As part of the HKHC initiative, grantees were expected to secure a cash and/or in-kind match equal to at least 50% of what was provided by Robert Wood Johnson Foundation over the entire grant period. Many local agencies provided small financial resources and funding to support the HKHC project. The United Way of Santa Cruz County received grants to support its Jóvenes SANOS youth advocacy program.

- In October of 2010 and 2011, \$24,000 was received from Reiter Affiliated Companies to provide stipends to the youth involved in Jóvenes SANOS.
- In January of 2012, \$27,000 was received from County Health Services Agency through its Snap-Ed State funding to support Jóvenes SANOS policy and advocacy work in the summer months.
- In December of 2013, \$30,000 was received from CA4Health to support Jóvenes SANOS and related projects.
- The California Obesity Prevention Program provided \$65,000 to supported a portion of the Project Coordinator's time working with the Jóvenes SANOS youth between 2010 and 2013.
- In July of 2013, \$75,000 was received for one year, with another \$100,000 promised over the next two years from the Harbourton Foundation to support Jóvenes SANOS after HKHC ends.

Some additional project-specific funding was generated.

- In July of 2013, \$8,000 was received from the Pajaro Valley Community Health Trust to support the Healthy Corner Markets Project.
- The City of Watsonville was awarded \$305,000 from Caltrans' Safe Routes to School Program for curb ramps, crosswalks, signage, and pavement marking improvements for all district elementary and middle schools.

See Appendix C: Sources and Amounts of Funding Leveraged for more information.

COMMUNITY ASSESSMENT

Healthy Vending

The partnership conducted initial interviews with key stakeholders (e.g., City of Watsonville Mayor, Public Works, Parks, and Community Services) to gauge support for an ordinance that would require vending machines in all city-owned buildings (e.g., library, youth center, park buildings) to carry a minimum percentage of healthy options. To gather community input, a customer survey was developed and administered during a community Snack Fest event to understand individuals' perceptions of the current vending machines and their interest in healthier snacks.

Healthy Restaurants

A California State University intern created a local restaurant assessment and protocol for evaluating the various parameters of the proposed healthy restaurant ordinance. The initial geographic focus areas were those within a half-mile radius of schools, especially high schools. The assessment included on-site evaluation by interns from Jóvenes SANOS and Go For Health! for approximately 40 restaurants located within the designated areas. A second on-site evaluation was also completed at each restaurant to validate the accuracy of initial assessments. Interns collected menus from each of the restaurants when possible. Assessment data will be summarized and incorporated into a formal report.

An annual restaurant scan of new restaurants was completed by Jóvenes SANOS and the HKHC Project Coordinator. In addition, eight fast food restaurants were assessed by Jóvenes SANOS youth for comparison to local restaurants. Jóvenes SANOS presented results of this annual scan to city council in early 2013. Three out of five new restaurants that opened for business following the passage of the healthy restaurant ordinance have remained open. Two of the new restaurants closed due to the poor economy, while one restaurant changed ownership. Enforcement issues identified with restaurant ownership transfer will be presented by the youth and addressed by the City of Watsonville.

In order to explore any changes in area restaurant culture, previously established restaurants that were not required to follow the healthy restaurant ordinance parameters were assessed. Preliminary observations showed an increase in healthy options in these restaurants even though the new requirements did not apply to established restaurants.

Corner Stores

Surveys with customers and corner store owners and interviews with local farmers were methods used to evaluate the progress corner stores made toward implementing healthy food options to meet the established state standards. A Go For Health! intern, Jóvenes SANOS, and the Project Director worked to create a customer survey tool to determine customer shopping habits and preferences, market shopping frequency, actual survey day product shopping lists healthy food purchase preference at market, and factors that would positively influence customers to purchase healthy foods at the market. Some corner markets started carrying healthy food products, while others started offering fresh fruit and vegetable options. An important consideration when evaluating the markets was whether healthy food and fresh fruit and vegetable options were offered in forms that were ready to eat. Customers reported that cost was a primary barrier to accessing healthy foods.

A focus group discussion was conducted with 30 farmers to collect input on challenges a farmer faces in forming a successful partnership with a corner store. EcoFarm assisted in the development of focus group discussion questions, corner market customer survey questions, and partnership interviews with local farmers.

Jóvenes SANOS worked with the healthy foods sub-committee to revise the customer survey based on feedback from farmers and market owners. An additional 80 customer surveys were completed. The Jóvenes SANOS youth group also surveyed individuals in Watsonville to determine their access to healthy food. The survey questions included family background, shopping habits, and changes in the food market that would improve their family's healthy food choices. Results showed families purchased their food from a range of food retail locations (e.g., supermarkets, convenience stores).

The Santa Cruz County Health Department used Supplemental Nutrition Assistance Program Education (Snap-Ed) funding to participate in a Communities of Excellence project in partnership with local health departments to evaluate nutrition and physical activity benchmarks in low-income neighborhoods using US Census data. The State of California generated reports based on the assessment information from the local health department that will be used to inform the county's action plan for the next four years of Snap-Ed funding. The partnership was working with the local health department to share these results and align strategic action plans around corner markets.

Environmental audits were conducted in two corner stores to assess the presence or absence of different features as well as the quality or condition of the physical environment. The audit attempts to determine the quality of specific corner stores pertaining to the availability of healthy food options, particularly access to fruits and vegetables. See Appendix D for a full report. Some key findings included:

- Both stores had legible signs identifying their store name, an accessible entrance, security features, and aisle width inside the store to accommodate wheelchairs and strollers.
- Each store was located in close proximity and visible to a school.
- El Charrito was open seven days a week; Monday through Friday from 10:00 AM- 7:00 PM, Saturday and Sunday from 10:00 AM – 5:00 PM. Hours of operation were not displayed for D’La Colmena.
- El Charrito accepted CalFresh (SNAP) and had an ATM machine available inside the store.
- Fresh fruits and vegetables were only available in D’La Colmena; canned fruits and vegetables were available in both stores.
- All the available fresh produce at D’La Colmena was of ‘good’ quality.
- D’La Colmena offered a wider selection of fresh vegetables (n=10) than fruit (n=4). The selection of fruits was limited to those that were less perishable and did not require refrigeration, including apples, bananas, oranges, and pears.
- Produce prices ranged from \$0.49 per unit (e.g., carrots per pound) to \$2.99 per unit (e.g., potatoes per bag).

Active Transportation

Walkability audits were identified as the partnership’s first step toward creating opportunities for pedestrians to have access to safe, walkable routes in project communities. The purpose of the audits was to identify problematic routes where pedestrians had the most safety concerns in order to develop a list of priority areas. Problematic routes and corresponding recommendations for improvements were presented to the City of Watsonville and County of Santa Cruz.

Partnership members participated in developing the Watsonville Bike Plan and enabled youth in Watsonville to have a voice in planning future bikeway routes. Jóvenes SANOS youth were involved in the assessments near schools. A Go For Health! intern met with Jóvenes SANOS youth to select school routes to be audited. Between November 8 and November 17, 2010, the Go For Health! intern and six youth members of Jóvenes SANOS performed walkability audits on 42 different routes to a total of 17 schools in Watsonville and Pajaro Valley. Results showed that two schools (i.e., Radclyffe and Hyde Elementary) had routes that scored the lowest. Youth recommendations were incorporated into the draft of the Watsonville Bike Plan.

PLANNING AND ADVOCACY EFFORTS

Community Engagement and Advocacy

Jóvenes SANOS was a youth leadership and advocacy group that operated under the Go For Health! partnership. The youth were trained in leadership, advocacy, and assessment skills which they used to create policies in partnership with local government and corner store owners. Most of the youth participating in Jóvenes SANOS were in high school, ages 14-18. Community service was required to graduate; therefore, this leadership group gave youth the opportunity to build leadership skills and advocate for changes to occur in Watsonville and Pajaro Valley. The life experiences of the youth involved in Jóvenes SANOS were diverse. Some came from successful home life experiences and some of the participants spent time in Juvenile Hall, experiencing many home life struggles and difficulties.



Approximately 1,000 youth attended one of the public high schools in Watsonville, which served as the main pool of youth involved in Jóvenes SANOS. Youth were invited to participate in an invitation, which consisted of a series of questions to assess reasons and motivation for wanting to join Jóvenes SANOS, skill sets and interests of the interviewee. The youth selected who was good fit for their program with an emphasis that Jóvenes SANOS was a community service oriented program, not a youth employment opportunity. Youth stayed involved as long as they wanted to participate.

Youth involved were taught and encouraged to attend and participate in local city council and city commission meetings. By participating in local government process, youth learned to become confident advocates on community issues. Jóvenes SANOS youth demonstrated high-quality leadership within the community. Two of the Jóvenes SANOS youth in Watsonville were awarded Gates Scholarships to attend college.

Jóvenes SANOS received a grant from the Harbouton Foundation for \$175,000 over three years. The scope of work included the development of the SANOS curriculum to share with other youth advocacy groups.

One of the main challenges was coordinating 15-20 teenagers to maintain cohesion and consistency. Building a relationship and establishing mutual respect between the youth and the HKHC leader coordinating Jóvenes SANOS took time. Another major challenge for Jóvenes SANOS was lack of funding. Many funders were not willing to provide stipends for Jóvenes SANOS work, therefore, developing relationships with funders who understand the role and necessity of Jóvenes SANOS is a challenge the partnership continues to address.

Programs/Promotions

Electronic newsletters providing job announcements, program updates, obesity-related news coverage, resources, events and upcoming GFH! meeting announcements were sent out monthly to all members of the Go For Health! distribution list.

A family fitness challenge day was an amazing opportunity to bring together a range of partnerships within the city, other community based organizations, and residents to participate fun activities such as activity stations (e.g., soccer, tennis, Zumba, martial arts, biking and basketball) set up throughout the park grounds. Families were given a punch card that upon completion was entered into the event's raffle. Lunch and snacks were also provided. This event was designed to increase awareness of the important of physical activity along with an opportunity to network on local healthy eating and active living initiatives.

CORNER STORES

The healthy corner stores initiative was designed to work with store owners to increase availability of fruits and vegetables in the store, and support them in advertising and store clean-up.

Policy, Practice, and Environmental Changes

In 2013, three corner markets went into agreements with the Go For Health! partnership to increase access to healthy foods. Two corner markets increased fruits and vegetables in the stores, one of which removed alcohol signage and added signage to promote fruits and vegetables. The third corner market brought in new healthy food products, relocated fresh produce to the front of the store, stripped paint and pressure washed the building, and cleaned the floors.

Complementary Programs/Promotions

Jóvenes SANOS helped with a marketing campaign that included signage promoting locations for purchasing fresh produce. The youth participants created and made the most of the signs used in the stores, but because they were not made to last over time, Go For Health! representatives wanted to create professional signs with an identifying logo. One of the farmers working with Go For Health! suggested the signs with logos could be displayed in specific and consistent areas of the stores and possibly even be placed as ads on buses.

