



BUILDING HEALTHY CORNER STORES & HEALTHY COMMUNITIES

Healthy Retail SF Report: 2016

Prepared by: Office of Economic and Workforce Development (OEWD) and
Department of Public Health



San Francisco
Department of Public Health



HEALTHYRETAILSF: A CITY-COMMUNITY PARTNERSHIP



San Francisco
Department of Public Health



→ WHOLE GRAINS HealthyRetailSF.org → VITAMINS HealthyRetailSF.org → MINERALS HealthyRetailSF.org

"Whole" ingredients provide good energy, digestion, and blood sugar levels.

for healthy weight



Fruits and vegetables provide Vitamin C, Beta-carotene, Lutein, Fiber, Antioxidants.

for shiny skin, hair & eyes





Fruits, vegetables, whole grains, protein, dairy & beans provide energy & immunity.



healthy teeth, bones, weight





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 **IRON** HealthyRetailSF.org
Whole grains, animal protein, beans & leafy greens strengthen energy & learning ability.
for good skin & rosy cheeks 

 **WATER** HealthyRetailSF.org
Our bodies are 70% water. Hydration regulates temperature and removes waste.
for smooth skin 

 **100% JUICE** HealthyRetailSF.org
“100% Juice” beverages provide Vitamin C.
for healthy gums 

Healthy Retail

BEFORE

AFTER



Before and After Images of Dalda's Grocery, a HealthyRetailSF Participant



HEALTHY RETAIL SAN FRANCISCO: SUMMARY

HealthyRetailSF is an incentive-based, voluntary pilot program for merchants of local retail shops, also known as corner stores, to help shift business models and make the changes needed to remain competitive but to also provide healthier food options in their communities. HealthyRetailSF program was established by legislation to promote healthy eating and make fresh produce and healthy food products available to existing residents in communities where there is a lack of healthy food options. It combines a community engagement approach along with store redesign, and technical assistance, bringing together facets of business, government, and community to make transformations a reality. The goals of the program are to promote healthy eating, strengthen small independent business and increase community cohesion while reducing visibility and de-normalizing unhealthy products so that all residents and children have access to healthy, fresh and affordable foods.

Small independent retailers serve a critical role in community health, but many times lack the tools and support to stock healthy foods. In an effort to support these merchants, the HealthyRetailSF pilot program built upon existing grassroots efforts, HealthyRetailSF is led and deployed by the Office of Economic and Workforce Development (OEWD) in partnership with the San Francisco Department of Public Health (SFDPH), Healthy Southeast (Bayview HEAL Zone), and the Tenderloin Healthy Corner Store Coalition (TLHCSC), the Small Business Development Center (SBDC), and Sutti Associates.

Stores in the Bayview Hunters Point (BVHP), Tenderloin (TL), and the Ocean View, Merced Heights, Ingleside (OMI) neighborhoods are participating in HealthyRetailSF, where they were able to have access to resources and support that allows them to redesign the physical footprint of the store space, reconfigure shelving for more healthy products, make improvements to exterior signage and facades, install new equipment and appliances; and obtain technical assistance including updating business operation plans, marketing, and education, in addition to community market research and promotions. Since the inception of HealthyRetailSF in 2013, results are showing that the store transformations are working:

- ▶ Increased total sales by an average of 25% per store
- ▶ Increased total sales by an average of \$5,000+ per store per month
- ▶ On average each store is selling over 1,615 units of produce more per month
- ▶ Over 11,000 more units of produce are being accessed in communities per month
- ▶ Increased selling display space for fruits, vegetables, healthy produce while display space for liquor, tobacco and other unhealthy food products decreased



A LITTLE BIT ABOUT US



HISTORY

Many studies have demonstrated that the health inequities and disproportional impacts that low-income and communities of color suffer are due in large part to diet-related illnesses such as diabetes, hypertension, and heart failure.¹²³ This situation is related to the availability of unhealthy food and drink options, as well as alcohol and tobacco in areas where very little or no affordable healthy and fresh food options exist. These areas are commonly known as “food swamps.” Conversely, regular fruit and vegetable consumption is linked to reduced risk for heart disease and some cancers.⁴ In two of San Francisco’s food swamps, the Tenderloin and Bayview Hunters Point (BVHP), deep health and social inequities and the chronic stressors associated with life in poor neighborhoods, are key contributors to the poor health of residents, who have some of the city’s highest rates of heart disease, cancer and premature death.⁵

In 2010, the San Francisco Department of Public Health (SFPDH) partnered with grassroots groups to address limited food access in the Tenderloin and BVHP neighborhoods. Healthy Southeast

(Bayview HEAL Zone), formerly Heal Zone/Southeast Food Access (SEFA), and the Tenderloin Healthy Corner Store Coalition (TLHCSC) piloted the initial corner store conversions with Sutti Associates and publicized “healthy standards assessments” of over 70 corner stores in annual shopping guides to help introduce healthy food products and reduce unhealthy influences in these neighborhoods. They raised awareness of the corner stores offering healthy products and held a variety of community events to promote the healthy changes to neighborhood residents.

