

SMALL CHANGE / **BIG IMPACT**



CHICKEN SOUP
with Vermont
Oyster Crackers !!

2/3
2/3

BUSINESS HOURS:

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Tue.	9:00	to	10:00
Wed.	9:00	to	10:00
Thur.	9:00	to	10:00
Fri.	9:00	to	11:30
Sat.	9:00	to	11:30
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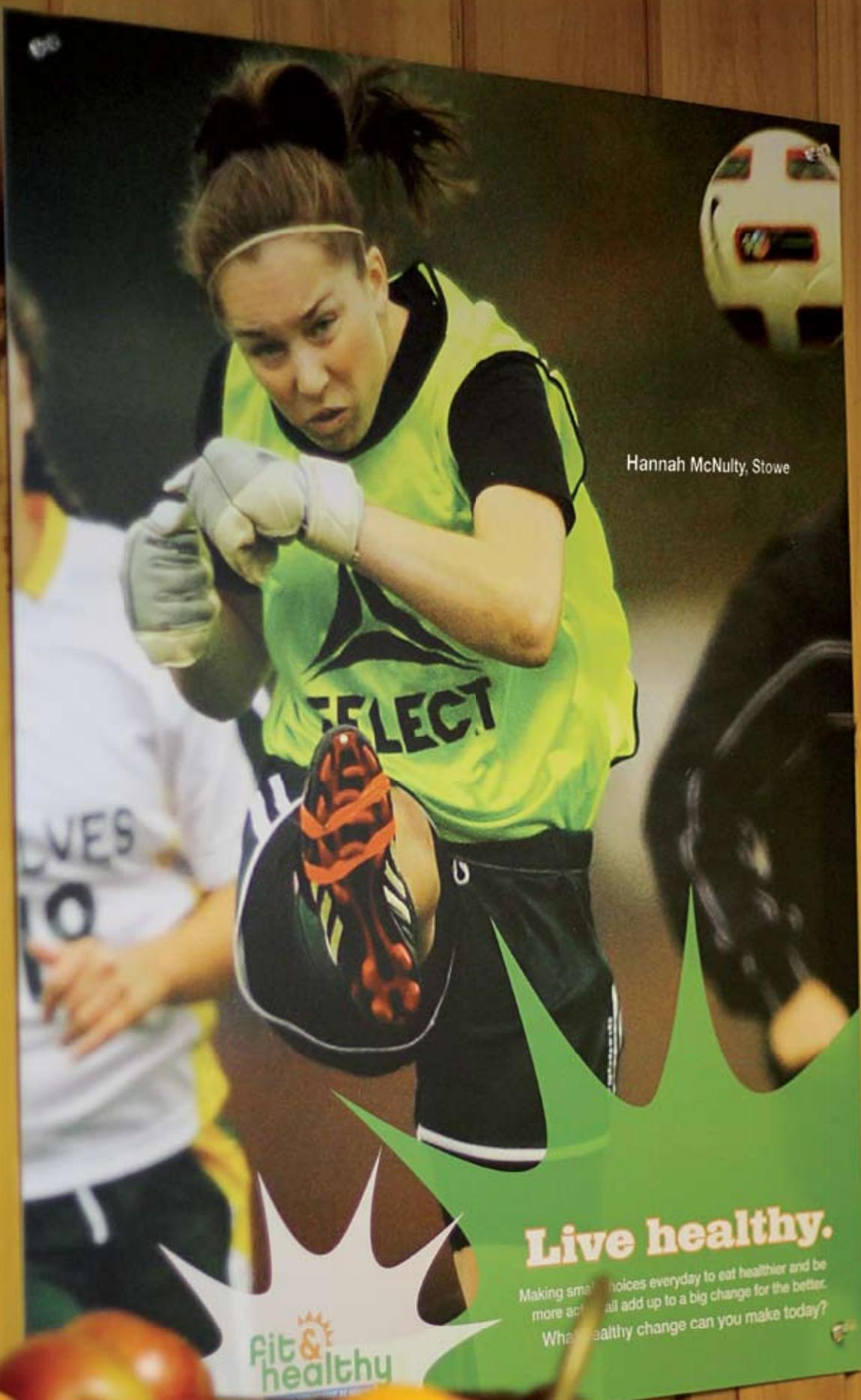
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Hannah McNulty, Stowe

Live healthy.

Making small choices everyday to eat healthier and be more active will add up to a big change for the better. What healthy change can you make today?

Fit & healthy



GETTING STARTED WITH THE SMALL CHANGE/BIG IMPACT MOVEMENT

The Vermont Department of Health is asking community partners to make a big impact on Vermonters' consumption of alcohol, tobacco and unhealthy foods. Through this initiative, you have an exciting opportunity to improve the overall health of Vermont residents. Whether it's reducing tobacco and alcohol advertising in stores or promoting apples over candy bars, you can work with independent retailers and use small changes to make one big impact.

Other states are already working toward these healthy goals. This guide will provide you and your community partners with the tools you need to work effectively with local retailers to create an environment that supports healthy choices.

This initiative is focused on three key areas: tobacco, alcohol and healthy foods. Community partners advocating for change will work together to create solutions that benefit everyone: the retailers, their customers and the larger community.

In this guidebook are all the tools you need to successfully introduce your local retailer to the Small Change/Big Impact movement. Here are some examples:

- One small change could be replacing all alcohol-branded posters on display with Small Change/Big Impact posters. The big impact? Less exposure in the community to

alcohol-branded messages encouraging youth to drink. Studies have shown a direct link between exposure to these advertisements and alcohol use and abuse among minors. See Chapter 3 for data/references.

- One small change could be placing tobacco products behind a curtain or in a locked cabinet. The big impact? Decreased use of tobacco in the community. Studies have shown that greater exposure to tobacco displays at the point of sale increases the use of tobacco by youth. See Chapter 3 for data/references.
- One small change could be stocking more apples and other healthy snacks, and placing these items at the front of the store where impulse buys usually occur. The big impact? Vermonters will have healthier options to choose from and will be inspired to make healthier choices.

