

Create Healthy Stores PEARS Entry

Please follow these instructions for creating a PEARS PSE entry for projects implemented in retail settings such as corner stores or convenience stores.

GENERAL INFORMATION

Site or organization

Add the name of the store

If you are working at multiple stores create a new PSE entry for each store

Intervention Name

Create Healthy Stores

Unit

Your County

COVID-19 Impact

Select whether this project was new, postponed, modified, or cancelled due to COVID-19.

Select if the site is a USDA summer meal site, American Indian reservation, or military base.

PSE Setting

Select which setting best reflects the store you are working in:

Small food stores (≤ 3 registers)

Large food stores (4+ registers)

Intervention Topics

This will depend on what strategies you are doing to create a healthy store. You may add multiple intervention topics. Below are intervention topics that are specific to the pick-list PSE strategies. Please include these intervention topics for the projects listed below that you are working on to create a healthy store, unless you feel they do not reflect the work you are doing. You may add additional intervention topics that are specific to your work with the store.

Project	Intervention Topic to select
Increasing inventory of healthy items (ie: low sodium canned options, whole grain items, fresh produce, water, etc).	Fruits & vegetables Fiber-rich foods Dairy Limiting sodium Limiting added sugar Whole grains Protein foods Limiting saturated fat Water Etc.
Topics to select depend on the items your store now offers or promotes.	

Thumbs Up for Healthy Choices	
Using the marketing tools to promote Thumbs Up Foods that are	Limiting added sugars Limiting saturated fats Limiting sodium Fiber-rich foods Whole Grains Fruits & Vegetables

In what Federal Fiscal Year did you first contact this site to participate in SNAP-Ed funded PSE work?

Enter year you started your store work. It is OK to work with the same store for multiple years.

Stages of Implementation

Select your stage of implementation from the available choices.

Be sure to show progress in your implementation by updating the stage regularly. You can have more than one box checked at the same time.

An example of a timeline for working with a new food pantry, you would check the following boxes:

October 2019- Select contacted site and agreed to participate

October 2019- Select planning and preparation for implementation

December 2019-Select started implementation of changes

February 2019-Select continued to implement changes

May 2019-Select worked to maintain changes

September 2019-Select conducted follow-up assessments, evaluation

In this example, at the end of the fiscal year, all of the boxes would be checked.

Comments

Please list your weekly activities in this box to help track how you are spending your PSE time. Please include the date, amount of time spent, and a brief description of the activity.

Example:

October 25 – Interviewed store manager and conducted store assessment – 2 hours

November 2- Moved healthy options to more visible shelving location and placed shelf-talkers on those items – 1 hour

November 15 – Set up a booth to educate customers about the Thumbs Up program and got their feedback on healthy options they would like to see available in the store. -3 hours

COLLABORATORS

If there is another ambassador or supervisor who is working on the PSE project or who needs access to edit and/or view, add them in this section.

- To add the collaborator first, **Click +Add Collaborator**.
- Type in the textbox under **User** to find the other Create Better Health Ambassador or Supervisor you wish to add.
- Once you clicked their name then you can show whether this person is “involved in performing the work described in this record”. Select the box, if appropriate.
- Under **Access** you may select what permissions this person has for the record by choosing either “View & Edit” or “View Only.”
- Finally, you may describe the role this person had in the project in the textbox below “What role or contribution this user offer in this record?”
 - For example, if you are adding your supervisor, you may enter that this person supervised the project and initiated contact with the PSE site.

NEEDS, READINESS & EFFECTIVENESS

Did you conduct any needs or readiness assessments at this site or org.....

Select YES (this is required for *all* work in corner or convenience stores)

Click +Add Assessment

Assessment Type

Select Needs assessment/environmental scan

Survey Instrument

Select Other

Enter NYC Adopt-a-Shop Store Observation Form

Approximate date baseline assessment administered

Enter date of your first assessment (will be at the beginning of the fiscal year or when you start with a new store)

Brief description of baseline assessment results

Add highlights, areas for improvement, etc.

Assessment Score

Add score from Observation Form

Approximate date follow-up assessment administered

Enter date of your follow-up assessment

Brief description of follow-up assessment results

Add highlights, areas that were improved, etc.

Follow-up Assessment Score

The goal is to have this score higher than the baseline assessment conducted earlier in the year

STRATEGY

If you are doing complementary strategies *in addition* to your PSE work in the store select them here. For example, you would select the following if you were also:

Complementary Activities	Examples of when to select
Evidence-based education	If you are also offering Create Better Health classes in the store
Marketing (Advertising, Promotion, etc.)	If you are also having a booth where you recruit customers to other Create Better Health Utah (SNAP-Ed) classes. If you leave fliers about your classes at the store.
Parent/community involvement	Unlikely you will select this unless you have a kick-off event to unveil the changes.
Staff training on continuous program and policy implementation	If you train store employees how to implement the Thumbs Up program.

SNAP-Ed Funding

Select the appropriate responses for the different options. This can change as the year progresses.

Involvement

Select appropriate response for youth involvement.

CHANGES ADOPTED

This will depend on what strategies you are using to create a healthy store. You may add multiple changes adopted. Below are changes adopted that are specific to the strategy options listed in the *Thumbs Up for Healthy Choices* in Retail Settings Toolkit. Please use this table as a reference for choosing changes adopted, but make sure the ones you choose reflect your work with the store. There isn't a one size fits all for this PSE project! You may also add additional changes adopted that are specific to your work with the pantry. The changes are listed alphabetically in PEARS.

Strategy	Project Impact	Changes Adopted
Product Placement Strategies	Improving visibility of healthy options.	Improved appeal, layout or display of meal food/beverages to encourage healthy and discourage unhealthy selections
Product Promotion Strategies *Includes using Thumbs Up materials to promote healthy options. Also includes nutrition education booths at the store to increase awareness about	Increase visibility and appeal of healthy foods	Created or enhanced healthy check out area Implemented or enhanced limitations on marketing or promotion of less healthy options Improved appeal, layout or display of meal food/beverages to encourage

Thumbs Up and healthy available options.		<p>healthy and discourage unhealthy selections</p> <p>Used interactive educational display (that will stay at the site), other visual displays, posters, taste testing, live demonstrations, audiovisuals, celebrities, etc. to prompt healthy behavior choices close to the point of decision</p>
Product Availability Strategies	Increase availability of healthy options	<p>Decreased shelf space, amount or variety of unhealthy options</p> <p>Improved or increased healthy beverage options</p> <p>Increased shelf space, amount or variety of healthy options</p>

Reach

Method used to determine reach

Select **Measured** if the store provides you with *accurate counts* of the customers they reach

Select **Estimated** if the store provides you with an *estimated reach* or you estimate the reach on your own

Source of data

Select **Survey of target audience** if store provides accurate count of customers

Select **Visual estimate** if no formal tool was used

Total number of people reached by PSE work

Add your measured or estimated number of people reached

Characteristics of those reached

If you don't know the specific demographics, i.e.: age, gender, ethnicity, etc. of customers select

Unknown. You do not have to try to estimate.

INDIVIDUAL EFFECTIVENESS

Are you evaluating individual-level effectiveness....?

Select No

RECOGNITION & MEDIA COVERAGE

Add as appropriate

SUSTAINABILITY

Answer as appropriate

REFLECTION

Answer as appropriate

MARK AS COMPLETE

Only mark as complete when you finish your work with the store for the fiscal year. Remember, all store work must have two assessments conducted and reported in the Needs, Readiness & Effectiveness section (see above), one at the beginning of your work with them and one at the end. Enter your follow-up assessment information before marking this entry as complete.