In the fall of 2013, prompted by resident food leaders (Food Guardians in the Bayview Hunters Point and Food Justice Leaders in the Tenderloin), City leaders and agencies came together to launch a new city and community partnership to increase incentives for small business to offer affordable and healthy food products and combat food swamps.

Legislation introduced by Supervisor Eric Mar and co-sponsored by Supervisor Jane Kim and Supervisor Malia Cohen created the Healthy Retail San Francisco (HealthyRetailSF) pilot program.



HealthyRetailSF is led and deployed by the Office of Economic and Workforce Development (OEWD) in partnership with San Francisco Department of Public Health (SFPDH), the two coalitions, Bayview HEAL Zone and the TLHCSC, with expert technical assistance from Sutti Associates and the Small Business Development Center.

The establishment of HealthyRetailSF provided a definition of a healthy retailer; created an expert advisory group; allowed for the design of program structures and tools to incentivize small businesses to offer healthy products; and strengthened neighborhood wide grassroots outreach and partnerships with store owners for healthy retail makeovers. Healthy retail efforts support small independent businesses, protect the fabric of neighborhoods, strengthen the community, reduce unhealthy influences and increase access to healthy affordable products. HealthyRetailSF promotes economic development, community development and improved public health.



Healthy Food Retailer:*

noun

A retailer who devotes at least 35 percent of its selling area (shelf and floor) to fresh produce, whole grains, lean proteins, and low-fat dairy products; devotes no more than 20 percent of its selling area to tobacco and alcohol products, and; satisfies the minimum wage requirements for employees set.

*defined by legislation

1,2,3,4, & 5 Citation on page 23



GOALS & OBJECTIVES

HealthyRetailSF builds upon the best practices of previous efforts and provides interested small business owners with the tools and resources they need, along with focused attention from experts, to develop a business model that allows them to introduce and integrate healthy food options. The program's ultimate goals are to increase access to healthy food, engage local residents in decision making processes, reduce unhealthy influences, strengthen communities, and stimulate economic development and job creation.

OBJECTIVES

- ▶ **Redesign and transform corner stores as healthy-food retailers**
- ▶ **Improve the availability of healthy foods in corner stores**
- ▶ **Increase the amount of store revenue from healthy-product sales**
- ▶ **Reduce the amount of shelf space dedicated to selling tobacco and alcohol**
- ▶ **Engage and empower communities in the transformation of retail environments**

FRAMEWORK

HealthyRetailSF operates a comprehensive and unique model to assist corner stores by focusing on three areas:



► **Community Engagement:** This area of focus, provides assistance with community engagement and community marketing that is coordinated and sustained by trained resident food leaders and community coalition members and coordinators, who conduct customer surveys, assist with store reset days, visit monthly to provide produce feedback and conduct store launches and media events-- all with the goal to increase the stores visibility and for the community participation with their local retailers.

► **Redesign & Physical Environment:** This area focuses on the physical needs of the store to allow for the introduction of healthy food products and equipment. The store's physical environment with an efficient store layout, upgraded or new equipment like produce bins, shelving, produce refrigeration equipment, and building façade, such as signage and awning, allows for an inviting retail space for healthy foods.

► **Business Operations:** This area focuses on the capacity of the business owner to improve and transition into the new business model. Assessments are conducted to understand needs and tools that are then provided with one-on-one guidance, such as securing a lease, develop debt management plan, access to capital, Point of Sale (POS) system training, merchandising and produce handling, and other customized workshop referrals to support the business owner in their transition to a healthy retailer.

- Market research & community surveys
- Branding, shelf talkers, signs, etc.
- Assist with store redesign & launch
- Monitor adherence to standards
- Report card & ongoing Technical Assistance
- Promotional events and activities
- Taste testing & cooking demos
- Health promotion in/out store
- Marketing materials