We are asking retailers to remove the promotional items that alcohol and tobacco distributors give them. What can those branded items be replaced with? We can offer a great substitute—displays that feature positive, healthy messages delivered by friendly local faces. Who better to promote healthy choices than some of Vermont's own? We will spotlight recognizable Vermont athletes to generate excitement around the Small Change/Big Impact movement. Messages will promote healthier foods and drinks.



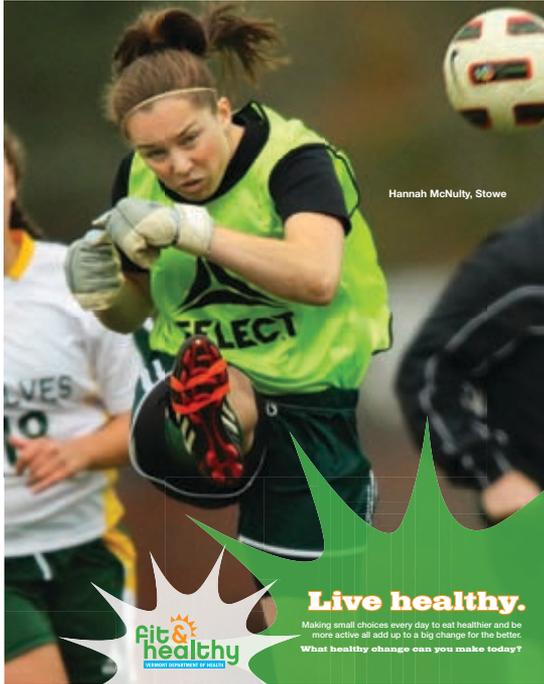
Kevin Chu

Kevin is a Middlebury College student studying environmental science and education. He graduated cum laude from Burlington High School in 2009. While in high school, he was captain of the varsity soccer, indoor track and outdoor track teams, leading all three to state championships. Kevin is a two-time state champion in the 110-meter and 300-meter hurdles. He is also a distinguished member of the All-State and *Burlington Free Press* first team soccer roster. In addition to receiving several academic and athletic leadership awards, he has coached soccer and track and field in Burlington.



John Egan

John is the Chief Recreation Officer at Sugarbush Resort. A pioneer of extreme sports, he has been rated one of the 50 greatest skiers of our time and one of the most influential people in the last 35 years (*Powder* 2006), top 50 skiers on the continent (*Powder* 1999), and top seven in the world (*Powder* 1995). John has skied down peaks that others thought were unskiable, accumulating dozens of “first descents.” At home, John was inducted into the Vermont Ski Hall of Fame in 2003. He is revered as a teacher and an icon continuing to inspire new generations.



Hannah McNulty

Hannah is a senior at Stowe High School in Stowe, Vermont. She has played varsity soccer and basketball for four years and will play her fourth year of varsity team tennis in the spring of 2011. As captain and goalie of her soccer team in 2010, Hannah helped the Stowe High School team bring home a Division III state title. Hannah now plays for the boys' varsity basketball program following the cancellation of the girls' program. Along with being a gifted athlete, Hannah is an academic star; she has been on the Stowe High School honor roll for four years.



Ryan Edwards

Ryan is one of the most respected skaters in Burlington. Originally from Plattsburgh, N.Y. he has been traveling across the lake to Talent Skatepark since first learning to skate at a young age. And he hasn't stopped skating since. A resident of Colchester and employee at Higher Ground, Ryan is a permanent fixture in the Vermont skating community. He recently had a starring role in a skate film by Symptoms Collective and is sponsored by Symptoms clothing.



These four athletes will help tell the story of the Small Change/Big Impact movement. We hope to replace alcohol-branded and tobacco-branded displays with positive messages promoting the right foods and fuel for your body.

To get started, meet with the community partners you will be working most closely with throughout the initiative. Take time to really

dig through the information in this guide. As a group, discuss your individual goals and concerns. Now is the perfect time to understand where each partner stands on the issues. It is better to build a united front before approaching your local retailer. We'll walk you through the process, but you as community partners will be the ones to work directly with your local retailers.

CHAPTER 2:

WORKING WITH RETAILERS—RESEARCH FINDINGS



WORKING WITH RETAILERS — RESEARCH FINDINGS

As you and your community partners begin this initiative, one of the most important things you can do is to develop an understanding of—and empathy toward—the retailers' perspectives. The research results below should be helpful.

An independent study was conducted in 2010 involving 15 Vermont retailers statewide. In a series of one-on-one interviews, retailers were asked about their everyday work practices, their community involvement, and their attitudes toward tobacco and alcohol advertising and placement as well as healthy food and beverage options. You can use the research findings to help start the conversation with retailers.

Realities of Retail: Managing the Day-to-Day Business

- Independent owners manage every aspect of the day-to-day business, including finance, human resources, customer service and office management. These are busy people. Their purchasing decisions are driven by consumer demand and space availability. Although they are open to change, it can be tough for them to look beyond the way they've conducted business over the years.
- Retailers were hit hard by the recession. Consumer spending has gone down while business expenses have gone up.
- Retailers interviewed tended to associate the government with unwanted interference and costs. This includes taxes, regulations and fees that may negatively impact business.

Supporting the Communities They Serve

- Personal relationships with customers are both essential and inevitable for retailers. Taking time to talk with regular customers is a priority for these store owners.
- Retailers often feel a personal connection with the community they serve, because many of them live in the same area. They value their role and reputation in the community, often donating to charitable and local organizations.



Attitudes Toward Healthy Living

- Although most retailers see healthy living as a personal priority, they do not feel it is a priority among their customers. They see a few exceptions among higher-income customers, who will pay a premium price for healthier options. Retailers' general belief is that it is up to the individual to make healthy decisions.

