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.

<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>
</tr>
<tr>
<td></td>
<td>Fiber-rich foods</td>
</tr>
<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>
</tbody>
</table>
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?”
  o 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**

**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.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Project Impact</th>
<th>Changes Adopted</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product Placement Strategies</strong></td>
<td>Improving visibility of healthy options.</td>
<td>Improved appeal, layout or display of meal food/beverages to encourage healthy and discourage unhealthy selections</td>
</tr>
<tr>
<td><strong>Product Promotion Strategies</strong></td>
<td>Increase visibility and appeal of healthy foods</td>
<td>Created or enhanced healthy check out area</td>
</tr>
<tr>
<td><em>Includes using Thumbs Up materials to promote healthy options. Also includes nutrition education booths at the store to increase awareness about</em></td>
<td></td>
<td>Implemented or enhanced limitations on marketing or promotion of less healthy options</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Improved appeal, layout or display of meal food/beverages to encourage</td>
</tr>
<tr>
<td><strong>Product Availability Strategies</strong></td>
<td>Increase availability of healthy options</td>
<td>Decreased shelf space, amount or variety of unhealthy options</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>----------------------------------------</td>
<td>----------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Improved or increased healthy beverage options</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Increased shelf space, amount or variety of healthy options</td>
</tr>
</tbody>
</table>

**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.