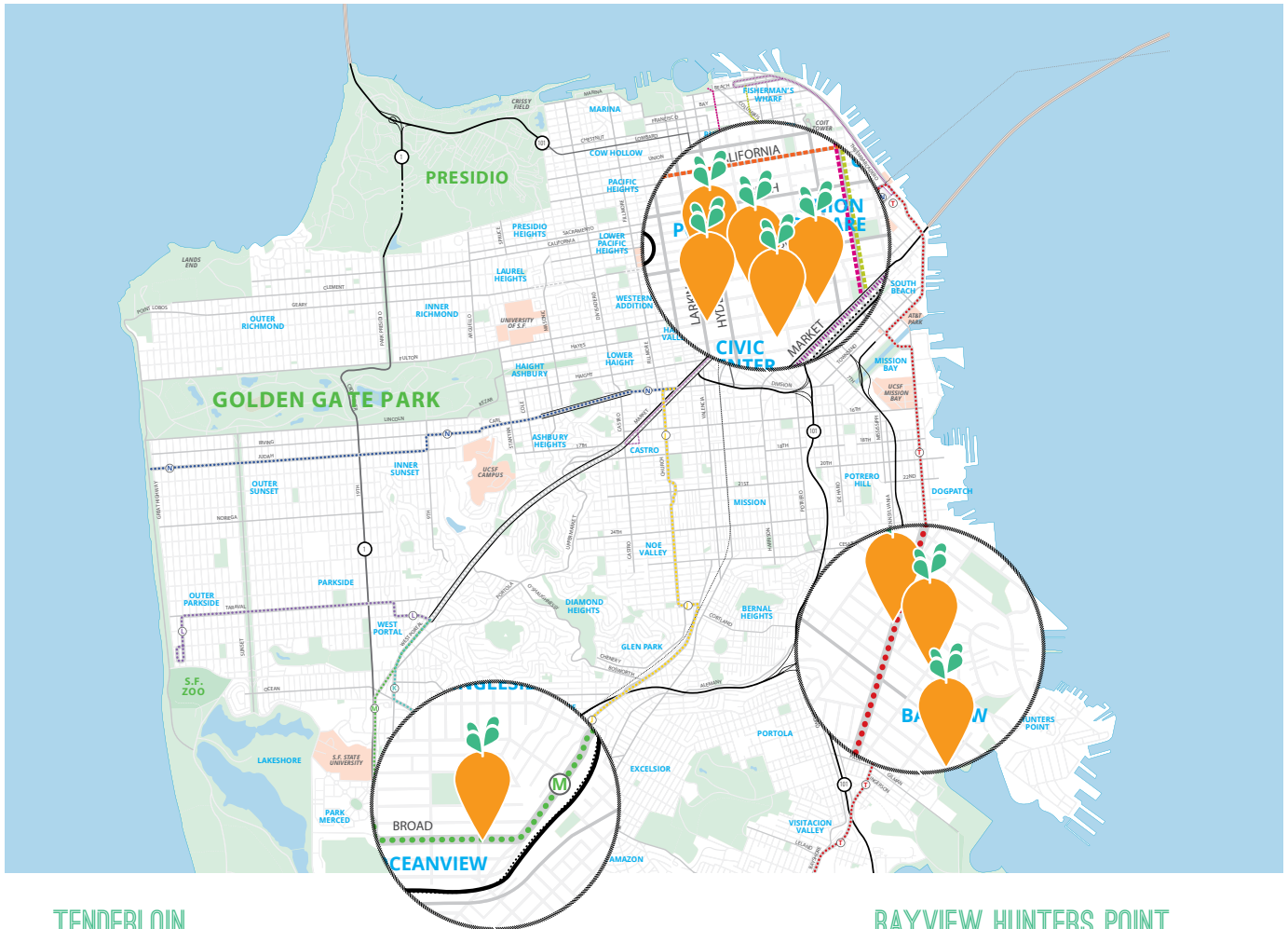
- Store design and layout
- Schematics and product placement
- Inventory and merchandising needs
- Equipment
- Facade Improvements
- Signage: pricing & shelf talkers
- Americans with Disabilities (ADA)
- Arts and Murals

- Business Model/Plan Development
- Produce distribution & Maintenance
- Sourcing of healthy products
- Tax and Debt Planning
- Credit Building
- Access to capital
- Lease assistance
- Point of Sale (POS) Systems



CONVERTED STORES

SAN FRANCISCO, CA



TENDERLOIN

Amigos Market

500 Ellis Street
San Francisco, CA

Daldas

200 Eddy Street
San Francisco, CA

Fox Market

570 Larkin Street
San Francisco, CA

Mid City Market

868 Geary Street
San Francisco, CA

Radman's Produce Market

201 Turk Street
San Francisco, CA

OCEAN VIEW

Ana's Market

105 Broad Street
San Francisco, CA

BAYVIEW HUNTERS POINT

Friendly Market

1499 Thomas Street
San Francisco, CA

Lee's Market

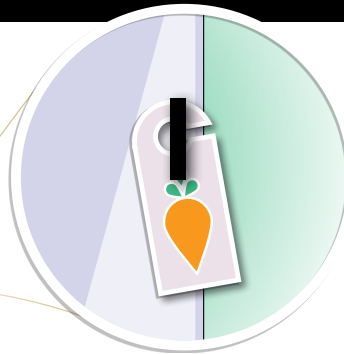
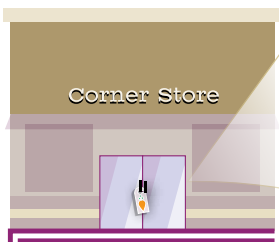
397 Revere Street
San Francisco, CA

Palou Market

4919 3rd Street
San Francisco, CA



HEALTHY RETAIL SF



A Program to Redesign Corner Stores and Improve the Health of the Community:

- Increase Sales & Sales Tax Revenue
- Improve Sustainability of the Business
- Increase Healthy Food Products
- Decrease Unhealthy Influences
- Increase Community, Customer & Merchant Satisfaction

1 MERCHANT OUTREACH

We collaborate with your community to build awareness of HRSF's offer to help corner store owners improve products and thereby, the health of customers.