Tobacco

- Most independent retailers view tobacco as a “necessary evil.” Retailers know tobacco poses health risks, and many do not want to sell tobacco products, but they worry that overall sales will suffer if they don’t. They believe that customers are likely to purchase their sandwiches, convenience items and other groceries where they purchase their cigarettes.
- Many retailers find that tobacco products carry low profit margins. They believe that customers expect them to carry tobacco, but it’s not a huge-selling product.
- Most retailers do not believe tobacco advertising plays a large role in the sale of tobacco products. They feel tobacco advertising is already so severely regulated that any impact it has on customers is minimal.
- There is a strong perception among retailers that any on-premise tobacco advertising is illegal, with the exception of small signs displaying the price of a package. They think tobacco signage is meant only to communicate the cost per pack, and that this signage goes unnoticed by nonsmokers. When they post signs outside the store, their intention is to drive price-sensitive customers into the store.

You and your community partners can show retailers how their current practices affect tobacco use in the community. Many don’t feel empowered to make changes—but research shows the more willing they are to try, the greater the community impact will be.





Alcohol

- Most independent retailers believe that sales of alcoholic beverages are essential to the success of their business and that these beverages drive traffic to their store. Once inside, customers will often pick up additional items.
- Not all retailers sell flavored malt beverages, sometimes known as “alco-pops.” They believe these drinks are marketed to children and say they generally do not sell well.
- Promotional signs and posters are often used to alert customers to sales and specials on beer and wine. Retailers often display alcohol-branded posters and signage simply because they lack better alternatives.

You and your community partners can talk with retailers about the risks that alcoholic beverages and alcoholic beverage advertising pose to the community, and provide recommendations for improvement and change. For those stores that continue to carry “alco-pops,” for example, it is important to emphasize the dangerous impact these products have on young people. As for the free advertising of alcohol that retailers provide with decorative posters and signage, here’s an opportunity to replace it with the positive messages promoted in the Small Change/Big Impact materials.

Healthy Eating

- When it comes to food, independent retailers see two types of customers: those who are willing to pay a bit more for a healthier product, and those who just want something fast and cheap (which often means less than healthy). Retailers feel it is important and necessary to stock both groups of products to satisfy all customers.
- Compared to packaged snacks, fresh fruits and vegetables have a shorter shelf life, have a higher cost and are logistically difficult to stock for some retailers. Between these barriers to selling, the lack of shelf space, and retailers' belief that customers do not really want fresh fruits and vegetables, retailers are often reluctant to stock them.
- Among retailers who do offer healthy items, the amount and type vary:
 - Group 1: These stores sell “just the convenience basics.” These retailers do not see any interest in healthy offerings among their customers. Store shelves have few “healthy” options beyond granola bars, bottled water and mixed nuts. This group represents the majority of small retailers statewide.
 - Group 2: These stores sell convenience items “plus.” Some healthy options, including packaged meals and a small selection of fresh foods, are available. These retailers are aware that some of their customers are seeking healthy options.
 - Group 3: These stores offer a broad range of food options. Some even include local and organic foods. These retailers are making a conscious effort to provide healthy alternatives for customers who want them. This is the smallest group of retailers.



You and your community partners can talk with retailers about the benefits of providing healthier options for customers, or promoting the ones they already have, and make recommendations for improvement and change. You can work together to make small changes that will have a positive effect on the communities in which retailers operate, while not hurting their bottom line.

Combining Retailer Research with a Framework to Help Change Behavior

Our overarching goal is to support the retailer's business by encouraging a healthier variety of options for the community. To do this, we want to reduce the promotion of less-healthy options, including alcohol, tobacco, unhealthy foods and sugary drinks. Promotion includes all promotional material, point-of-purchase displays and advertisements in the store.

We would like to get retailers thinking about the effects of these items and how making small changes can have a big impact on their business, not only in increased revenue, but also in increased rapport with the customers and communities they serve.

We've utilized the Strategic Prevention Framework steps to guide you and your community partners through the initial assessment, capacity evaluation, planning, implementation and evaluation of stores as they join the Small Change/Big Impact movement.

There are five phases to the Strategic Prevention Framework. As we go through each phase, we'll assess retailers' needs and figure out how we can best support both their businesses and the greater community. These phases are described in detail starting with Chapter 4.

1. **Assessment**
2. **Capacity Building**
3. **Planning**
4. **Implementation**
5. **Evaluation**





What healthy, cheap options can you make today?

BACON

SARGENTO

Makers of World's Best Cheddar

Makers of World's Best Cheddar

GENUINE RAFT

HIGH LIFE

Corona

Light

18

CHAPTER 3:

WHY FOCUS ON RETAILERS? FACTS AND FIGURES

**Choose healthy.
Live healthy.**



WHY FOCUS ON RETAILERS? FACTS AND FIGURES

Before you begin having conversations with retailers, take some time to learn more about tobacco, alcohol and food advertising and promotion in stores. These topics are important not just in Vermont but across the United States. Statistics may help retailers see that we are all in this together, and that their customers and communities will gain from small changes made in their stores.

Tobacco Facts and Figures

The facts speak for themselves: Tobacco ads do increase the number of underage smokers.

- The tobacco industry spends approximately \$27.4 million on marketing in Vermont each year (\$12.8 billion in the U.S.).
- Youth are three times as sensitive as adults to tobacco advertising.
- A May 2007 study found that retail cigarette advertising increased the likelihood that youth would begin smoking; cigarette promotions increased the likelihood that youth would move from experimentation to regular smoking. The study found that reducing or eliminating these retail marketing practices would significantly reduce youth smoking.
- Point-of-sale displays are the most dominant channel for advertising cigarettes, and adolescents are routinely exposed to these messages. Roughly 75% of tobacco marketing dollars are spent on retail outlets.
- One study from 2010 explored the relationship between exposure to retail cigarette advertising and smoking initiation among adolescents. After 12 months, 18% of the adolescents in the study had begun smoking, but the number rose to 29% among students who visited convenience, liquor, or small grocery stores at least twice per week. These stores had significant numbers of tobacco advertisements and promotions.
- Both Price Chopper and Hannaford supermarkets in New York have changed their cigarette display case fronts from clear to opaque so consumers do not see the packaging. Prices are displayed in black and white with no promotional material.
- In November 2010, the FDA revealed proposed new warning labels on cigarette packages. These labels provide graphic reminders of tobacco's dangers, depicting a diseased lung, a man smoking through a tracheostomy tube and a woman holding a baby in a smoke-filled room. These images are required under a recent law that gives the FDA power to regulate tobacco products for the first time. By October 2012, manufacturers will not be able to distribute cigarettes in the U.S. without the graphic health warnings.