Similar to the Golden Carrot Award for healthy restaurants, there used to be an award for recognizing healthy corner markets. The Go For Health! representatives wanted to re-instate the recognition to corner markets, whereby the city would formally recognize and promote corner markets that offered a certain number of healthy options.

A representative from Second Harvest trained the Jóvenes SANOS youth on the Cal Fresh program, designed to support families living off of government nutrition assistance programs. The youth utilized this information when meeting with the local markets and will encourage them to participate in the Women, Infants, and Children (WIC) program.

Implementation

The process of change for markets took approximately six to twelve months. The partnership and market made an agreement and then developed a business plan specific to the market. When the partnership approached a prospective market, there were certain criteria the market had to meet in order to receive the stipend. The criteria was tailored to each market.

The partnership was in the middle of negotiations with some markets to begin working on strategies for change. One market had four owners who were not in agreement to change. Another market was part of a larger chain, and the negotiation process involved multiple levels of internal decision-making.

Jóvenes SANOS was fundamental in the healthy corner market initiative, because it was well understood that the markets closest to where children resided and attended school likely had direct impact and influence on the food choices made by the youth in the community. The youth helped build relationships with corner market owners.

The Jóvenes SANOS youth met with the store owners to discuss their satisfaction with participating in the healthy corner markets efforts. One store owner shared that the improvements recommended by the youth had a positive impact on his store; in particular, putting fruits near the counter and check-out increased the sale of fruits. The youth also hung several posters throughout the store.



Source: Transtria LLC

GO FOR HEALTH!

In 2012, the Go For Health! partnership, along with Jóvenes SANOS, met with over 40 local organic farmers through a partnership with EcoFarm to determine the feasibility of farmers supplying produce directly to the corner markets. After rich dialogue, several meetings, and several significant barriers identified, it was determined that this direct partnership would be a long-term goal of the project.

Population Reach

The Jóvenes SANOS youth identified stores they frequently visited before or after school and with their families. The healthy corner markets were centrally located and had the potential to influence most residents in the city.

Challenges

One of the early issues with one of the three corner markets was bins of peanuts and fruit blocking access to the check-out area. The partners worked with the store owners to rearrange items and improve the flow of the market.

The representatives identified concerns about whether or not the price point of local organic produce sold in corner markets was in a competitive range of that with larger distributors.

Lessons Learned

Through the process of offering healthy food options at corner store markets, a valuable lesson learned was that funding and relationship building were equally vital. Funding was needed to do the work, but the markets also needed funding support for stipends, purchasing food, merchandise, shelving and displays, marketing materials, and many other underlying needs to implement healthy foods into the corner market. Partners tried to connect farmers with store owners to provide local produce directly to the corner stores, however this was identified as a long-term goal because many logistics (e.g., distribution, refrigeration, payment process) needed to be addressed.

Sustainability

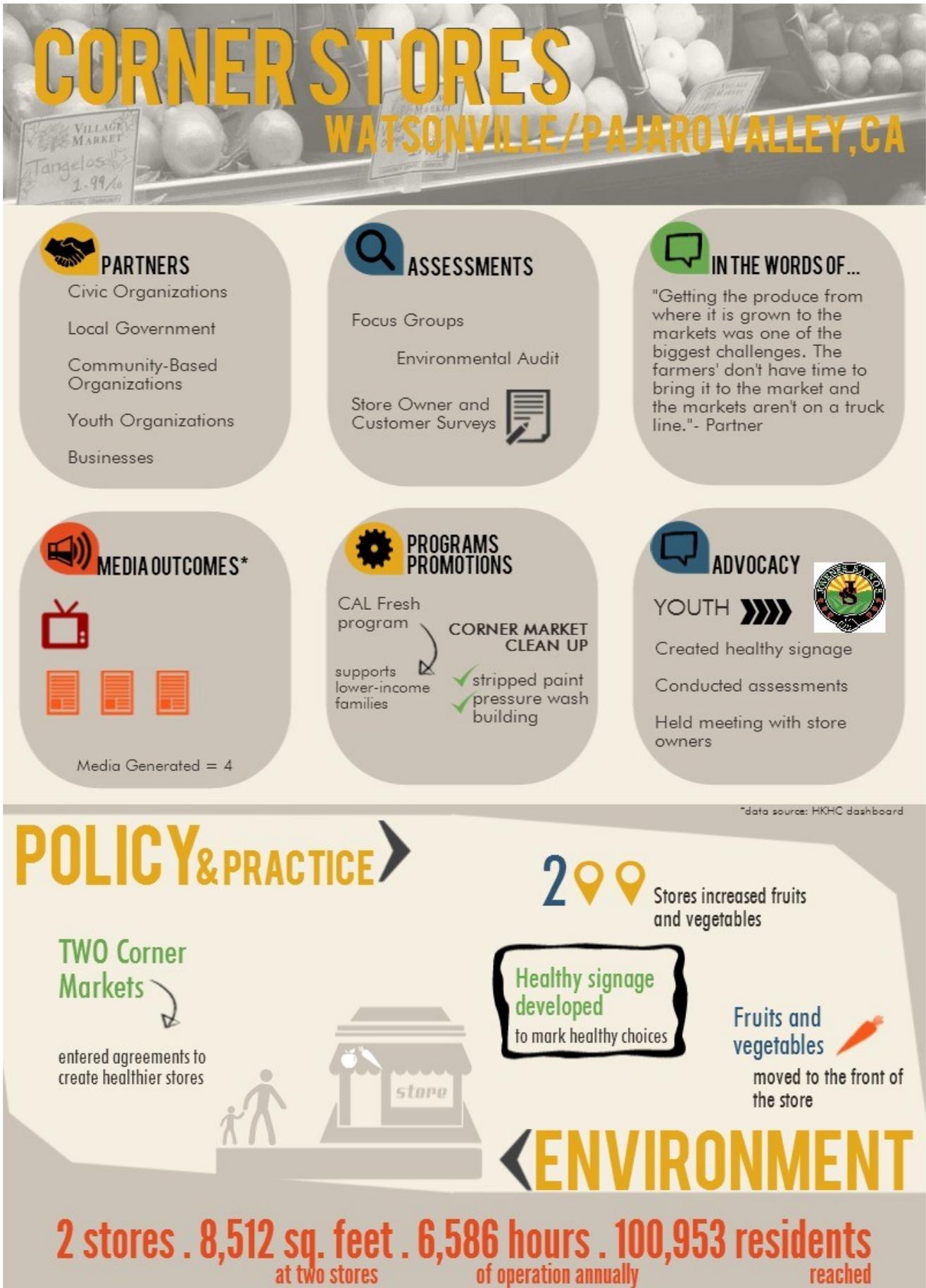
The two corner market owners are very happy with the improvements made to their stores and they have seen an increase in fruit and vegetable sales. They will continue to offer healthy foods and support the Jóvenes SANOS youth and the Go For Health! partnership in expanding efforts to include more healthy corner markets.

See Figure 3: Corner Stores Infographic for more information.



Source: Go For Health!

Figure 3: Corner Stores Infographic



HEALTHY VENDING—TRANSIT CENTERS

One afternoon, during a Jóvenes SANOS meeting, snacks were not provided; therefore, the youth went to the vending machines to buy snacks. The youth noticed there was a lack of healthy food options in the vending machine, which started the conversation about having healthier food more readily available. After this meeting, a vending machine representative came to meet with youth to talk more about making changes to the vending machines in the youth center, which evolved into a larger conversation about changing vending machines throughout the city.

Policy, Practice, and Environmental Changes

An agreement from a local healthy vending company, Piece of Mind Vending, was secured to supply a pilot healthy vending machine at the Watsonville Youth Center as a first step in gathering data and support for a Watsonville Healthy Vending Ordinance. The final Metro Station ordinance ensured that at least 50% of the items in the vending machines and sold by vendors would be healthier options. The policy outlined that food and beverage tenants/vendors at transit centers should provide at least ten healthy products for a minimum of three months. Restaurant businesses should be willing to offer at least three healthy menu options for a minimum period of six months.

Complementary Programs/Promotions

A Snack-Fest event was held to bring attention to the healthy vending change in the markets and restaurants located in the Metro Stations in March 2013. The youth came up with many ideas for educational and fun activities for the event including a blindfolded taste-test of the unhealthy snacks compared to the healthy snacks, food demonstrations, and tic-tac-toe with healthy snacks.

Jóvenes SANOS, The United Way of Santa Cruz County, and Community TV partnered to create a video that highlighted the youth's work to prevent childhood obesity in Watsonville and Pajaro Valley, including footage from the city council meeting where they passed the Healthy Options Ordinance. The video was posted to YouTube and will be used for Jóvenes SANOS recruitment, Go For Health Collaborative Outreach, and at stakeholder meetings when appropriate.

Implementation

The owner of Piece of Mind Vending provided Jóvenes SANOS youth and the City of Watsonville Mayor with samples to taste-test healthy vending machine products and help decide which products would be most culturally relevant and popular among youth.

The transit center was a major public transportation hub for buses. The design plan for the transit center was to create a cultural center that reflected the Latino culture with an open-air market where people could gather and enjoy themselves. Although many people used the transit center, it remained under-utilized partly because of the economic downturn. Former Mayor Dodge visited the transit center and observed that there was a severe lack of healthy food alternatives available. A healthy foods committee taskforce was formed to work on a healthy vending ordinance for the community starting at the transit center.

Jóvenes SANOS played a key role in eliciting vendor support, researching, and drafting the healthy vending policy. The Metro Board Chair recognized the process of crafting a public policy and will thus discuss the healthy vending policy ideas with Metro staff and other board members to gain advice and support for direction in crafting the final language of the policy.

A template was created designating vending machines that would offer 100% healthier options and vending machines that would offer 50% healthier options. In facilities that catered to the children and teens in the community, the intent was to offer up to 100% healthier foods and beverages in the vending machines. In facilities that catered to more adults or equally catered to youth and adults in the community, the intent was to offer at least 50% healthier foods and beverages in the vending machines. The rationale to convert at least 50% of the vending machine items to healthier options was based on the taskforce understanding the need to compromise, gain acceptance of the policy by the community, and ensure the policy conformed with school policies.

Taste-testing samples of healthier vending items was an important concept addressed repeatedly throughout

the meeting. The taskforce proposed having samples to taste-test at the transit center as a promotion event to encourage community support for the policy change. Primarily, the taskforce felt it was important for Jóvenes SANOS members to promote the healthier vending sample items to taste-test with their community peers, friends, and other youth at school. The taskforce believed that Jóvenes SANOS members were the best advocates for gaining community support by introducing the policy to the community via samples to taste-test and educating other youth in the community about the importance of choosing healthy vending items.