3 PLAN

An Individual Development Plan (IDP) is written to help the business transition into becoming a healthy food retailer. It outlines steps to redesign and create more sales space, order and install equipment, engage the local community to raise awareness of the business and implement a sustainable business model; plus a budget and schedule.



2 ASSESSMENT

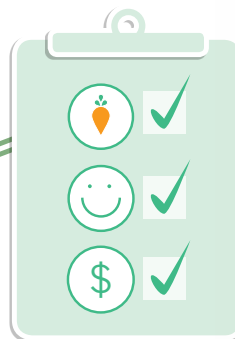
To understand the needs of a participating business, we conduct an assessment of operations, merchandising, finances, healthy and unhealthy product offerings, other relevant practices and customer preferences.

An agreement is signed with the business owner and store upgrades begin. Implementation will vary between businesses, based on current operations and offerings. The interventions can range from technical assistance, attending workshops, and marketing to major store redesign, new equipment, and facade and tenant improvements.

4 IMPLEMENTATION

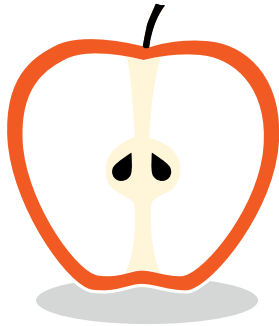
5 EVALUATION

Consultant(s) will be assigned to guide and assist IDP implementation, troubleshoot when needed and monitor business performance. While minimally, quarterly visits will be scheduled, the level of interaction between consultant(s) and store owner will depend on the findings and the IDP.

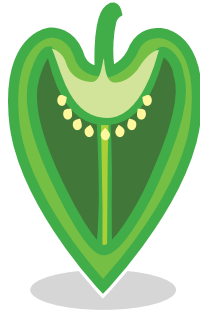




ACCOMPLISHMENTS: 2014-2016



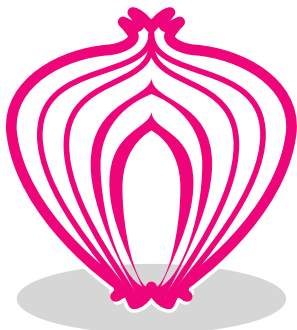
ESTABLISHED HEALTHY RETAIL
SF ADVISORY COMMITTEE



ESTABLISHED PROGRAM
INFRASTRUCTURE AND EXPERT
STAFF



ESTABLISHED A CENTRALIZED
RESOURCE CENTER:
WWW.HEALTHYRETAILSF.ORG



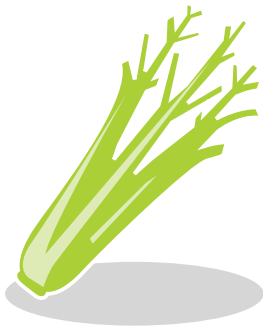
CONVERTED NINE STORES
AND PROVIDED TECHNICAL
ASSISTANCE



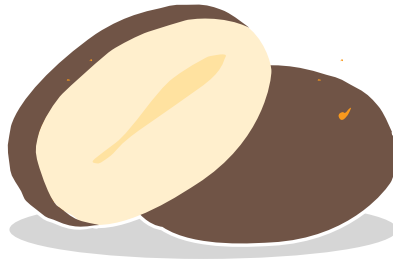
ENGAGED COMMUNITY
MEMBERS IN NUTRITION
EDUCATION AND HEALTHY
RETAIL EFFORTS



RESIDENT FOOD LEADER/
WORKFORCE DEVELOPMENT



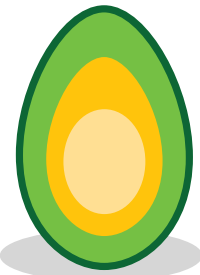
**STRENGTHENED HEALTHY
RETAILER SKILLS AND
COLLABORATION**



**SHARED HEALTHY RETAILER
BEST PRACTICES**



**RAISED AWARENESS ABOUT
HEALTHY RETAIL EFFORTS**



**DEVELOPED LOCAL
PARTNERSHIPS**



**INCREASED TOTAL SALES AND
PRODUCE AVAILABILITY**



ACCOMPLISHMENTS: 2014-2016



ESTABLISHED HEALTHY RETAIL SF ADVISORY COMMITTEE

The HealthyRetailSF Advisory Committee is a collaborative effort that provides guidance and direction for the program, helps develop strategic goals and serves as a resource to program staff and consultants. The HealthyRetailSF Advisory Committee is composed of representatives from community partners such as Shape Up San Francisco, Bayview HEAL Zone, the Tenderloin Healthy Corner Store Coalition, the Arab American Grocers Association, the Youth Leadership Institute, the San Francisco Wholesale Produce Market, the Planning Department, the Department of Public Health, and the Human Services Agency and other industry experts.