These facts and figures come from: *Pediatrics: Official Journal of the American Academy of Pediatrics*. 2010; Pollay R. "The last straw? Cigarette advertising and realized market shares among youth and adults." *Journal of Marketing*. 1996; 60(2):1-16; Slater SJ et al., "The impact of retail cigarette marketing practices on youth smoking uptake," *Archives of Pediatrics and Adolescent Medicine*. 2007; 161:440-445.

Alcohol Facts and Figures

It's true, alcohol advertising and marketing have a significant impact on youth decisions to drink.

- Greater exposure to alcohol advertising contributes to an increase in drinking among underage customers.
- Among 3,000 middle school students in South Dakota, exposure to in-store beer displays in grade 7 predicted onset of drinking by grade 9.
- In Maine, 69% of adolescents surveyed said that alcohol advertising appeals to underage youth. Respondents remembered point-of-sale ads almost as much as they remembered television ads, 80% to 87%.
- Binge drinking in the past 30 days by college students is correlated with volume discounts, price specials and the total amount of alcohol advertising at retail outlets such as liquor stores, convenience stores and groceries near campuses.

Training store clerks in best practice to prevent underage alcohol sales is also important.

- In the 2009 Youth Risk Behavior Survey, 5% of students in grades 8-12 who drank in the past 30 days reported that their usual source of alcohol was a store such as a convenience store, supermarket, gas station or liquor store. Further, 30% reported that they gave someone money to buy alcohol for them.

Over half of those who purchased alcohol, or had alcohol purchased for them, reported usually drinking beer, malt beverages or wine coolers in the past 30 days.

- Additionally, the 2008 Young Adult Survey of Vermonters ages 18-29 found that 30% of respondents thought it would be somewhat or very easy for persons ages 18-20 to purchase alcohol in stores, and 60% thought it was somewhat or very likely that an obviously intoxicated person would be sold alcohol at a convenience store in their community.
- Based on data collected by the Vermont Department of Liquor Control (DLC), alcohol sellers who have been trained by DLC educators face-to-face at a liquor control seminar are more successful in not selling to underage buyers than those sellers trained in-house or not at all.
- The more people who are trained by the DLC educators, the higher the compliance rate for alcohol purchases. Vermont Department of Liquor Control seminar training should be the preferred method for educating anyone selling alcohol in order to decrease the availability of age-restricted products to underage youth. See Chapter 7 for more information.

These facts and figures come from: Snyder LB, Milici FF, Slater M, Sun H, and Strizhakova Y, "Effects of alcohol advertising exposure on drinking among youth," *Archives of Pediatrics and Adolescent Medicine*. 2006; 160:18-24; Ellickson PL, Collins RL, Hambarsoomians K, and McCaffrey DR, "Does alcohol advertising promote adolescent drinking? Results from a longitudinal assessment," *Addiction*. 2005; 100:235-46. Maine Youth Empowerment and Policy Project 2007; Kuo M, Wechsler H, Greenberg P, Lee H. "The marketing of alcohol to college students: the role of low prices and special promotions," *American Journal of Preventive Medicine*. 2003;25(3):204-11.

Healthy Eating Facts and Figures

The more we promote healthy choices, the more people will make them.

- Unhealthy eating and physical inactivity are leading preventable causes of death in the United States.
- Vermont spends an estimated \$183 million annually on obesity-related medical expenses.
- The rapid rise in obesity in the U.S. can be attributed to an “obesogenic” environment—one in which healthy eating and daily physical activity have been engineered out of people’s lives.
- According to the Food Marketing Institute, 68% of consumers believe their diet could be “somewhat healthier” or “a lot healthier.”
- The Food Marketing Institute also reported that shoppers who want to achieve a healthy diet are most likely to eat more fruits and vegetables.
- In the 2010 Dietary Guidelines Alliance survey of parents, 67% said that managing higher-calorie food and beverage choices was important and that they were most interested in finding information about healthy eating in a place convenient for them—the grocery store. Survey authors suggest placing basic information there, along with a call to action to visit a website for more information. Messages that are short, to-the-point and action-oriented are more likely to be believed and absorbed.
- According to the Institute of Medicine, food and beverage marketing practices geared to children and youth are out of balance with healthful diets and contribute to an environment that puts their health at risk.
- The typical American diet is too high in saturated fat, calories and sugar and too low in fruits, vegetables and whole grains. Poor diet contributes to many chronic diseases, including heart disease, diabetes, stroke and some types of cancer.

68% OF CONSUMERS
BELIEVE THEIR DIET COULD BE
“SOMEWHAT HEALTHIER”
OR “A LOT HEALTHIER.”



What healthy change
can you make today?

Fit &
healthy



SMALL CHANGES CAN
HAVE A BIG IMPACT.

**What healthy
change can you
make today?**

**Fit &
healthy**
ILLINOIS DEPARTMENT OF HEALTH

ASSESSMENT

In this phase of the Small Change/Big Impact initiative, you and your community partners frame the problem and assess the community's support for change. This should include both a visual assessment of the retail environment in the community and a community survey that documents the support for retail changes.

Documenting a clear “before” picture is key. The fact is, if you don't take measurements before the project begins, it will be hard to prove months or years later that changes have actually taken place. The tasks listed below will help you assess the situation. You'll record this “baseline measurement” of the realities of the local retail environment as well as your community's opinions on marketing and product placement.