Population Reach

The population targeted through the healthy vending ordinance was transit riders living in Watsonville and those passing through Watsonville. The hope was to expand the healthy vending ordinance beyond the metro station to impact the entire city of Watsonville.

Challenges

One of the challenges for the partners was that the process to get a policy passed and implemented was slow. Few leaders were involved, therefore, they were stretched thin with many responsibilities. Policy implementation was going to take extensive work from metro staff, as well as ongoing work of the Go For Health! partnership to oversee and educate the metro staff how to assess compliance of the policy.

The coordinator of Jóvenes SANOS was hoping the youth would become more involved in coordinating the policy implementation and that an intern from California State University would be able to help coordinate these efforts more thoroughly.

Lessons Learned

The city was not responsible for enforcing the vending policy. The partnership expected that with a little more time and relationship building, the metro staff would be enforcing the vending policy. One particular champion within the metro staff was instrumental in helping pass the vending machine policy; however, she retired, and the partnership was looking for another leader within metro staff to help take responsibility for the project.

The contract for the vending machine remained with the same vendor; no contracts were broken when transitioning to the new policy. The vendor was engaged in the policy process; he attended board meetings, and provided the metro staff with a list of available healthy snack foods. The transition to implement the vending policy had been very smooth with the vendor.

The healthy vending policy was not officially implemented in the youth center. Originally, the partnership had planned to change the vending machine options in the youth center, but the staff at the youth center took it upon themselves to change the snack food options in the vending machines. (I think this means they may not necessarily comply with the policy or fall under the policy officially, but healthier snack foods are available in the vending machines at the youth center and that's a win on its own).

Sustainability

The taskforce agreed that the primary outcome for the healthy vending policy is to create a sustainable change within the community, so that over time, the community will become more aware and knowledgeable about healthy food choices and, looking ahead five years, the changes will have become habit.

The vision is to extend the healthy vending ordinance to require vending machines in all city-owned buildings, including the Library, Youth Center, and Parks buildings to carry a percentage of healthy options, increasing youth and families' opportunities to choose a healthy snack in locations they frequent.

HEALTHY RESTAURANTS

An initial moratorium was proposed to limit or restrict fast food restaurants from being within close proximity to schools. This moratorium did not pass; however, limiting restaurants or setting restrictive moratoriums were not effective during times of economic hardship. The Go For Health! partnership discussed compromises to increase access to healthy food options and limit unhealthy food options.

Policy, Practice, and Environmental Changes

In 2010, the City of Watsonville passed a Healthy Eating Options Ordinance, designed to recognize and support restaurants in providing healthy options on the menu. Five restaurants were recognized for meeting the guidelines of the healthy restaurant ordinance; however, three of these restaurants went out of business. There were two remaining restaurants under the ordinance. Healthy signage was added to the stores meeting the healthy eating ordinance criteria.

Complementary Programs/Promotions

The City of Watsonville in collaboration with the Go For Health! partnership created The Golden Carrot Award, an award for restaurants that demonstrated a commitment to serving healthy food options. The Golden Carrot Award was created to recognize restaurants for their participation in providing high standards in food safety and nutrition, based on nominated responses and expert reviews to ensure the restaurants were meeting specific healthy food criteria.

Go For Health! sent various email invitations to members to encourage their attendance at the Watsonville City Council meeting to support the approval of the Healthy Restaurant Ordinance.

Implementation

The healthy restaurant ordinance was based on a point system, with the goal of earning at least 19 points to meet the established criteria set forth, including:

- Offer at least four choices of fruits or vegetables prepared in a low-fat way (e.g., green salad, baked potato, stir-fried or steamed vegetables).
- Offer fruits or vegetables as substitutes for less healthy side dishes such as French fries.
- Offer at least one fat-free or low-fat salad dressing.
- Include skim milk or 1% milk on the menu if a milk product is served.
- Offer water, and make it accessible to customers free of charge.
- Offer whole grain bread as an option instead of white bread, or a no bread option (lettuce wrap).
- Offer at least one healthier dessert option (i.e., fresh fruit).
- Prepare meat, fish, poultry, or meat alternative in a low-fat way such as broiling, baking, poaching, roasting, steaming or stir frying. Remove visible fat from any meat or poultry before cooking.
- Offer at least one low-fat vegetarian dish not exceeding 500 calories.
- Provide the option to serve butter, margarine, sour cream, salad dressing, or mayonnaise on the side or not at all.
- Offer a menu with smaller portions or half portion meals at a lower cost. Allow customer to split a meal.
- Provide thorough menu training for staff members, including portion sizes, ingredients, and chef preparation.
- Provide calorie information visible at the point of purchase or provide healthier option stickers on the menu.
- Offer corn tortillas instead of flour tortillas.

- Offer whole beans instead of refried beans.

A focus of the ordinance was for restaurants to include a certain number of healthy menu items. Any new restaurants were required to earn at least six points to be eligible for a building permit. Restaurants with 9 points were acknowledged as a healthy restaurant and received special recognition, while restaurants that received 13 points were recipients of the Golden Carrot Award.

A taskforce was formed for restaurants, similar to the healthy vending machine taskforce. The taskforce was involved in helping establish the Golden Carrot Award to recognize healthy restaurants in the community. Jóvenes SANOS visited local restaurants, established a relationship with the restaurant owners, provided education on healthy eating initiatives within the community, and addressed restaurant signage to promote healthier food options on their menus.

New restaurants opening for business were expected to comply with the healthy restaurant ordinance and provide a menu for documentation. There was no established, required, or expected signage indicating if a restaurant was complying with or supporting the healthy restaurant ordinance. The Go For Health! partnership would like to do more to promote and recognize the restaurants for their initiatives in meeting the healthy restaurant ordinance criteria and objectives.

Challenges

During the four years of HKHC, Watsonville struggled financially, which had been evident in the restaurant business. Five restaurants were recognized for meeting the guidelines of the healthy restaurant ordinance; however three of those restaurants went out of business. There were two remaining restaurants under the ordinance.

Challenges with the restaurant ordinance included:

- The ordinance applied to new restaurants.
- There was only one staff person for the city responsible for overseeing funding for the restaurant ordinance, and this staff person was already over-stretched on responsibilities.
- Evaluating the point system and criteria was tricky because restaurants self-reported points to meet the criteria of the ordinance.
- Additionally, barriers for restaurants to participate were logistics, time, and money for the permits.

ACTIVE TRANSPORTATION

The City of Watsonville, Go For Health!, and Ecology Action collaborated to work on creating more opportunities for residents to use active transportation methods (e.g., biking, walking).

Policy, Practice, and Environmental Changes

Go For Health! partnership supported the city in the creation of the Watsonville Bike Master Plan that was passed in 2012 (see [Trails and Bicycle Master Plan](#)).

The City of Watsonville received grant funds from Safe Routes to School and built curb ramps, crosswalks, signage and pavement marking improvements for all district elementary and middle schools.

Complementary Programs/Promotions

Ecology Action was one of the Go For Health! partners leading the county-wide Safe Routes to School program.

A Safe Routes to School committee was initially formed with support from the South County Bike and Pedestrian Work Group in Watsonville partnership between Go For Health!, Jóvenes SANOS, and the South County Bike and Pedestrian Work Group was established to combine a Community Ride event with a bike-to-Work and School Day campaign to promote safe biking and safe routes to school and work. In Watsonville, Bike-to-School Day was a well-supported event with strong community and political participation. For example, the Mayor attended the event in October 2011. Jóvenes Sanos youth help to coordinate the registration and packet distribution process at participating schools. During the event, these youth interacted with younger students in the community when they visited elementary and junior high schools to deliver stickers and healthy food (e.g., whole wheat bagels and fruit) that was donated by community partners (e.g., Ecology Action).

Implementation

In 2012, Go For Health! partnership engaged the Regional Transportation Commission to help make bicycle and pedestrian safety a priority. The Built Environment Committee and Jóvenes SANOS regularly participated in the South County Bike and Pedestrian workgroup to prioritize city infrastructure projects related to pedestrian and bicycle safety. By attending these planning meetings, Jóvenes SANOS youth had a significant role in prioritizing and implementing infrastructure changes in pedestrian and bicycle routes to parks and schools. Their collective voice made a significant impact toward building an active transportation culture within their local community through participation in numerous projects (i.e., roundabout at Clifford Street, slough bike trails, bike/walk day campaigns and events, Watsonville Open Streets event, and bike and trail safety and infrastructure planning meetings).

Go For Health! and Jóvenes SANOS participated with the Bike Committee to draft a Watsonville Bike Plan, including implementation plans for 13 recommended routes. For example, the Freedom Boulevard project implementation was designed to create safe walking and biking routes in the community and encouraged car-less transportation, particularly for school-aged children living near the implementation site. After the Watsonville Bike Plan passed, the Built Environment committee and Jóvenes SANOS continued to regularly participate in the South County Bike and Pedestrian Workgroup in order to prioritize city infrastructure projects related to pedestrian and bicycle safety.

Population Reach

Street improvements and upgrades allowed children and families traveling to school, work, or home access to safe pedestrian and bike environments.

Challenges

Several Go For Health! staff and partners served more in the periphery of the bike plan implementation



Source: Transtria LLC

process. Although Go For Health! partners and staff inquired about implementing bike plan priorities, there were challenges in moving the implementation phase forward when partners and staff were not directly involved with funding for specific projects.

Another challenge to implementing policy and environmental changes involved the lack of partnership between the local and state government decision-makers and right-of-way priority systems. The partnership, specifically, the City of Watsonville, did not have jurisdiction to create bike lanes on a highway or re-direct traffic flow away from a school zone area, because the highway could only be modified by the state. Many residents as well as the former Mayor, Daniel Dodge, made a proposal for these transportation changes. A community survey showed that pedestrian traffic right-of-way was confusing to residents and the lack of bike lanes was a problem for ensuring pedestrian and bike safety along school routes. However, because the California Department of Transportation did not necessarily prioritize bike lanes and pedestrian safety along highways to the same degree the local community did, these proposed changes had not been approved.

Another challenge related to bike safety prevented students from riding bikes to school in the project communities. Students identified the need for improving locked bike areas, specifically requesting an enclosed bike storage facility to prevent bike theft.

Lessons Learned

Building relationships between community organizations, advocacy groups, and city decision-makers was vital for strategically coordinated efforts to advocate for active living policy that included community participation across the planning, advocacy, and implementation phases of the process. Partnering with Jóvenes SANOS helped create a system in which youth were a primary player in the policy proposal and implementation process. Partnering with groups who had a genuine passion related to healthy policy, environmental, and practice change, such as Ecology Action, helped to sponsor and coordinate city-wide bike and pedestrian promotional events.