HealthyRetailSF Advisory Committee

- ▶ Christina Goette, Director, Shape Up San Francisco
- ▶ Michael Janis, Manager, SF Wholesale Produce Market
- ▶ Miriam Zouzounis, Arab American Grocers Association; Small Business Commission
- ▶ Hannah Burton Laurison, Healthy Retail Expert
- ▶ Merry Minkler, UC Berkeley, School of Public Health
- ▶ Leo O'Farrell, San Francisco Human Services Agency
- ▶ Nick Pagoulatos, Aide to Supervisor Mar
- ▶ Diane Sokolove, San Francisco Planning Department
- ▶ Pedro Vidal Torres, National Council on Alcoholism and other Drug Addictions, Bay Area

Experts:

Gabriela Sapp, Small Business Development Center
Larry Brucia, President, Sutti Associates
Jessica Estrada, Department of Public Health

Staff:

Jorge Rivas, Office of Economic and Workforce Development
Susana Hennessey Lavery, Community Health Equity & Promotion Branch, SFDPH

Healthy Retail SF- Structure

HRSF Advisory Committee



Store Redesign- Healthy Food Consultants

Sutti Associates
Larry Brucia &
Scott Shaffer

OEWD & SFDPH Staff

Business Operations Consultants
Small Business Development Center,
Gabriela Sapp,
& Others



Community Engagement Coordinator

Jessica Estrada,
&
Ryan Thayer TLHCSC
Courtney Gonzales HZ/SEFA



ESTABLISHED PROGRAM INFRASTRUCTURE AND EXPERT STAFF

HealthyRetailSF is a partnership between the Office of Economic and Workforce Development (OEWD) and the San Francisco Department of Public Health (SFDPH) in coordination with community based organizations and consultants. A team of trained Resident Food Leaders and coordinators from Bayview HEAL Zone and the Tenderloin Healthy Corner Store coalitions, along with store redesign, business operations and community engagement experts provide in-depth assistance to retailers who wish to sell a broader selection of healthy products and work towards becoming a Healthy Food Retailer.



ESTABLISHED A CENTRALIZED RESOURCE CENTER: WWW.HEALTHYRETAILSF.ORG

A web based Centralized Resource Center highlights a wide range of city and partner resources available to small businesses wishing to increase their healthy food offerings. Information such as sourcing healthy food products; access to capital, tips on merchandising and maintaining healthy and fresh foods; and keeping the store up to code are available. HealthyRetailSF.org also provides information to practitioners and those interested in healthy food retailing programs, in addition to updates on participating corner stores and the ongoing impacts of HealthyRetailSF.



CONVERTED NINE STORES AND PROVIDED TECHNICAL ASSISTANCE

Since 2014, the program completed the conversion and transformation of nine local neighborhood stores. The HealthyRetailSF partnership has conducted store conversions in the Bayview Hunters Point, Tenderloin and Ocean View, Merced Heights, Ingleside neighborhoods and integrated the two previous pilot conversions. HealthyRetailSF implements a comprehensive five-step model for transforming corner stores into healthy food retailers. Between of \$15,000 to \$20,000 in equipment and in-kind consulting services were invested per store, in addition to grant funding secured by the community.

The HealthyRetailSF team 1) conducts grassroots multilingual outreach to retailers. Based on interest, the team then 2) assesses the physical, operations, and engagement level of stores using a point system to select the stores to participate in the program. The team 3) develops a detailed Individualized Development Plan (IDP) for each store, outlining a series of recommendations and steps for becoming a sustainable healthy food retailer, then 4) the IDP is then implemented, with support of HealthyRetailSF consultants that provide customized technical assistance for a period of three years. Finally, 5) data is collected to evaluate impact.

Tools and protocols have been developed specific to the implementation of each step. In addition, to the nine stores converted, an additional 5 stores in San Francisco have received technical assistance from HealthyRetailSF consultants, including participation in a SFPDPH pilot to link permit suspensions to concrete healthy changes in stores.