The results of the assessment will also help you frame your initiative and provide you with conversation openers when you meet with retailers.

Retail Scan/Audit

Using the Store Audit provided in Appendix A, perform a survey of the small retailers in your community to assess the level of tobacco and alcohol advertising and displays as well as healthy food options. Doing these store surveys will let you document the marketing practices in your community. Once you have that information, you can begin to encourage change.

Researchers use the term “direct observation” for the kind of data collection you'll do in the retail audit. It simply involves making visual observations about product placement and



marketing. You can do this in one of two ways. One is to be open about what you are doing, going into the stores with a clipboard and the Store Audit and recording your observations in an up-front manner. This may naturally result in some questions from store owners or employees, in which case you can frankly explain your project. The second way to carry out the audit is to be discreet so that others are not aware that the observation is taking place. In either case, it is best to be prepared to have a friendly conversation with store owners or employees.

- It can be very helpful to use young people to assist with the retail scan because store owners or managers may be more receptive to their messages.
- It is important to train all volunteers who will be visiting retailers on the effective use of the audit tool and to prepare them with material and talking points about the project in the event they do end up communicating with the retailers.

As you or your volunteers do the retail scan, keep in mind that advertising is more than, for example, a traditional cigarette, alcohol or unhealthy food poster. It includes any promotional materials with logos, point-of-purchase collateral like free pens or calendars, or pricing signs inside or outside the store. Observers should also record where in the store the products are placed. Are they in plain view? At eye level for minors or for adults? The Audit Checklist provides a system for collecting this type of information.

Questions to think about as you audit your community: Where are the stores located? Are many of them in lower-income neighborhoods? Is there easy access to larger stores with a larger food selection, or are local residents doing most of their shopping in the store? This information, along with the results of your audit, can help you focus your efforts geographically to address the stores with the greatest need for change.

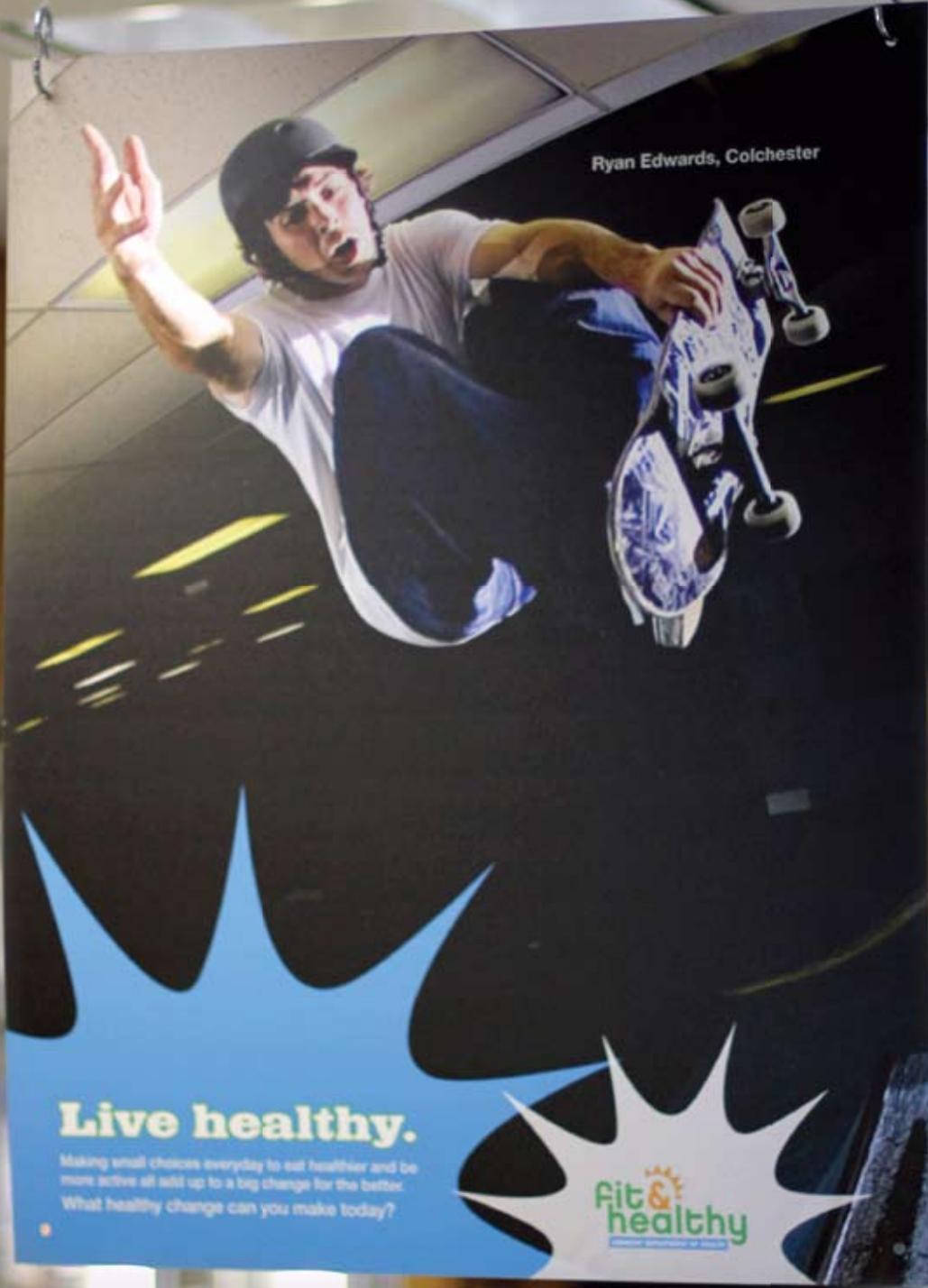
Community Assessment

Survey community members, schools and businesses to learn more about the community's attitudes toward and beliefs about the impacts of alcohol and tobacco advertising and the availability of healthy food options, as well as to assess their support for changes within their local stores. Then use the results of the survey to show the community's support for the initiative. Since we know retailers feel a great tie to their communities, they will value the information in the survey results. Survey tools are included in Appendices B and C.