Sustainability

The successful adoption of the Greater Watsonville Master Bike Plan allowed for the community to be eligible for state funding to implement prioritized improvements proposed in the plan. The Built Environment committee and Jóvenes SANOS continue to regularly participate in the South County Bike and Pedestrian workgroup to prioritize city infrastructure projects related to pedestrian and bicycle safety. Jóvenes SANOS has met with Public Works Director Maria Esther Rodriguez multiple times to identify potential pedestrian projects their organization can continue to support. This partnership is planned to continue after the grant period ends.

The city applied for grants to fund priorities recommended through the Bike Master Plan and improvements to connect several trails throughout the city to develop safe bike routes through the city. The plans included creating additional sidewalks. The city was in the early planning stages and seeking funding from various sources, with the highest priority for creating bike lanes. Small steps were being taken in a positive direction for the bike improvement plans.

Jóvenes SANOS youth received training and hands-on experience in creating policy, building momentum, and supporting the community through advocacy efforts, presentation to political decision-makers, and planning and implementing step-wise priorities to make healthy changes in their own community. These youth present ongoing opportunities for sustaining these efforts through their commitment to their community and leadership abilities developed through partnership activities.

SUSTAINABILITY OF THE PARTNERSHIP AND INITIATIVE

The Go For Health! partnership will continue beyond HKHC funding. The leaders will continue to coordinate partnership efforts, as they did during the HKHC grant funding period, and assist with focusing on future efforts. The larger collaborative quarterly meetings have changed somewhat over the last year of HKHC. The change involved panel discussions around specific topics, which focused on capacity building for the collaborative. Depending on the topic, diverse participants joined the meetings, who otherwise may not have been participating in the collaborative previously.

Community engagement is strongest from the youth and Jóvenes SANOS. There is not as clear a structure within Go For Health! for adults to be as engaged, other than those already actively participating and supporting specific initiatives. In the quarterly collaborative meetings, the leaders address routes to help integrate more community voices, but currently the most engaged group is Jóvenes SANOS youth community members.

In the last year, through work done by Jóvenes SANOS on the healthy vending policy, the MetroBoard and other new partners became more collaborative. The Parents Retreat Council and other community members, such as the Mini-Mermaids Running Club became more involved in the healthy vending project. The MetroBoard, Santa Cruz City Council, and the Mini-Mermaids Running Club are new partners.

Since the partnership is well established in Watsonville, the political support has been evident. When the partnership initiates or recommends a project or program, the political support has been given, as well as existing political support encouraging future projects. There was transition within the political leaders, and it did not influence the support for the Go For Health! collaborative.

Although there is turnover with participation, overall the Jóvenes SANOS group is very solid and committed to their goals. Several older Jóvenes SANOS members continue to participate. Other former participants have a sense of connection to Jóvenes SANOS and will show up to meetings and participate.

For now the structure of the partnership and sub-committees will continue as they have throughout HKHC and as the partnership determines how best to restructure and design the direction for the partnership. Most of the people involved with the partnership remain committed to the work.

“I would say the biggest success is shaping leaders and advocates... Jóvenes SANOS is very successful in that way. They really are an excellent example of youth having a voice and youth being in action. In my mind there's just nothing better than that...the collaboration and then the inspiration they provide the city is essential to continuing to work towards ending childhood obesity and creating a culture of health in Watsonville.” — Staff

The collaboration extends across the entire Santa Cruz County; however, the most extreme need for health initiatives on obesity prevention occur in Watsonville. The leaders recognize the importance of continuing collaborative communication, partnership, and sharing of ideas to sustain the policy and environmental changes that have begun in Watsonville. The Coordinator of Jóvenes SANOS will continue developing curricula for the youth community advocacy initiatives. The Coordinator will also continue to support Go For Health!

Future Funding

The Go For Health! partnership is exploring funding opportunities on a project-by-project basis. Jóvenes SANOS secured a three-year grant from the Harbouton Foundation to maintain and expand projects and work to help reduce childhood obesity in Watsonville. More funding will be needed to expand Jóvenes SANOS throughout California and nationally, but receiving the grant has provided the first step-and a very big step-in moving forward.

A grant was secured through Supplemental Nutrition Assistance Program-Education, the California state funding through the county, to help support the healthy corner market project. Other funding through the Health and Human Services Department is for Jóvenes SANOS, the Get Out Get Fit summer program, and the Family Fitness Challenge Day. Approximately \$7,000 from the local hospital was provided for the healthy corner market project.

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APPENDIX A: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

To enhance understanding of the capacity of each community partnership, an online survey was conducted with project staff and key partners involved with Go For Health! during the final year of the grant. Partnership capacity involves the ability of communities to identify, mobilize, and address social and public health problems.¹⁻³

Methods

Modeled after earlier work from the Prevention Research Centers and the Evaluation of Active Living by Design,⁴ an 82-item partnership capacity survey solicited perspectives of the members of the Go For Health! partnership on the structure and function of the partnership. The survey questions assisted evaluators in identifying characteristics of the partnership, its leadership, and its relationship to the broader community.

Questions addressed respondents' understanding of Go For Health! in the following areas: partnership capacity and functioning, purpose of partnership, leadership, partnership structure, relationship with partners, partner capacity, political influence of partnership, and perceptions of community members. Participants completed the survey online and rated each item using a 4-point Likert-type scale (strongly agree to strongly disagree). Responses were used to reflect partnership structure (e.g., new partners, committees) and function (e.g., processes for decision making, leadership in the community). The partnership survey topics included the following: the partnership's goals are clearly defined, partners have input into decisions made by the partnership, the leadership thinks it is important to involve the community, the partnership has access to enough space to conduct daily tasks, and the partnership faces opposition in the community it serves. The survey was open between September 2013 and December 2013 and was translated into Spanish to increase respondent participation in predominantly Hispanic/Latino communities.

To assess validity of the survey, evaluators used SPSS to perform factor analysis, using principal component analysis with Varimax with Kaiser Normalization (Eigenvalue >1). Evaluators identified 15 components or factors with a range of 1-11 items loading onto each factor, using a value of 0.4 as a minimum threshold for factor loadings for each latent construct (i.e., component or factor) in the rotated component matrix.

Survey data were imported into a database, where items were queried and grouped into the constructs identified through factor analysis. Responses to statements within each construct were summarized using weighted averages. Evaluators excluded sites with ten or fewer respondents from individual site analyses but included them in the final cross-site analysis.

Findings

Eight project staff and key partners involved with Go For Health! completed the survey. See Partnership and Community Capacity Survey Result tables starting on page 25.

References

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APPENDIX A: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

Partnership and Community Capacity Survey

Respondent Summary

Community Partnership

Watsonville/Pajaro Valley

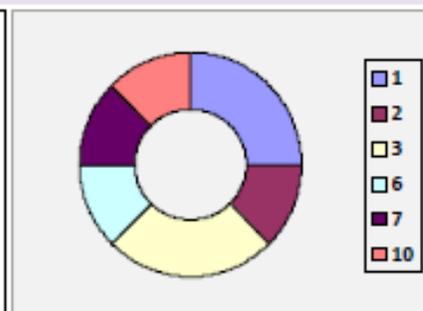
Respondents (n= 8)

Respondent Characteristics

Gender		Identified Race/Ethnicity				Identified Role	
Female	8	American Indian or Alaskan Native	0	Hispanic or Latino	1	Community Partnership Lead	3
Male	0	Asian	0	Not Hispanic or Latino	0	Community Partnership Partner	2
No response	0	White	7	Don't know/ Unsure ethnicity	0	Community Leader	3
Age Range		African American/ Black	0	Refused to identify ethnicity	0	Community Member	1
18-25	0	Pacific Islander/ Native Hawaiian	0	Other ethnicity	0	Public Official	1
26-45	6					Other role	0
46-65	2						
66+	0						
No response	0						

Type of Affiliated Organization

Organization Type	Count	Percentage	Order
Faith- or Community Based Organization	2	25.0%	(1)
School (district, elementary, middle, high)	1	12.5%	(2)
Local Government Agency (city, county)	2	25.0%	(3)
University or Research/Evaluation Organization	0	0.0%	(4)
Neighborhood Organization	0	0.0%	(5)
Advocacy Organization	1	12.5%	(6)
Health Care Organization	1	12.5%	(7)
Child Care or Afterschool Organization	0	0.0%	(8)
Other	1	12.5%	(10)
No response	0	0.0%	(999)



Partnership and Community Capacity Data

Provision of required space and equipment

Participants provided level of agreement to statements indicating the community partnership provided adequate space, equipment, and supplies to conduct business and meetings.

Strongly agree	27.78%	Strongly disagree	0.00%
Agree	31.94%	I don't know	37.50%
Disagree	0.00%	No response	2.78%

Partner skills and communication

Participants provided level of agreement to statements supporting partner skills and ability to communicate with and engage multiple types of people (e.g., public officials, community leaders).

Strongly agree	45.45%	Strongly disagree	0.00%
Agree	52.27%	I don't know	0.00%
Disagree	2.27%	No response	0.00%

APPENDIX A: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

Community Partnership

Community and community members			
Participants provided level of agreement to statements suggesting the communities are good places to live, and that community members are helpful, can be trusted, and share the same goals or values.			
Strongly agree	17.05%	Strongly disagree	0.00%
Agree	65.91%	I don't know	7.95%
Disagree	4.55%	No response	4.55%
Partner and community involvement			
Participants provided level of agreement to statements indicating partners and the community were actively involved in partnership activities, meetings, and decisions.			
Strongly agree	45.00%	Strongly disagree	0.00%
Agree	45.00%	I don't know	0.00%
Disagree	10.00%	No response	0.00%
Partner and partnership development			
Participants provided level of agreement to statements suggesting the partnership and its partners seek ways learn, develop, and enhance sustainability.			
Strongly agree	7.50%	Strongly disagree	2.50%
Agree	60.00%	I don't know	15.00%
Disagree	15.00%	No response	0.00%
Partnership structure, organization, and goals			
Participants provided level of agreement to statements suggesting partnership has processes in place related to structure, meeting organization, and goals.			
Strongly agree	18.75%	Strongly disagree	0.00%
Agree	56.25%	I don't know	16.67%
Disagree	8.33%	No response	0.00%
Relationship between partners and leadership			
Participants provided level of agreement to statements indicating the leadership and partners trust and support each other.			
Strongly agree	81.25%	Strongly disagree	0.00%
Agree	18.75%	I don't know	0.00%
Disagree	0.00%	No response	0.00%
Community members intervene			
Participants provided level of agreement to statements indicating that community members can be counted on intervene in instances where someone is disrespectful, disruptive, or harmful to another community member.			
Strongly agree	8.33%	Strongly disagree	8.33%
Agree	50.00%	I don't know	12.50%
Disagree	16.67%	No response	4.17%
Leadership motivation			

APPENDIX A: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

Community Partnership

Participants provided level of agreement to statements suggesting the leadership is motivated to help others, work with diverse groups, shows compassion, and follows through.