ACCOMPLISHMENTS: 2014-2016



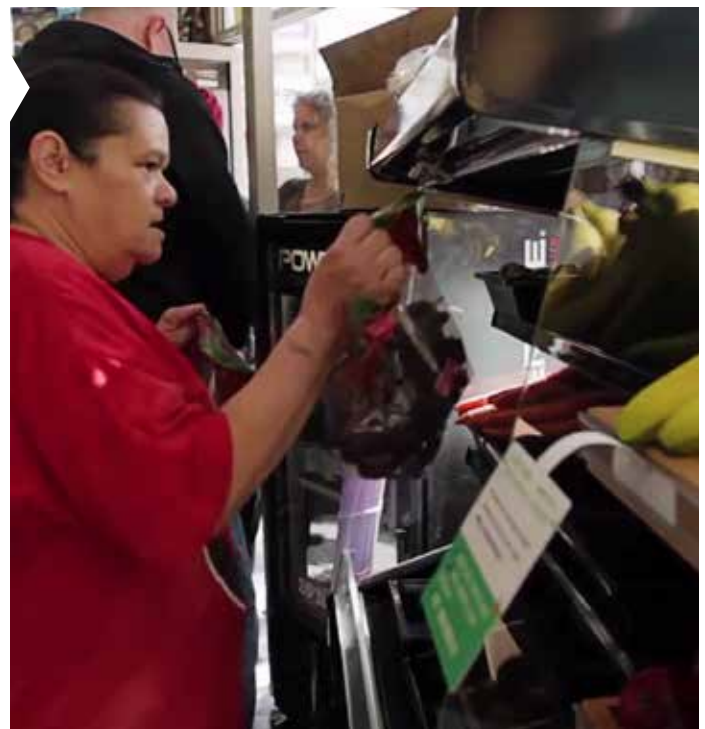
ENGAGED COMMUNITY MEMBERS IN NUTRITION EDUCATION AND HEALTHY RETAIL EFFORTS

The HealthyRetailSF team prioritized community leadership through Resident Food Leaders from community partners such as Tenderloin Healthy Corner Store Coalition and Bayview HEAL Zone that conducted customer surveys, assessments, taste testing, healthy retail tours, community and media events, played a crucial role in the store reset, and conducted community outreach for converted stores. The conclusion from the surveys and feedback was that community members wanted more access to healthy foods in many local stores. In the Tenderloin alone, over 4,000 community members, or nearly 10% of the neighborhood, participated. Additionally, the coalitions conducted yearly community events to celebrate achievements, solicit input on coalition activities and raise awareness and distribute Healthy Retail Shopping Guides and recipes.



RESIDENT FOOD LEADER/ WORKFORCE DEVELOPMENT

Bayview HEAL Zone and the TLHCSC community engagement coordinators recruited and trained over eight Resident Food Leaders in the Tenderloin and five in the Bayview Hunters Point to work within the communities and at local stores to conduct outreach, provide testimony and provide education on nutritional benefits, train retailer on how to maximize the merchandising of healthy produce and their maintenance so they last longer, and information on how the food system and food justice works. Countless ongoing hours continue to be dedicated to “on the job” skill development and practices.





STRENGTHENED HEALTHY RETAILER SKILLS AND COLLABORATION

In 2015, program staff, consultants, and coalitions held the first convening of healthy retail merchants. The convening of HealthyRetailSF business owners was an effort to evaluate and gather program feedback to improve on service provision and identify any gaps with the program's implementation. The convening also served as a venue for the business owners to share their experience and challenges in transitioning their business model.



SHARED HEALTHYRETAILSF BEST PRACTICES

HealthyRetailSF hosted the first San Francisco Bay Area Healthy Retail Convening of healthy retail practitioners, wholesalers, urban-agriculture advocates, and others which was organized by the San Francisco Department of Public Health and SPUR. With support from the San Francisco Foundation, this all-day regional convening gathered over 75 healthy-retail representatives from nonprofits, county health departments, and private entities from Sonoma, San Jose, Watsonville, Solano, Oakland, Berkeley, Marin, Santa Clara, San Mateo, and other California cities. Participants shared their successes and challenges in implementing a healthy-retail program, including planning for community engagement; business support and development; sourcing and distribution; building connections with urban agriculture; marketing; and evaluation. Lessons learned from HealthyRetailSF and from other similar programs helped inform a shared agenda for improving the retail environment in low-income communities in and around the Bay Area and in California.

In addition, HealthyRetailSF staff and consultants have presented at international, national, state and local conferences, participated in webinars and provided technical assistance (TA) and training to numerous groups including programs in the City of Edmonton, in Alberta, Canada, who were interested in learning more about San Francisco's Healthy Retail Initiative.

75
HEALTHY-RETAIL
REPRESENTATIVES
FROM NONPROFITS, COUNTY HEALTH
DEPARTMENTS, AND PRIVATE ENTITIES





ACCOMPLISHMENTS: 2014-2016



RAISED AWARENESS ABOUT HEALTHY RETAIL EFFORTS

Over 14 press events have showcased healthy retail efforts, local community, healthy food leaders, and other community leaders resulting in local, statewide and national print, TV, radio, electronic newsletters and social media coverage. Over 17 media outlets have covered healthy retail efforts in the Tenderloin alone. Highlights of media coverage include: CNN, the Chronicle, SF Public Press, Next City, KTVU Radio, Hoodline, KALW, the SF Examiner, and Central City Extra. HealthyRetailSF has garnered interest from national, state, regional and local news outlets because of its innovation to help retail stores transform into stores that provide healthier food options for the community.



\$28,000
OF PRODUCE PURCHASED
FROM ALMOST 6,000 EATSF PRODUCE VOUCHERS



DEVELOPED LOCAL PARTNERSHIPS

HealthyRetailSF have many partners. One of the partners is the EatSF Produce Voucher Program. Vouchers for produce that are redeemed at HealthyRetailSF participating stores and others represented almost 6,000 vouchers at \$5 each or \$28k of produce purchased by community. Other partner programs include: Cooking Matters, 18 Reasons, and integration of HealthyRetailSF criteria into Planning Department and Environmental Health procedures.