You can collect this community data in a variety of ways. Ideally, your efforts would get information from a representative sample of the community, that is, one in which the profile of participants roughly matches the profile of the whole community in terms of age, gender, race, education and income levels. However, in smaller communities, this may not be possible—and it may not even be necessary. Instead, data could be collected through processes such as an “intercept interview.” For example, people shopping at a particular store on a particular date would be asked a few questions outside the store (using the community surveys in Appendices B and C) to elicit their thoughts on marketing and product placement. Other ways to collect this data are doing intercept interviews at local events; using online survey tools; and engaging and surveying community members and consumers through a Facebook page, a blog, or other social media sites.

THE TOBACCO
INDUSTRY SPENDS
APPROXIMATELY
\$27.4 million
ON MARKETING IN
VERMONT EACH YEAR.

Ryan Edwards, Colchester



Live healthy.

Making small choices everyday to eat healthier and be more active all add up to a big change for the better. What healthy change can you make today?



CAPACITY BUILDING

In the context of the Small Change/Big Impact movement, capacity building means establishing and nurturing relationships throughout diverse segments of the community and using these relationships to mobilize the community to make a positive change. Greater numbers of enthusiastic community members increase the capacity for change, including helping to spread the word, assisting in communication with retailers or congratulating retailers who have begun to participate in this initiative.

An important first step in building and maintaining partnerships for this project is to contact your local Department of Health District Office. District Office staff are working in each Vermont community, and can help connect you with other partners who may also be working with retailers in your area, before you approach store owners. They can also assist in the coordination of planning and implementation of retailer Small Change/Big Impact efforts.

Questions to Consider When Building Relationships Around the Small Change/Big Impact Movement

- Who are your potential allies (other coalitions, youth groups, schools, local businesses, prevention specialists)? Be sure to connect with your local Department of Health District Office and coordinate with other coalitions to ensure that everyone is working together.
- Do you have key champions in the system who are needed to make the change? If so, who are they?
- Who will you meet with during the process? Who will you take with you to make your case?
- Who might your opponents be (tobacco, alcohol and food distributors, for example)? What arguments will they have, and how can you neutralize those arguments?
- Who in the media can you engage to help you with op-ed columns and local print, radio or TV stories about Small Change/Big Impact?

Capacity Building Suggestions

- Recruit and train youth and other partners to join you when you visit retailers. Operation Storefront, or the Store Audit, are good resources for this.
- Ask local municipalities, community-based organizations and institutions to sign resolutions supporting a reduction of tobacco and alcohol advertising and displays, and an increase in healthier food options in stores.
- Recruit community members you feel are credible sources, such as adult customers, youth customers, schools and neighborhood groups, and other retailers who have changed their policies.
- Ask local community-based organizations, institutions and community members to help write letters to local publications in support of retailer changes.



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**HEY,
over here**

**Making a
healthy choice is
easy when you know
where to look.**

**Fit &
healthy**
EXTENSIVE SUPPORT OF PRAXIS

PLANNING

If you want to make positive changes in the retail stores, use the assessment and capacity-building efforts already discussed to create a strategic plan. It's vital for this plan to include the participation of community members. Retailers are willing to listen to their community, so community members may well hold the key to your project's success.

Elements of a Strategic Plan

- Describe the results you're working toward (the "desired outcomes") and set a timeline for accomplishing them.
- Describe specifically what needs to be done, how, with whom and how often.
 - Outline what your coalition and partners can do to support the retailers.
- Identify potential challenges and problems.
- Plan for an evaluation of these efforts. How can you start working in a way that will allow you to most effectively measure the impact later on?

Local Data

An important step will be to look at your local data (the information you collected in your retailer audit, the community assessment and other sources) to plan the approach and extent of your efforts. Things to consider when assessing the scope of the problem:

- How many stores are present in your community? Can you reach all of them or should you concentrate on a smaller portion of your community?
- How much of an impact does marketing and placement of promotional materials make in the stores?

- Do any stores, or types of stores, stand out as "worst offenders" in their amount of advertising or displays? Which stores have the largest negative impact on the community?
- What response to your efforts do you expect from retailers? Are they likely to be supporters or detractors? Which ones should you meet with first?

Desired Outcomes

Any strategic plan should define its desired outcomes. The desired outcome of this initiative is not to pressure retailers into feeling that they are obligated to change the way they run their store. We want to make small suggestions that can generate a big impact. Retailers should feel empowered to make these decisions on their own, and feel that they are creating more value for their store and their customers.

It is important to emphasize that these small changes will both support their business and make their community healthier.

Recommendations to individual retailers can be based on the following tiered guidelines for tobacco, alcohol and healthy eating.

Tobacco

Tier 1: The first small change is to think about product promotion and product placement. Consider what advertising means. Advertising goes beyond just a print ad in a magazine; it includes pricing signs, point-of-purchase materials, and any signage that promotes tobacco use and tobacco brands. Some retailers use tobacco-branded pricing signs outside to

draw in price-sensitive customers. Some collateral materials may be placed near candy displays or at a minor's eye level. Work toward eliminating these promotional materials inside and outside the store. Encourage the retailer to make room for signage with healthier, more positive messaging, such as the Small Change/Big Impact posters.

Tier 2: In addition to removing some of the promotional materials in Tier 1, encourage the retailer to eliminate all tobacco advertising throughout the store, inside and out. Again, advertising includes any branded or promotional point-of-purchase signs, posters, pricing signs, etc. You can also suggest that retailers place their tobacco products in a cabinet or behind a curtain and use a pricing list that customers have to ask for. For example, in New York as well as parts of Vermont, Price Chopper grocery stores have placed their tobacco products in a non-branded cabinet.

Tier 3: In addition to completing Tiers 1 and 2, retailers who feel strongly about reducing tobacco use can be encouraged to make efforts to eliminate tobacco products from their store. They might choose to eliminate only products that appeal to youth, or to reduce the tobacco inventory by half, or to eliminate tobacco products entirely.