Strongly agree	78.13%	Strongly disagree	0.00%
Agree	21.88%	I don't know	0.00%
Disagree	0.00%	No response	0.00%

Community member and partner participation

Participants provided level of agreement to statements indicating that community members and partners have opportunities to serve in leadership roles and participate in group decision-making.

Strongly agree	50.00%	Strongly disagree	0.00%
Agree	50.00%	I don't know	0.00%
Disagree	0.00%	No response	0.00%

Involvement in other communities

Participants provided level of agreement to statements suggesting leadership and partners are involved in other communities and various community groups, and help communities work together.

Strongly agree	46.88%	Strongly disagree	0.00%
Agree	40.63%	I don't know	6.25%
Disagree	6.25%	No response	0.00%

Community member willingness to assist

Participants provided level of agreement to statements suggesting most community members help neighbors and solve community problems. It also suggested some community members may take advantage of others.

Strongly agree	40.63%	Strongly disagree	0.00%
Agree	43.75%	I don't know	3.13%
Disagree	0.00%	No response	12.50%

Core leadership and leadership skills

Participants provided level of agreement to statements suggesting the community partnership has a core leadership group organizing efforts, and that leaders have the skills to help the partnership achieve its goals.

Strongly agree	75.00%	Strongly disagree	0.00%
Agree	25.00%	I don't know	0.00%
Disagree	0.00%	No response	0.00%

Partner motivation

Participants provided level of agreement to statements indicating that partners won't give up in their efforts to create change and increase sense of community through the partnership.

Strongly agree	33.33%	Strongly disagree	0.00%
Agree	66.67%	I don't know	0.00%
Disagree	0.00%	No response	0.00%

Visibility of leadership

Participants provided level of agreement to statements suggesting the leadership is known in the community and works with public officials.

Strongly agree	56.25%	Strongly disagree	0.00%
Agree	31.25%	I don't know	12.50%
Disagree	0.00%	No response	0.00%

APPENDIX A: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

Community Partnership

Leadership lives in the community			
Participants provided level of agreement to a statement indicating that at least one member of the leadership resides within the community.			
Strongly agree	50.00%	Strongly disagree	0.00%
Agree	12.50%	I don't know	37.50%
Disagree	0.00%	No response	0.00%
Leadership has a respected role in the community			
Participants provided level of agreement to a statement that suggests at least one member of the leadership team has a respected role in the community.			
Strongly agree	75.00%	Strongly disagree	0.00%
Agree	25.00%	I don't know	0.00%
Disagree	0.00%	No response	0.00%
Community partnership initiatives are known			
Participants provided level of agreement to a statement suggesting that community members are aware of the partnership's initiatives and activities.			
Strongly agree	37.50%	Strongly disagree	0.00%
Agree	50.00%	I don't know	12.50%
Disagree	0.00%	No response	0.00%
Division of resources			
Participants provided level of agreement to a statements suggesting that resources are equally divided among different community groups (e.g., racial/ethnic, lower income).			
Strongly agree	25.00%	Strongly disagree	0.00%
Agree	75.00%	I don't know	0.00%
Disagree	0.00%	No response	0.00%

APPENDIX B: GO FOR HEALTH! PARTNER LIST

Type	Partner Name
Civic Organizations	Life Lab Science Program
	Second Harvest Food Bank
	United Way of Santa Cruz County*
Foundations	Pajaro Valley Community Health Trust
	The California Endowment
Government Organizations	City of Watsonville Parks and Community Services Department
	City of Watsonville Public Works and Utilities Department
	County of Santa Cruz Board of Supervisors
	County of Santa Cruz Health Services Agency
	County of Santa Cruz Parks, Open Space & Cultural Services
	County of Santa Cruz Sheriff's Department
	Pajaro Valley County Board of Supervisor
	Salud Para La Gente
	Watsonville City Council
	Watsonville Police Department
Other Community-Based Organizations	Community Alliance for Family Farmers
	Community Traffic Safety Coalition/Watsonville Bicycle and Pedestrian Taskforce
	Ecology Action
	Green Ways to School
	Health Improvement Partnership
	The California Center for Public Health Advocacy
	Diabetes Health Center
	Regional Diabetes Collaborative
	Dominican Hospital/Catholic Healthcare West
	Nutrition Fitness Collaborative of the Central Coast
Other Youth Organizations	Food What
	Jóvenes SANOS
School	Pajaro Valley Unified School District

*Denotes Lead Agency for the Go For Health! partnership.

APPENDIX C: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Sources of Revenue			
Community Partnership	Watsonville/Pajaro Valley		
Resource source	Amount	Status	
Business	Year		
Matching funds			
	2010	Annual total	\$7,500.00
			\$7,500.00
		Accrued	
	2011	Annual total	\$30,000.00
			\$10,000.00
		Accrued	
			\$20,000.00
		Accrued	
	2012	Annual total	\$5,000.00
			\$5,000.00
		Accrued	
	2013	Annual total	\$20,000.00
			\$20,000.00
		Approved	
Sum of revenue generated by resource source			\$62,500.00
Local government	Year		
Matching funds			
	2010	Annual total	\$34,960.00
			\$2,700.00
		Accrued	
			\$21,000.00
		Accrued	
			\$2,000.00
		Accrued	
			\$960.00
		Accrued	
			\$5,300.00
		Accrued	
			\$3,000.00
		Accrued	
	2011	Annual total	\$34,960.00
			\$2,700.00
		Accrued	
			\$5,300.00
		Accrued	
			\$21,000.00
		Accrued	
			\$2,000.00
		Accrued	
			\$960.00
		Accrued	
			\$3,000.00
		Accrued	
	2012	Annual total	\$34,960.00
			\$2,700.00
		Accrued	
			\$5,300.00
		Accrued	

APPENDIX C: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Community Partnership	Watsonville/Pajaro Valley		
Resource source		Amount	Status
		\$21,000.00	Accrued
		\$2,000.00	Accrued
		\$3,000.00	Accrued
		\$960.00	Accrued
2013		Annual total	\$34,960.00
		\$2,700.00	Accrued
		\$2,000.00	Accrued
		\$21,000.00	Accrued
		\$960.00	Accrued
		\$3,000.00	Accrued
		\$5,300.00	Accrued
Sum of revenue generated by resource source		\$139,840.00	

State government	Year		
Matching funds	2011	Annual total	\$25,000.00
		\$25,000.00	Accrued
	2012	Annual total	\$24,999.00
		\$24,999.00	Accrued
	2013	Annual total	\$24,999.00
		\$24,999.00	Accrued
Other	2010	Annual total	\$20,000.00
		\$20,000.00	Accrued
	2012	Annual total	\$305,000.00
		\$305,000.00	Accrued
	2013	Annual total	\$30,000.00
		\$30,000.00	Accrued
Sum of revenue generated by resource source		\$429,998.00	

Foundation	Year		
HKHC funds	2009	Annual total	\$77,221.00
		\$9,456.00	Accrued

APPENDIX C: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Community Partnership	Watsonville/Pajaro Valley		
Resource source		Amount	Status
		\$2,500.00	Accrued
		\$512.00	Accrued
		\$1,892.00	Accrued
		\$2,517.00	Accrued
		\$588.00	Accrued
		\$59,756.00	Accrued
	2010		Annual total \$102,779.00
		\$9,498.00	Accrued
		\$3,000.00	Accrued
		\$82,711.00	Accrued
		\$5,220.00	Accrued
		\$700.00	Accrued
		\$1,650.00	Accrued
	2011		Annual total \$90,000.00
		\$3,000.00	Accrued
		\$69,352.00	Accrued
		\$9,498.00	Accrued
		\$5,500.00	Accrued
		\$1,000.00	Accrued
		\$1,650.00	Accrued
	2012		Annual total \$90,000.00
		\$1,164.00	Accrued
		\$1,586.00	Accrued
		\$70,476.00	Accrued
		\$5,137.00	Accrued
		\$3,263.00	Accrued
		\$8,374.00	Accrued
	Matching funds		
	2010		Annual total \$197,829.00
		\$22,736.00	Accrued
		\$175,093.00	Accrued
	2011		Annual total \$9,100.00

APPENDIX C: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Community Partnership	Resource source	Amount	Status
	Watsonville/Pajaro Valley	\$9,100.00	Accrued
	2012		Annual total \$9,100.00
		\$9,100.00	Accrued
	2013		Annual total \$8,000.00
		\$8,000.00	Accrued
	Other		
	2013		Annual total \$275,000.00
		\$75,000.00	Accrued
		\$100,000.00	Approved
		\$100,000.00	Approved
Sum of revenue generated by resource source		\$859,029.00	
Non-profit organization	Year		
	Matching funds		
	2010		Annual total \$14,340.00
		\$10,500.00	Accrued
		\$2,400.00	Accrued
		\$1,440.00	Accrued
	2011		Annual total \$14,340.00
		\$1,440.00	Accrued
		\$10,500.00	Accrued
		\$2,400.00	Accrued
	2012		Annual total \$14,340.00
		\$2,400.00	Accrued
		\$1,440.00	Accrued
		\$10,500.00	Accrued
	2013		Annual total \$14,340.00
		\$10,500.00	Accrued
		\$1,440.00	Accrued
		\$2,400.00	Accrued
	Other		
	2012		Annual total \$2,000.00
		\$2,000.00	Approved

APPENDIX C: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Community Partnership	Watsonville/Pajaro Valley		
Resource source	Amount	Status	
Sum of revenue generated by resource source	\$59,360.00		
School	Year		
Matching funds			
	2010	Annual total	\$5,600.00
		Accrued	
			\$5,600.00
	2011	Annual total	\$5,600.00
		Accrued	
			\$5,600.00
	2012	Annual total	\$5,600.00
		Accrued	
			\$5,600.00
	2013	Annual total	\$5,600.00
		Accrued	
			\$5,600.00
Sum of revenue generated by resource source	\$22,400.00		
Other	Year		
Matching funds			
	2010	Annual total	\$1,920.00
		Accrued	
			\$1,920.00
	2011	Annual total	\$1,920.00
		Accrued	
			\$1,920.00
	2012	Annual total	\$1,920.00
		Accrued	
			\$1,920.00
	2013	Annual total	\$1,920.00
		Accrued	
			\$1,920.00
Sum of revenue generated by resource source	\$7,680.00		
Grand Total			\$1,580,807.00

United Way of Santa Cruz County- Go For Health!

Corner Stores Environmental Audit

Summary Report

Prepared by Transtria LLC



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Background

Healthy Kids, Healthy Communities (HKHC) is a national program of the Robert Wood Johnson Foundation (RWJF) whose primary goal is to implement healthy eating and active living policy, system, and environmental change initiatives that can support healthier communities for children and families across the United States. HKHC places special emphasis on reaching children who are at highest risk for obesity on the basis of race/ethnicity, income, and/or geographic location. For more information about HKHC, please visit www.healthykidshealthycommunities.org.

