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
Other: Create Healthy Stores (unless we have PEARS add this as an intervention name)

Unit
Your County

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.

<table>
<thead>
<tr>
<th>Project</th>
<th>Intervention Topic to select</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increasing inventory of healthy items (ie: low sodium canned options, whole grain items, fresh produce, water, etc).</td>
<td>Fruits &amp; vegetables</td>
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<tr>
<td></td>
<td>Fiber-rich foods</td>
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<tr>
<td></td>
<td>Dairy</td>
</tr>
<tr>
<td></td>
<td>Limiting sodium</td>
</tr>
<tr>
<td></td>
<td>Limiting added sugar</td>
</tr>
<tr>
<td></td>
<td>Whole grains</td>
</tr>
<tr>
<td></td>
<td>Protein foods</td>
</tr>
<tr>
<td></td>
<td>Limiting saturated fat</td>
</tr>
<tr>
<td></td>
<td>Water</td>
</tr>
<tr>
<td></td>
<td>Etc.</td>
</tr>
<tr>
<td>Thumbs Up for Healthy Choices</td>
<td>Limiting added sugars</td>
</tr>
<tr>
<td></td>
<td>Limiting saturated fats</td>
</tr>
</tbody>
</table>
Using the marketing tools to promote Thumbs Up Foods that are 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

NEW FOR FY 2019:

We are going to use this comment box to replace the previously used Qualtrics survey. 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

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:

<table>
<thead>
<tr>
<th>Complementary Activities</th>
<th>Examples of when to select</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evidence-based education</td>
<td>If you are also offering Create Better Health classes in the store</td>
</tr>
<tr>
<td>Marketing (Advertising, Promotion, etc.)</td>
<td>If you are also having a booth where you recruit customers to other Food $ense classes. If you leave fliers about your classes at the store.</td>
</tr>
<tr>
<td>Parent/community involvement</td>
<td>Unlikely you will select this unless you have a kick-off event to unveil the changes.</td>
</tr>
<tr>
<td>Strategy</td>
<td>Project Impact</td>
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<tr>
<td>--------------------------------</td>
<td>-----------------------------------------------------</td>
</tr>
<tr>
<td><strong>Product Placement Strategies</strong></td>
<td>Improving visibility of healthy options.</td>
</tr>
<tr>
<td><strong>Product Promotion Strategies</strong></td>
<td>Increase visibility and appeal of healthy foods</td>
</tr>
</tbody>
</table>
*Includes using Thumbs Up materials to promote healthy options. Also includes nutrition education booths at the store to increase awareness about Thumbs Up and healthy available options.
Implemented or enhanced limitations on marketing or promotion of less healthy options
Created or enhanced healthy check out area

| Product Availability Strategies | Increase availability of healthy options | Improved or increased healthy beverage options | Decreased shelf space, amount or variety of unhealthy options | Increased shelf space, amount or variety of healthy options |

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.