This is the retailer's decision, of course. As a community partner, what you can do is help the retailer understand how these small changes will support the store and create an environment that supports decreased use of tobacco in the community. Consumers will still get the products they want without being exposed to branded messages from tobacco companies.

Alcohol

Tier 1: Take a look at where the beer and wine posters, advertisements and point-of-purchase materials are currently displayed in the store. Are they near juice or soda? Are they at a young person's eye level? The retailer may not think these displays have an impact on youth; however, research shows that placing these promotional materials in clear view and in close proximity to the items young people regularly purchase does influence their buying decisions. Encourage the retailer to remove alcohol advertising that is in close proximity to items young people regularly purchase or is at a young person's eye level.

Tier 2: Reduce or remove all alcohol-branded promotional materials and giveaways. Remove any signage that links alcohol with activities such as driving, snowmobiling and hunting. Ask retailers to replace alcohol advertising with Small Change/Big Impact posters promoting positive messages and healthier options.

Tier 3: In addition to steps taken in Tiers 1 and 2, you can encourage retailers to reposition alcoholic beverages so they are completely separate from juice, soda and other non-alcoholic beverages.

Drinking Age Enforcement at All Tiers: If one is not already in place, encourage retailers to consider creating a written alcohol sales policy that establishes certain steps employees must follow for every transaction. The policy may specify acceptable forms of ID, circumstances

in which a second form of ID is required, using 1-866- ITS-FAKE* when an ID appears invalid, and situations in which a sale may be refused. Outlining these steps clearly and properly training employees can be steps toward building a better environment for making healthy choices. Refer retailers to the Vermont Department of Liquor Control (DLC) seminar training. See Chapter 7 for more information.

Healthy Eating

Tier 1: Encourage retailers to offer at least two kinds of canned or frozen fruits and vegetables as healthy choices. Suggest they include canned fruit in juice (rather than sweetened syrup) and vegetables without sauces. Canned and frozen products have a longer shelf life and are often less costly to offer than their fresh counterparts. You can also work with retailers to promote the healthy snacks they already sell.

Ask retailers to display materials and signage that promote healthy snacks and beverages. Healthy beverages include water, lowfat and nonfat milk, and 100% fruit juice. Refer to the Store Audit

tool in Appendix A to determine additional healthy choices to consider.

Tier 2: Along with making the Tier 1 changes, retailers can reserve a portion of the store or some shelf space specifically for healthy foods. This section will help health-minded consumers easily find the products they want. You may need to work closely with the retailer to identify where space can be made and discuss relocating other products.

Tier 3: In addition to making the changes in Tiers 1 and 2, retailers should be encouraged to increase their inventory of healthy foods to include two varieties of fresh fruit and vegetables. See what help you can offer retailers in this effort, perhaps including facts on the comparative shelf life of various fruits and vegetables. Additionally, retailers can be offered shelf tags to help identify and promote healthy options. Discuss what support would help them offer fresh fruits and vegetables—for example, a display rack or cooler that can be placed in a prominent location.

*1-866-ITS-FAKE is a statewide phone system to verify the match between the name on an ID and the date of birth. Seminar training provided by the VT DLC covers how to use this service.

RESEARCH SHOWS THAT
PLACING PROMOTIONAL
MATERIALS IN VIEW AND IN
CLOSE PROXIMITY TO ITEMS
YOUNG PEOPLE PURCHASE
**influences
their buying
decisions.**