Located in Watsonville-Pajaro Valley, California, the United Way of Santa Cruz was selected to lead the local HKHC partnership, Go For Health! Their work focuses on the following healthy eating and active living strategies: corner stores, healthy restaurant ordinance, healthy vending policy, community gardens, bike and pedestrian plans to improve safety, park safety, and building youth capacity.

Transtria LLC, a public health evaluation and research consulting firm located in St. Louis, Missouri, is funded by the Robert Wood Johnson Foundation to lead the evaluation and dissemination activities from April 2010 to March 2014. For more information about the evaluation, please visit www.transtria.com/hkhc.

This supplementary enhanced evaluation component focuses on six cross-site HKHC strategies, including: parks and plays spaces, street design, farmers' markets, corner stores, physical activity standards in childcare settings, and nutrition standards in childcare settings. Communities are trained to use two main methods as part of the enhanced evaluation, direct observation and environmental audits. Tools and training are provided by Transtria staff (see <http://www.transtria.com/hkhc>).

In order to better understand the impact of their work on corner stores, representatives of Go For Health! chose to participate in the enhanced evaluation data collection activities. Go For Health! completed their enhanced evaluation activities for corner stores using the environmental audit method.

Methods

The corner stores environmental audit tool was adapted from the Nutrition Environment Measurement Survey in Stores (NEMS-S), an evidence based tool designed to assess nutrition environments including the availability and pricing differences between healthier and less-healthy options. Environmental audits assess the presence or absence of different features as well as the quality or condition of the physical environment. Overall, this audit attempts to determine the quality of specific corner stores pertaining to the availability of healthy food options, particularly access to fruits and vegetables. An Evaluation Officer from Transtria trained community members on proper data collection methods using the tool.

In this case, the audits were developed to assess the healthy eating supports and barriers that increase access to foods contributing to a healthy lifestyle in corner stores in Watsonville-Pajaro Valley, California. The corner store audit tool was completed by three trained auditors from the community. Two corner stores were selected for data collection. These corner stores were selected based on their close proximity to schools in Watsonville, California. Data collection was completed between October 24 and

December 11, 2012. Transtria staff performed data entry and validation, including double data entry to ensure accuracy of the data. Agreement of data entry was 99.6% and all errors were fixed.

Overall Results from Two Corner Stores

Operations

The hours of operation were only displayed and available for El Charrito corner store. El Charrito is open seven days a week; Monday through Friday from 10:00am to 7:00 pm, Saturday and Sunday from 10:00 am to 5:00 pm. Both stores had legible signs identifying their store name, an accessible entrance, security features, and aisles within the store wide enough to accommodate wheelchairs and strollers. Both stores are located within close proximity and visible to a school. El Charrito accepts CalFresh, the California program federally known as Supplemental Nutrition Assistance Program (SNAP). An ATM machine was available inside the store at El Charrito, as well. Both stores sell tobacco and alcohol products (See Appendix A, Table 1).

Availability of nutrient-dense food and beverages

Fresh fruits and vegetables were only available in D'La Colmena, canned fruits and vegetables were available in both stores. Both stores offered a variety of other food and beverage products, including nutrient dense and minimally nutritious foods and beverages.

D'La Colmena corner store offered fresh fruit and vegetables for sale. Fresh produce was displayed in the back of the store with clear signage indicating product name and unit price. Discounted pricing was available for purchases of fresh produce in larger quantity. Canned fruit and vegetables were available in both stores. D'La Colmena offered a larger variety of canned fruits (n=4 or more) than El Charrito (n=1-3), and both stores offered a variety of canned vegetables (n=4 or more). Other nutrient-dense food and beverages available in both stores included, other grain products, nuts/seeds/beans, water, and 100% fruit juices. D'La Colmena offered a variety of low fat dairy and milk choices, including low-fat yogurts and cheeses, skim and 1% milk. Lean meats, fish, and poultry were also available for sale at D'La Colmena. Other milk choices available in both stores included 2%, whole, and flavored milk at D'La Colmena, and flavored milk at El Charrito. Auditors identified other food items sold at each corner store, such as tortillas, dry herbs, and dry fruit available at El Charrito.

Availability of minimally nutritious food and beverages

Foods and beverages with minimal nutritious value were available in both stores including packaged snack cracker and chip items, frozen desserts, sweet pastries and candy, and a variety of sugar sweetened beverages (See Appendix A, Table 2). Other beverage items identified by auditors included coffee sold at D'La Colmena and energy drinks sold at El Charrito.

Availability and quality of fresh produce

Fresh produce was only available at D'La Colmena corner store. All available fresh produce items were rated as 'good' quality. The selection of fruits included apples, bananas, oranges, and pears. A larger selection of fresh vegetables were available, including broccoli, cabbage, carrots, celery, green peppers, onions, sweet potatoes, tomatoes, potatoes and iceberg lettuce (see Appendix A, Table 3).

Cost of produce

All fresh fruit was sold in unit price per pound. Fresh fruits ranged in price from \$0.69 to \$1.99 per pound. Bananas and oranges were the least expensive fruit priced at \$0.69 per pound, apples cost \$0.99 per pound, and pears cost \$1.99 per pound. Fresh vegetables were sold at unit prices per pound, bag, bunch, and/or as individual item. Vegetable prices ranged from \$0.49- \$2.99 per unit. The least expensive vegetable were carrots sold for \$0.49 per bunch and the most expensive vegetable were potatoes sold for \$2.99 per bag. Unit price was not available for sweet potatoes (see Appendix A, Table 3).

Key Takeaways (2 Corner Stores)

- Both stores had legible signs identifying their store name, an accessible entrance, security features, and aisle width inside the store to accommodate wheelchairs and strollers.
- Each store was located in close proximity and visible to a school.
- El Charrito was open seven days a week; Monday through Friday from 10:00 AM- 7:00 PM, Saturday and Sunday from 10:00 AM – 5:00 PM. Hours of operation were not displayed for D’La Colmena.
- El Charrito accepted CalFresh (SNAP) and had an ATM machine available inside the store.
- Fresh fruits and vegetables were only available in D’La Colmena; canned fruits and vegetables were available in both stores.
- All the available fresh produce at D’La Colmena was of ‘good’ quality.
- D’La Colmena offered a wider selection of fresh vegetables (n=10) than fruit (n=4). The selection of fruits was limited to those that were less perishable and did not require refrigeration, including apples, bananas, oranges, and pears.
- Produce prices ranged from \$0.49 per unit (e.g., carrots per pound) to \$2.99 per unit (e.g., potatoes per bag).
- D’La Colmena offered a wider selection of nutrient-dense foods compared to El Charrito, including fresh and canned produce, lower fat dairy and milk products, nuts/seeds/beans, lean meat/fish/poultry, and 100% fruit juices.
- Flavored whole milk was the only available dairy product in El Charrito.
- Whole grain products were available in El Charrito, and not offered in D’La Colmena.
- Both stores offered a selection of minimally nutritious food and beverage items, including packaged snack crackers and chips, sweet pastries, cookies and candy, frozen desserts, and sugar sweetened beverages.
- Both stores sold tobacco and alcohol products.

Appendix A: Tables

Table 1: Characteristics across the two corner stores

Vendor Characteristic	El Charrito	D'La Colmena
Overall Store		
Days of operation: Sunday	x	
Days of operation: Monday	x	
Days of operation: Tuesday	x	
Days of operation: Wednesday	x	
Days of operation: Thursday	x	
Days of operation: Friday	x	
Days of operation: Saturday	x	
Hours of operation: Sunday	10am-5pm	
Hours of operation: Monday	10am-7pm	
Hours of operation: Tuesday	10am-7pm	
Hours of operation: Wednesday	10am-7pm	
Hours of operation: Thursday	10am-7pm	
Hours of operation: Friday	10am-7pm	
Hours of operation: Saturday	10am-5pm	
Store is open on Sunday morning	x	
Store is open on Sunday afternoon	x	
Store is open on Monday morning	x	
Store is open on Monday afternoon	x	
Store is open on Monday evening	x	
Store is open on Tuesday morning	x	
Store is open on Tuesday afternoon	x	
Store is open on Tuesday evening	x	
Store is open on Wednesday morning	x	
Store is open on Wednesday afternoon	x	
Store is open on Wednesday evening	x	
Store is open on Thursday morning	x	
Store is open on Thursday afternoon	x	
Store is open on Thursday evening	x	
Store is open on Friday morning	x	
Store is open on Friday afternoon	x	
Store is open on Friday evening	x	
Store is open on Saturday morning	x	
Store is open on Saturday afternoon	x	

Table 1 continued: Characteristics across the two corner stores

Vendor Characteristic	El Charrito	D'La Colmena
<i>Store exterior</i>		
Legible signs to identify store	x	x
Accessible entrance	x	x
Security features	x	x
Seating	x	
Windows blocked by bars, signs, or tinting	x	
Other item present outside store	x	
Store accepts WIC/SNAP/EBT	Cal Fresh	
A school is visible from the store	x	x
<i>Employee characteristics</i>		
Employees greet customers	x	
<i>Store interior</i>		
ATM inside store	x	
Wide aisles to accommodate strollers and wheelchairs	x	x
Licenses/permits visibly displayed	x	
<i>Tobacco and alcohol</i>		
Store sells tobacco products	x	x
Tobacco products located behind counter	x	x
Tobacco products on displays, in bins, next to the register		x
Store sells alcohol products	x	x
Alcohol advertisements present	x	x
Alcohol products in the freezer/cooler section	x	
Alcohol products on displays, in bins, next to the register		x

Table 2: Availability, signage, and location of foods

Vendor Characteristic	El Charrito	D'La Colmena
<i>Fresh fruits</i>		
Fresh fruits available		X
Fresh fruits located at back of the store		X
<i>Fresh vegetables</i>		
Fresh vegetables available		X
Fresh vegetables located at back of the store		X
<i>Product signage and pricing (for fresh fruits/vegetables only)</i>		
Products are identified by name		X
Clear signs document the price		X
Units are appropriately labeled		X
Discounts for larger sales		X
<i>Canned/frozen fruits/vegetables</i>		
Limited canned fruits (1-3 types)	X	
Variety canned fruits (4+ types)		X
Variety canned vegetables (4+ types)	X	X
<i>Other foods</i>		
Whole grains (e.g. bread, flour, oatmeal, brown rice, pasta)	X	
Other grain products (e.g. white breads, rice, pasta)	X	X
Low-fat or non-fat dairy foods (e.g. low-fat yogurts or cheeses)		X
Lean meats, fish, poultry		X
Nuts, seeds, or dry beans	X	X
Other healthier foods	X	
Potato chips/corn chips/ popcorn	X	X
Ice cream/frozen desserts	X	
Cakes/cookies/doughnuts	X	X
Candy/chocolate	X	X
Other food with minimal nutritional value	X	
Milk available at store	X	X
Skim milk		X
1% milk		X
2% milk		X
Whole or Vitamin D milk		X
Flavored whole milk	X	X
Other beverages available at store	X	X
Water	X	X
100% juice	X	X
Sugar sweetened beverages	X	X
Other beverages not listed available	X	X