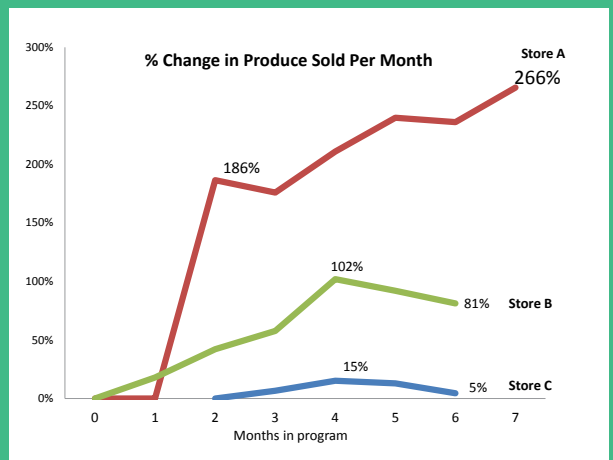


INCREASED TOTAL SALES AND PRODUCE AVAILABILITY

Evaluation is critical to the sustainability of HealthyRetailSF. Evaluation measures review the potential direct impacts of the program including: increased offerings of healthy foods items; increased sales/sales tax revenue; improved sustainability of the business; decreased promotion of alcohol and tobacco products and increased customer satisfaction.

With the implementation of HealthyRetailSF, store owners provide Point of Sale (POS)/cash register reports to monitor and evaluate their sales. Prior to the store makeover, an assessment of business is conducted to create baseline findings to understand the financial standing of the store, including data on sales and the amount of products sold. After the makeover, with support from HealthyRetailSF, the business owners purchase and install POS systems or cash register systems that allow for the collection of sales and units of product sold data. Data on the total sales and products sold is collected confidentially and tracked by the business operations' lead consultant. The data collected over a period of time is used to understand and measure the economic success of the business.

PRODUCE SOLD AT 3 STORES IN 2015



1,500

UNITS OF PRODUCE SOLD PER MONTH AT
STORE A

MORE PRODUCE SOLD AFTER RE-DESIGN
AT STORES B & C



ACCOMPLISHMENTS: 2014-2016



INCREASED TOTAL SALES AND PRODUCE AVAILABILITY

In addition to POS/cash register information, HealthyRetailSF collects other data through various avenues including:

- ▶ Monthly report cards completed by Resident Food Leaders to measure the store's ability to meet deliverables and to help identify further technical assistance;
- ▶ Customer surveys were conducted to track customer satisfaction and preference
- ▶ Periodic overall assessments and evaluations of the stores

Through this methodology, the team was able to measure the results of the program:

▶ **Produce sales are increasing in all stores:** With the shift in business model at each participating location, business owners experienced an increase in sales of produce. This statement may seem obvious, because after the makeover the businesses would sell the product, or increase the sale of a produce that they were not selling before. Actually, this is exactly the point, the product is selling. Just because the produce was introduced, it does not mean it will be in demand by the customer. The stores that did not offer any produce are actually selling the produce, which means there is demand. In addition, the stores that offered a limited quantity of produce before the transformation, also experienced an increase in produce sales. The increase in produce varied, for example in one store produce sells doubled, in another it had already tripled at the time the last evaluation was conducted.

▶ **On average, each HealthyRetailSF participating store increased their unit sales of produce by more than 1,615 units of produce each month, after just one year in the program. This means on average, over 11,000 more units of produce are being accessed in communities per month.**

▶ **Total sales have increased by an average of 25%.** The longer the store participates in the program, on average their total sales increase. The data showed in the first eight months of participation, there was a steady increase in total sales. This pattern, according to experts is normal. Sales will initially increase and level out over time, considering seasonality of produce and implementation of the new business model.



STORE	AT BASELINE NUMBER OF PRODUCE ITEMS/MONTH	NOW NUMBER OF PRODUCE ITEMS/MONTH	TIMEFRAME SINCE STORE RE-DESIGN
Store A	0	1,865	36 months
Store B	1498	5,550	15 months
Store C	0	1,616	8 months
Store D	16,874	17,641	5 months
Store E	362	656	7 months

► **A 5-10% increase in selling space** for healthy product and produce and a 2-5% decrease for alcohol and tobacco products in stores. The goal for HealthyRetailSF is for these participants to reach Healthy Food Retailer status, where they dedicate less than 20% of their selling space to alcohol and tobacco products.

► **Unhealthy advertisements for tobacco, alcohol and sugary drinks** were removed from outside of stores and inside near eye level of children and replaced with healthy nutrition information. In addition, coordinators promoted compliance with San Francisco's Transparency Laws.

