



Store Observation Form**

After the store owner has agreed to participate, it's helpful to assess what products the store currently stocks and promotes, what is healthy and where there is room for improvement. Use the following form to conduct your assessment.

NEA Name:

Date:

Store Name:

Address:

1. Check one:
 - Baseline Observation
 - Follow-Up Observation
2. Are there ads for the following products on the outside of the store? Mark all that apply.
 - Tobacco
 - Beer
 - Sugary Drinks
 - Other, please specify:
3. Are there ads for the following products on the inside of the store? Mark all that apply.
 - Tobacco
 - Beer
 - Sugary Drinks
 - Other, please specify:
4. Are there any ads of the front door?
 - Yes
 - No
5. Are there any shelf talkers or signs that identify healthy food choices?
 - Yes
 - No
6. How many types of fresh vegetables are for sale?
7. How many types of fresh fruit are for sale?
8. Please circle the number that best describes the overall quality of fresh produce

At this site, what is the overall quality of the....	Poor quality (brown, bruised, overripe, wilted)	Low mixed quality (more poor than good)	High mixed quality (more good than poor)	Good quality (absolutely NO rotting or moldy items, all very fresh, no soft spots, good color)
Fresh Vegetables	1	2	3	4
Fresh Fruit	1	2	3	4



Thumbs Up for Healthy Choices in Retail Settings

9. Please circle Yes or No to indicate whether the store has/does the following:

Stocks low-fat milk (1% or fat-free)	Yes	No
Stocks canned fruit in 100% juice	Yes	No
Stocks canned vegetables, beans or soups with a label that says "low-sodium," "low-salt," "no salt added" or other messages indicating low in sodium	Yes	No
Stocks baked potato chips	Yes	No
Stocks dried fruit with no sugar added	Yes	No
Stocks nuts with no sugar added and no more than 200 milligrams of sodium per serving	Yes	No
Places produce, or other 'healthy' snacks, at the cash register	Yes	No
Places produce near the front entrance of the store	Yes	No
Places refrigerated water at eye level	Yes	No
Places refrigerated low-calorie drinks at eye level (low-calorie drinks have no more than 25 calories per 8-ounce serving)	Yes	No

Total Score: _____

To score the store:

Questions 1-4: No score

Question 5: 1 point for 'Yes', 0 points for 'No'

Question 6: 1 point for each fresh vegetable offered

Question 7: 1 point for each fresh fruit offered

Question 8: The same number of points as the number you circled (ie: 2 points if you circled 2)

Question 9: 1 point for each 'Yes' response

Total the number of points received.

Your goal should be to see an increase the total store by the end of the fiscal year (or when you finish your work with the score.

**Form adapted from NYC Adopt-a-Shop Store Observation Form.