Table 3: Fresh fruits and vegetables available at D’La Colmena

Produce Item	D'La Colmena			
	Price	Unit	Quality	Quantity
<i>Fruits:</i>				
Apples	\$0.99	pound	good	few
Bananas	\$0.69	pound	good	some
Oranges	\$0.69	pound	good	few
Pears	\$1.99	pound	good	few
<i>Vegetables:</i>				
Broccoli	\$1.69	bunch	good	few
Cabbages	\$0.55	pound	good	some
Carrots	\$0.49	bunch	good	some
Celery	\$1.29	bunch	good	few
Green peppers	\$2.19	pound	good	some
Onions	\$0.50	pound	good	some
Sweet potatoes	sold, price not listed			
Tomatoes	\$1.49	pound	good	some
Potatoes	\$2.99	bag	good	a lot
Iceberg Lettuce	\$1.00	each	good	some

Table 4: Other characteristics *not* found in corner stores

<p><i>Overall market:</i></p> <ul style="list-style-type: none">Days and hours of operation: D'La ColmenaGas pumpsBicycle parkingPublic transit stop visible from store entranceSidewalk adjacent to store entranceParking lot adjacent to store entranceSign for WICSign for SNAP/Food stampsSign for EBTOther discountEmployee use gloves when handling foodEmployees were uniformsStore map or signs for aisles listing types of productsRecipe cards or preparation instructionsFree samples of healthy productsWIC/SNAP signs near WIC/SNAP approved productsPoint of purchase prompts for healthy productsAlcohol advertised inside the storeAlcohol advertised outside the storeAlcohol products located behind counterTobacco advertisements presentTobacco advertisements inside the storeTobacco advertisements outside the storeTobacco products in vending machine	<p><i>Fresh Produce:</i></p> <ul style="list-style-type: none">Fresh cut fruits for saleFresh cut vegetables for sale <p><i>Other nutritious foods:</i></p> <ul style="list-style-type: none">No canned fruits availableNo canned vegetables availableNo frozen fruits availableNo frozen vegetable availableLow-fat prepared meals (baked chicken)Low-fat frozen meals (Healthy Choice, Lean Cuisine)Rice milkSoy milkLactaid <p><i>Foods with minimum nutritional value:</i></p> <ul style="list-style-type: none">Regular to high-fat prepared meals (e.g., fried chicken)Regular to high-fat frozen meals (e.g., Hungry Man)Flavored skim, 1%, 2% milk <p><i>Tobacco and Alcohol:</i></p> <ul style="list-style-type: none">Tobacco advertisements present
---	---

Appendix B

Farmers' Market Environmental Audit Tool

Farmers' market name: _____

Address: _____

Number of vendors: _____

Auditor 1: _____

Auditor 2: _____

Farmers' market ID (for Transtria use only): _____

Community partnership: _____

Date: _____

Audit start time: ____ : ____ ○ AM ○ PM

Audit end time: ____ : ____ ○ AM ○ PM

Section A: Overall market					Section A: Overall market (cont.)					
1. What are the market months of operation?					4.c. Security features (security guard(s) and/or security camera(s))					
1.a. January	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.g. July	<input type="checkbox"/> No	<input type="checkbox"/> Yes			<input type="checkbox"/> No	<input type="checkbox"/> Yes	
1.b. February	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.h. August	<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.d. On-site market manager		<input type="checkbox"/> No	<input type="checkbox"/> Yes	
1.c. March	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.i. September	<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.e. Legible signs to identify the market		<input type="checkbox"/> No	<input type="checkbox"/> Yes	
1.d. April	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.j. October	<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.f. Seating (e.g., benches, tables/chairs)		<input type="checkbox"/> No	<input type="checkbox"/> Yes	
1.e. May	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.k. November	<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.g. Events/activities (e.g., yoga, live music)		<input type="checkbox"/> No	<input type="checkbox"/> Yes	
1.f. June	<input type="checkbox"/> No	<input type="checkbox"/> Yes	1.l. December	<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.h. ATM		<input type="checkbox"/> No	<input type="checkbox"/> Yes	
2. What are the market days and hours of operation?					4.i. Information booth/table					
2.a. Sunday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.j. Market maps (e.g., maps with directions to market, site map with vendors)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.b. Monday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.k. Public transit stop visible from the farmers' market		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.c. Tuesday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.l. Parking lot adjacent to farmers' market		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.d. Wednesday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.m. On-street parking adjacent to farmers' market		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.e. Thursday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	4.n. Other, specify:		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.f. Friday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	5. Does the market accept WIC/SNAP/EBT? (If no, skip to Question 6)		<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.g. Saturday (Check yes or no.) Enter operating hours (open/close):					<input type="checkbox"/> No	<input type="checkbox"/> Yes	5.a. Sign for WIC		<input type="checkbox"/> No	<input type="checkbox"/> Yes
3. What is the frequency of operation? (Circle one.)					5.b. Sign for SNAP/Food stamps					
Daily		2-6 days a week					5.c. WIC/SNAP/EBT customers use tokens to make purchases at the market.		<input type="checkbox"/> No	<input type="checkbox"/> Yes
1 day a week		1-3 days a month					5.d. Other discount, specify:		<input type="checkbox"/> No	<input type="checkbox"/> Yes
4. What features are present in the market?					Section B: Vendor characteristics					
4.a. Accessible entrance (allows entry for strollers and wheelchairs)					<input type="checkbox"/> No	<input type="checkbox"/> Yes	Fill in the appropriate number of vendors for the next three items.			
4.b. Room to maneuver around market (e.g., wheelchairs, strollers)					<input type="checkbox"/> No	<input type="checkbox"/> Yes	6. How many vendors sell only produce?			
					7. How many vendors sell produce and other products?					
					8. How many vendors sell no produce?					

Comments?

Evaluation of Healthy Kids, Healthy Communities

Section B: Vendor characteristics (cont.)	Section D: Frozen or canned fruits/vegetables (cont.)		
9. Circle the most appropriate response for each item.	14. How many types of frozen vegetables are available? (Circle one.)		
9.a. Amount of produce sufficient for vendor space	None (0)	Limited (1-3 types)	Variety (4+ types)
None	Some	Most	All
9.b. Visible signs with farmers'/ businesses' names	Section E: Other foods		
9.c. Clean and well-organized displays	15. Are any high-fiber, whole grain foods offered (e.g., whole wheat bread or pasta, brown rice)?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All
9.d. Power cords taped down to prevent tripping	16. What other types of <u>healthier</u> foods are offered?		
10.a. Products are identified by name.	16.a. Cottage cheese or low-fat yogurt	<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All
10.b. Clear signs document the price.	16.b. Lean meats, fish, poultry	<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All
10.c. Units are appropriately labeled (e.g., weight, box, bunch).	16.c. Nuts, seeds, or dry beans	<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All
10.d. Discounts for larger sales	16.d. Low-fat prepared meals (e.g., baked chicken)	<input type="checkbox"/> No	<input type="checkbox"/> Yes
None	Some	Most	All
Section C: Product signage and pricing (for fresh fruits and vegetables only)			
11. How many types of canned fruits are available? (Circle one.)	16.e. Other, specify:		
None (0)	Limited (1-3 types)	Variety (4+ types)	<input type="checkbox"/> No
12. How many types of canned vegetables are available? (Circle one.)	17. What other types of foods with minimal nutritional value are offered?		
None (0)	Limited (1-3 types)	Variety (4+ types)	<input type="checkbox"/> No
13. How many types of frozen fruits are available? (Circle one.)	17.a. Salty foods (e.g., potato chips, popcorn)	<input type="checkbox"/> No	<input type="checkbox"/> Yes
None (0)	Some	Most	All
	17.b. Ice cream/frozen desserts	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	17.c. Sweet foods (e.g., cookies, cakes)	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	17.d. Candy/chocolate	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	17.e. Regular to high-fat prepared meals (e.g., fried chicken)	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	17.f. Other, specify:	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	18. Is milk sold? (If no, audit is complete.)	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	18.a. Skim milk	<input type="checkbox"/> No	<input type="checkbox"/> Yes
Go to the Attachments for Section C: Fresh fruits: Fruit availability, price, quality, and quantity; and Fresh vegetables: Vegetable availability, price, quality, and quantity			
Section D: Frozen or canned fruits/vegetables			
	18.b. 1%	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	18.c. 2%	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	18.d. Whole or Vitamin D milk	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	18.e. Flavored whole milk	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	18.f. Flavored skim, 1%, or 2% milk	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	18.g. Rice milk	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	18.h. Soy milk	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	18.i. Lactaid	<input type="checkbox"/> No	<input type="checkbox"/> Yes

Comments?

Attachment for Section C: Fresh fruit availability, price, quality, and quantity

Fruit	a. Not Available	b. Lowest price	c. Unit/Weight				d. Quality		e. Quantity			f. Comments
			Per pound (lb)	Per box/bag	Each	Bunch	Avg./Good	Poor	A lot 10+	Some 3-9	Few <3	
19. Apples												
20. Bananas												
21. Blackberries												
22. Blueberries												
23. Cantaloupes												
24. Cherries												
25. Cranberries												
26. Grapefruits												
27. Grapes												
28. Honeydew melons												
29. Kiwis												
30. Mangos												
31. Nectarines												
32. Oranges												
33. Papayas												
34. Peaches												
35. Pears												
36. Pineapples												
37. Plums												
38. Raspberries												
39. Strawberries												
40. Tangerines												
41. Watermelons												
42. Other:												
43. Other:												
44. Other:												

Attachment for Section C: Fresh vegetable availability, price, quality, and quantity

Vegetable	a. Not Available	b. Lowest price	c. Unit/Weight				d. Quality		e. Quantity			f. Comments
			Per pound (lb)	Per box/bag	Each	Bunch	Avg./Good	Poor	A lot 10+	Some 3-9	Few <3	
45. Artichokes												
46. Asparagus												
47. Avocados												
48. Broccoli												
49. Brussels sprouts												
50. Cabbages												
51. Carrots												
52. Cauliflower												
53. Celery												
54. Collard greens												
55. Corn												
56. Green beans												
57. Green peppers												
58. Kale												
59. Lentils												
60. Lettuce – Romaine												
61. Lima beans												
62. Mushrooms												
63. Okra												
64. Onions												
65. Radishes												
66. Red peppers												
67. Spinach												
68. Summer squash												
69. Sweet potatoes												
70. Tomatoes												
71. Other:												
72. Other:												
73. Other:												

Farmers' Market Environmental Audit

Introduction

This tool and protocol were developed by the evaluation team from Transtria LLC (Laura Brennan, PhD, MPH, Principal Investigator; Allison Kemner, MPH; Tammy Behlmann, MPH; Jessica Stachecki, MSW, MBA; Carl Filler, MSW) and Washington University Institute for Public Health (Ross Brownson, PhD, Co-Principal Investigator; Christy Hoehner, PhD, MSPH), with feedback from national advisors and partners. This tool and protocol were adapted from Farmers' Market Vendor Evaluation (created by Monika Roth), Farmers' Market Evaluation, Mystery Shopping-Farmers' Market (created by marketumbrella.org), and Nutrition Environment Measurement Survey-NEMS (created by Glanz et al.).