► **Leveraging public and private resources.** Participating stores continue to make improvements using their own resources including adding and upgrading refrigeration units or shelving to increase impact of the public investment. In addition, businesses are taking advantage of other City programs such as the Human Services Agency's "Jobs Now" program to hire locally and the Department of the Environment's Small Business Energy Audits to help save and conserve on energy.

► **Increased awareness of Healthy Food Retailing among businesses.** Neighborhood wide store assessments and shopping guides that were produced by coalitions showed that over 75 stores in the Bayview Hunters Point and Tenderloin neighborhoods are achieving higher "healthy retail" ratings due to their community engagement and outreach efforts and that a potential "ripple effect" is caused by store conversions. Between 2013 and 2015, the number of stores in the Tenderloin with a poor health rating (one or two stars) decreased from 43 to 25, while the number of stores with a good health rating (three or four stars) increased from 13 to 30.

► **Bayview-Hunters Point Healthy Shopping Guide:** <http://www.healthyretailsf.org/bayview-shopping-guide>

► **Tenderloin Healthy Shopping Guide:** <http://www.healthyretailsf.org/tenderloin-shopping-guide>



HEALTHYRETAILSF LOOKING FORWARD

HealthyRetailSF is supported by many city and community stakeholders, and the program is making a positive impact in low income communities. It is a small, but important program that strengthens businesses and creates healthier neighborhoods.

The HealthyRetailSF partnership is a comprehensive model that stands on the critical contribution of many community partners and experts. Community driven coalitions and Resident Food Leaders are essential to not only the store selection and reset process but also serve as an ongoing bridge between communities and small independent family run stores. HealthyRetailSF breaks down silos, work across city departments, create private and public partnerships and will continue to evolve and streamline systems that support health, community development and economic development objectives.

HealthyRetailSF has leveraged community and stakeholder support throughout San Francisco to transform corner stores into healthy-food retailers in food-swamp communities. Instead of relying on individual-level change, HealthyRetailSF will continue to change the policies, systems, and environments that impact community health through a growing public-private partnership.

For more information:

- www.HealthyRetailSF.org
- www.SoutheastFoodAccess.org
- www.HealthyTL.org and www.facebook.com/healthyTL
- <http://sanfranciscotobaccofreeproject.org/case-studies/healthy-retail-san-francisco-2016/>

CITATIONS:

1. Eleven percent of adults have diabetes. African-American adults are more likely to have diabetes, with a rate of 19 percent. Centers for Disease Control and Prevention, Division of Vital Statistics. “Deaths: Final Data for 2005.” 2008. Available at: www.cdc.gov/nchs/data/nvsr/nvsr56/nvsr56_10.pdf. [1] Centers for Disease Control and Prevention. “National Diabetes Fact Sheet, 2011.” Available at: www.cdc.gov/diabetes/pubs/pdf/ndfs_2011.pdf.
2. Twenty-six percent of deaths in 2006 were due to heart disease. Heart disease is the leading cause of death for nearly all racial and ethnic groups. Centers for Disease Control and Prevention, Division for Heart Disease and Stroke Prevention. “Heart Disease Fact Sheet.” 2010. Available at: www.cdc.gov/dhdsdp/data_statistics/fact_sheets/fs_heart_disease.htm.
3. Low-income people and people of color are disproportionately obese. For example, 50 percent of African-American women and 45 percent of Mexican-American women are obese. [1] Ogden CL and Carroll MD. “Prevalence of Obesity Among Children and Adolescents: United States, Trends 1963–1965 Through 2007–2008.” Centers for Disease Control and Prevention, National Center for Health Statistics. 2010. Available at: www.cdc.gov/nchs/data/hestat/obesity_child_07_08/obesity_child_07_08.pdf.
4. Regular fruit and vegetable consumption is linked to reduced risk for heart disease and some cancers. Fruits and vegetables offer several important nutrients, like folate and magnesium, that Americans are deficient in. They also help with maintaining a healthy weight. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2010, supra note 15, at 35–36.. Available at: <http://health.gov/dietaryguidelines/dga2010/DietaryGuidelines2010.pdf>.
5. The Tenderloin is one of San Francisco’s poorest neighborhoods, with 35% of its 35,000 residents living below the federal poverty line, compared to a citywide average of 14% (city-data, 2011). With no full-service grocery store and its 70 corner stores primarily stocking pre-packaged food, sodas, tobacco and alcohol, lack of access to healthy food is a significant problem. The Tenderloin also has by far the highest tobacco and alcohol outlet density in the city (2011 ref; alcohol ref) and correspondingly elevated rates of tobacco use and alcoholism (REF). Together with deep health and social inequities and the chronic stressors associated with life in poor neighborhoods, these forces are key contributors to the poor health of residents, who have some of San Francisco’s highest rates of heart disease, cancer and premature death (SFDPH, 2012). Poor access to fresh produce results in health disparities in diet and diet-related health outcomes such as obesity, cardiovascular disease, and diabetes. A recent report documented that BVHP residents have an 8-14 year decreased life expectancy than their San Francisco neighbors (www.healthmattersinsf.org).



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