Funding was provided for the *Evaluation of Healthy Kids, Healthy Communities* by a grant from the Robert Wood Johnson Foundation (#67099). Transtria LLC is leading the evaluation and dissemination activities from April 2010 to March 2014. For more information about the evaluation, please contact Laura Brennan (laura@transtria.com) or Allison Kemner (akemner@transtria.com).

Prior to conducting the audit

- Assess the safety of the environment for auditing before entering the area. If dangerous or suspicious activities are taking place, leave the premises, notify the Project Director or Coordinator, and determine whether to schedule a new observation.
- Introduce the audit team to the market manager and ask for permission to collect data. Be prepared to provide background information on the project and to share a letter from the Project Director or Coordinator explaining the reason for data collection. Offer to share data with them, if desired.
- Items to remember
 - Pencils, a copy of the paper tools for all data collectors, clipboards
 - Comfortable shoes
 - Data collectors' contact information (in case of emergency)
 - List and map of market for data collection
 - Letter from the Project Director or Coordinator explaining the reason for data collection
 - Transportation to and from the market for observers, if needed

Farmers' Market Environmental Audit (Instruction Sheet)

Top of the Farmers' Market Environmental Audit form

- Farmers' market name: Print the name of the farmers' market.
- Address: Print the street address, city, state, and zip code for the farmers' market.
- Number of vendors: Print the number of vendors that sell goods at the farmers' market.
- Auditor 1: Print the first and last name of Auditor #1
- Auditor 2: Print the first and last name of Auditor #2
- Farmers' market ID (for Transtria use only): Transtria will assign an ID for this farmers' market for the data analysis.
- Community partnership: Print the name of your community partnership for *Healthy Kids, Healthy Communities*.
- Date: Print the date of data collection.
- Audit start time: Print the time that the data collection process starts.
- Audit end time: Print the time that the data collection process ends.

Section A: Overall market

For Questions 1 – 2, place an **X** in the appropriate box () corresponding to Yes or No.

1. What are the market months of operation?
 - 1.a. – 1.l.: Indicate whether or not the market is open for each month of the year.
2. What are the market days and hours of operation?
 - 2.a. – 2.g.: Indicate whether or not the market is open for each day of the week.
 - For each day that the market is open (Yes), enter the market's operating hours (e.g., 7am-7pm).
3. What is the frequency of operation? Circle the best response.
 - Daily: The market is open every day.
 - 2-6 days a week: The market is open more than once a week but not every day.
 - 1 day a week: The market is open once a week.
 - 1 day a month: The market is open one day a month.

For questions 4 – 5, place an **X** in the appropriate box () corresponding to Yes or No.

4. What features are present in the market?
 - 4.a. Accessible entrance (allows entry for strollers and wheelchairs): The market entrance is accessible to all customers. Consider individuals that may be in wheelchairs or pushing strollers.
 - 4.b. Room to maneuver around market (e.g., wheelchairs, strollers): The market area provides enough room between vendors and product displays for customers to move around in the market. Consider individuals that may be in wheelchairs or pushing strollers.
 - 4.c. Security features (security guard(s) and/or security camera(s)): The market has a security guard present, a police sub-station on site, or a video camera surveillance in use.
 - 4.d. On-site market manager: The market is overseen by a market manager who is present during market operating hours.
 - 4.e. Legible signs to identify the market: A visible sign that identifies the name of the market.
 - 4.f. Seating (e.g., benches, tables/chairs): Is there somewhere to sit down?
 - 4.g. Events/activities (e.g., yoga, live music): The market sponsors special events or other activities to encourage attendance.
 - 4.h. ATM: An ATM is available for use inside the market.
 - 4.i. Information booth/table: There is a designated place for customers to ask questions or receive information about the market.
 - 4.j. Market maps: Maps or signs direct customers to the location of different types of products at the market.
 - 4.k. Public transit stop visible from the farmers' market: There is a public transit stop (e.g., bus, train, light-rail) visible from the market entrance.
 - 4.l. Parking lot adjacent to farmers' market: There is a parking lot alongside the market.
 - 4.m. On-street parking adjacent to farmers' market: There is on-street parking available alongside the market.
 - 4.n. Other: Note any items of interest present at the market not listed above.

5. Does the market accept WIC/SNAP/EBT?
 - 5.a. Sign for WIC: Is there at least one (1) sign indicating that Women, Infants, and Children (WIC) payments are accepted?
 - 5.b. Sign for SNAP/Food stamps: Is there at least one (1) sign indicating that Supplemental Nutrition Assistance Program (SNAP) or food stamps payments are accepted?
 - 5.c. WIC/SNAP/EBT customers use tokens to make purchases at the market: Customers using nutritional assistance program benefits use tokens to pay for their purchases.
 - 5.d. Other discount: Are there signs that indicate other discounts or payments (e.g., double bucks, Benefit Security Card) are accepted?

Section B: Vendor characteristics

6. How many vendors sell only produce? Specify the number of vendors that only offer produce.
7. How many vendors sell produce and other products? Specify the number of vendors that sell other products in addition to selling produce.
8. How many vendors sell no produce? Specify the number of vendors that do not sell produce.

Comments?: An optional space for auditors to enter notes.

9. Circle the most appropriate response for each item: None (0 vendors), Some (1%-50% of vendors), Most (51%-99% of vendors), All (100% of vendors)
 - 9.a. Amount of produce appropriate for vendor space
 - 9.b. Visible signs with farmers'/ businesses' names
 - 9.c. Clean and well-organized displays
 - 9.d. Power cords taped down to prevent tripping

Section C: Product signage and pricing (for fresh fruits and vegetables only)

10. Circle the most appropriate response for each item: None (0 products), Some (1%-50% of products), Most (51%-99% of products), All (100% of products)
 - 10.a. Products are identified by name: Signage indicates the product names.
 - 10.b. Clear signs document the price: Visible signs state the price of each item.
 - 10.c. Units are appropriately labeled (e.g., weight, box bunch): Price signs clearly identify the unit of sale.
 - 10.d. Discounts for larger sales: Discounts are offered for larger/bulk purchases.

Go to the Attachments for Section C: Fresh fruits and Fresh vegetables

- For Questions 19 – 73, please fill in the information for fresh fruit/vegetable availability, price, quality, and quantity.
- a. Not Available: Place an **X** in the box for any fresh fruit or vegetable item that is not available at the market.
 - b. Lowest price: What is the lowest retail price of the item? For example, there may be several varieties of apples available (e.g., Red Delicious and Gala), each with a different price. Print the lowest price across varieties.
 - c. Unit/Weight: Place an **X** in the box that best represents how the fresh fruits or vegetables are being sold.
 - Per pound: Fresh fruits are sold by the pound (e.g., apples are \$2.50 per pound or lb).
 - Per box/bag: Fresh fruits are sold by the box or bag (e.g., apples are \$2.50 per box/bag).
 - Each: Fresh fruits are sold individually (e.g., apples are \$.50 each or per piece).
 - Bunch: Fresh fruits are sold by the bunch (e.g., grapes are \$2.50 per bunch).
 - d. Quality: Place an **X** in the box that best represents the quality of the fresh fruits or vegetables.
 - Average/Good: Fresh fruits are in good condition, top quality, good color, fresh, firm, and clean.
 - Poor: Fresh fruits are bruised, old, mushy, dry, overripe, or have signs of mold.
 - e. Quantity: Place an **X** in the box that best represents the quantity of fresh fruits or vegetables that are available for purchase.
 - A lot: There are more than 10 fruits available (e.g., 10 apples).
 - Some: There are more than 3 fruits and less than 10 available (e.g., 6 apples).
 - Few: There are 2 or fewer fruits available (e.g., 1 apple).
 - f. Comments: Print any important notes.

Section D: Canned/frozen fruits/vegetables

11. – 14. How many types of canned/frozen fruits or vegetables are available?
- None: No canned/frozen fruits or vegetables available.
 - Limited: 1 to 3 different types of canned/frozen fruits or vegetables available at the market.
 - Variety: 4 or more different types of canned/frozen fruits or vegetables available at the market.

Section E: Other foods

For questions 15 – 18, place an **X** in the appropriate box () corresponding to Yes or No.

15. Are any high-fiber, whole grain foods offered (e.g., whole wheat bread or pasta, brown rice)?: The market sells products made with whole grains. Check the ingredients to make the first ingredient says *whole*.
16. What other types of healthier foods are offered?
- 16.a. Cottage cheese or low-fat yogurt: The market sells products made with low- or no-fat milk (either fat-free or 1% milk).
 - 16.b. Lean meats, fish, poultry: The market sells lean meats, fish, or poultry products.
 - 16.c. Nuts, seeds, or dry beans: The market sells nuts, seeds, or dry beans. These may be sold in bulk or pre-packaged containers/bags.
 - 16.d. Low-fat prepared meals (e.g., baked chicken): The market has a prepared foods section with healthier foods.
 - 16.e. Other: Note any other healthier food items not listed above.
17. What other types of foods with minimal nutritional value are offered?
- 17.a. Salty foods: The market sells unhealthy snack foods with high salt contents.
 - 17.b. Ice cream/Frozen desserts: The market sells frozen desserts.
 - 17.c. Sweet foods: The market sells bakery items (a la carte or pre-packaged).
 - 17.d. Candy/Chocolate: The market sells chocolates or other candies (e.g., M&Ms, Skittles).
 - 17.e. Regular to high-fat prepared meals (e.g., fried chicken): The market has prepared foods with minimal nutritional value.
 - 17.f. Other: Note any other foods with minimal nutritional value not listed above.
18. Is milk sold?: The market offers at least one type of milk.
- 18.a. Skim milk
 - 18.b. 1%
 - 18.c. 2%
 - 18.d. Whole or Vitamin D milk
 - 18.e. Flavored whole milk
 - 18.f. Flavored skim, 1%, or 2% milk
 - 18.g. Rice milk
 - 18.h. Soy milk
 - 18.i. Lactaid

Comments? An optional space for auditors to enter notes.