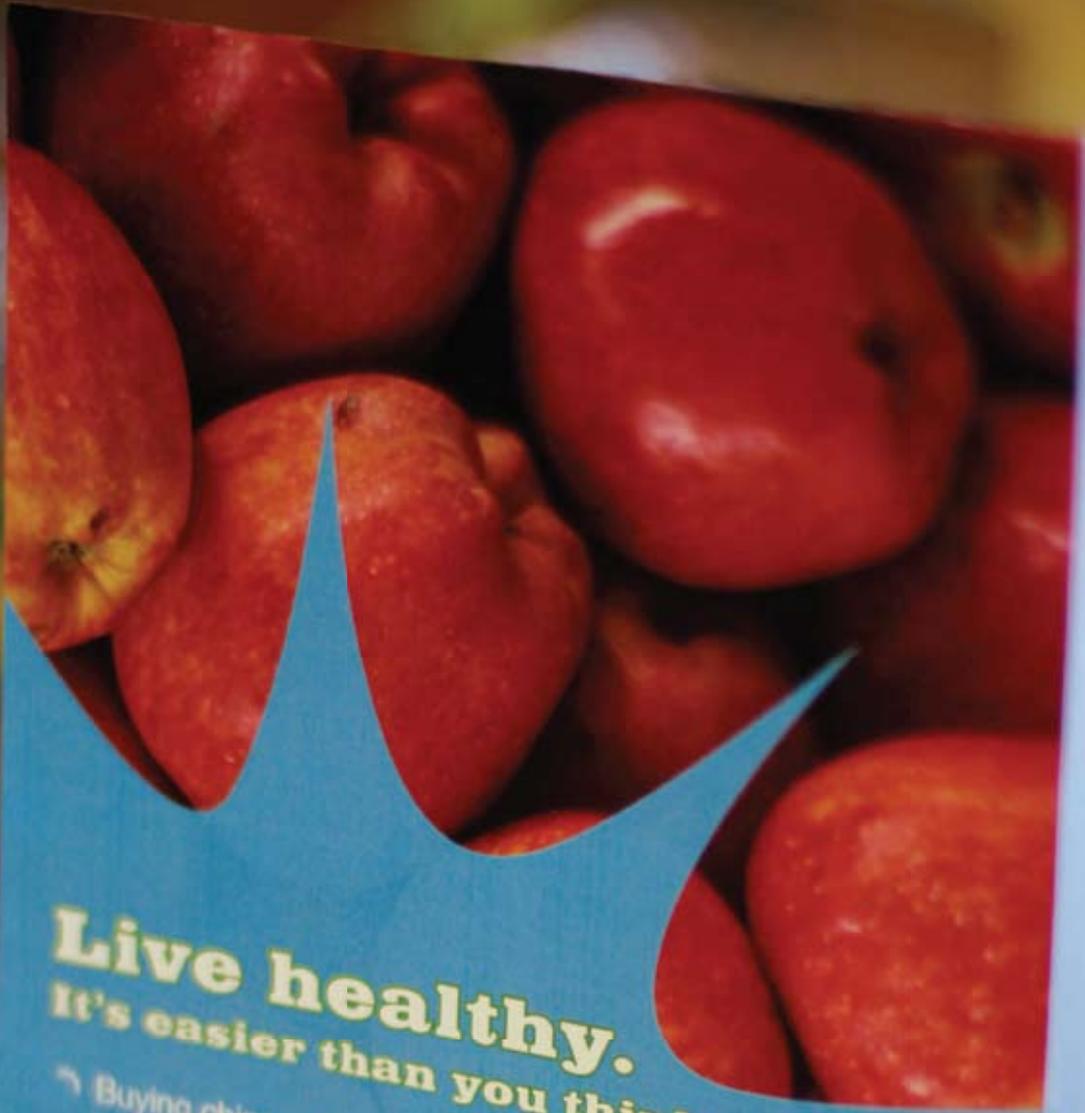


What healthy change
can you make today?



CHAPTER 7:

IMPLEMENTATION



Live healthy.
It's easier than you think.

- Buying chips, soda or other snacks?
Try getting a smaller bag, bottle or box.
- For good measure pick up a piece of fruit.
- For better health, choose water
over a sugary drink.

**What healthy change
can you make today?**



IMPLEMENTATION

The implementation phase is when you will put the strategic plan into practice. The role of community members now moves from planning to oversight, accountability and monitoring. You and your community partners should meet regularly to talk about project status, brainstorm ways to address challenges and make any needed midcourse corrections. You should also measure and document short-term changes along the way.

Things to Remember Before Communicating with Retailers

- Retailers must believe there is a problem.
- Retailers must believe youth are being targeted by alcohol, tobacco and food manufacturers.
- Retailers must believe that the community cares about this initiative.
- Retailers must believe that doing the right thing now will lead to new and current customer loyalty.

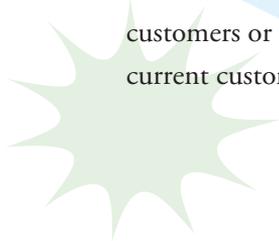
Communicating with Retailers

1. Stop by the retail store (if possible, with youth and local community members or current customers) and ask for the owner or manager by name. Do not overwhelm the owner by having too many people present.
2. Introduce yourselves as community members and explain why you've stopped by. Keep this initial meeting short, but ask when the retailer is available to have a

longer discussion about the Small Change/Big Impact initiative. Be considerate of the store owner's time.

3. Consider buying something at the store while you are there.
4. Give the retailer a fact sheet of information about the initiative. This will give him or her the opportunity to consider the initiative and think of any questions to ask during your second meeting.
5. During the first meeting, if possible, take a look at the management side of the retailer's business. Understanding the preexisting conditions will help you support the retailer and tailor your recommendations to his or her specific needs.
 - a. Are store employees trained to ask for an ID when a customer purchases tobacco or alcohol? A seminar training schedule can be found at liquorcontrol.vermont.gov. Is there a written policy establishing certain conditions for accepting and refusing sales? Go to www.rrforum.org for nationally recommended practices.
 - b. Does the store owner perceive a financial need to have advertisements and signage promoting tobacco and alcohol brands or sugary snack foods?
 - c. Are store employees trained to identify which food and beverage items have the most nutritional value?

6. Before you leave, schedule the second meeting (at a time that is best for the store owner). Give the retailer your contact information.
7. During the second meeting, focus on the fact that this is a community-driven initiative—for the community, by the community.
 - a. Ask the store owner what he or she thinks about being part of a community creating a healthier environment.
 - b. Provide data from your assessment that indicates the support from your community.
 - c. Recognize the steps retailers have already taken. For example, compliance checks the retailer has passed, food or other donations given to support prevention activities, and participation in Operation Storefront or Sticker Shock activities.
 - d. Highlight how Small Change/Big Impact could be good for the retailer's bottom line:
 - i. The community partners will promote the retailer's business in the media.
 - ii. The Small Change/Big Impact signs/materials will make the store more visually appealing.
 - iii. Providing healthier food options may result in increased sales due to new customers or more frequent visits by current customers.
 - e. Focus on why this initiative is important for store customers, using some of the facts and figures documenting the effects of advertising, displays and food choices. Retailers need proof that:
 - i. There is a problem—show the impact of advertising and displays on health.
 - ii. Their store is being used to target youth for smoking and drinking.
 - iii. The food options they provide play a role in the health of their community.
 - f. Work with the retailer to detail next steps, using the tier structure, and make sure the retailer feels comfortable and empowered to make small changes that can create more value for the store and its customers.
 - g. Use the Retailer Pledge agreement in Appendix D to set up an outline for the retail goals. Once you have reached an agreement, work with your community partners to help implement your recommendations and take action. Because the retailers often have very busy schedules, the community partners may well end up being the ones making these changes.



Rewarding Responsible Retailers

Success can be determined on varying levels. Every effort, whether large or small, that retailers make toward creating a healthier environment should be recognized. Recognition may come in the form of a simple “thank you” from a customer or a feature story in the local newspaper.

You can work with your community partners to determine various ways to recognize responsible retailers involved in the Small Change/Big Impact movement. We’ve developed a few ideas here, but we encourage you to develop your own ideas as well.

1. Host a community fund-raiser to send your local retailer to the Vermont Grocers’ Association annual convention in September.
2. Present a retailer with a plaque or certificate of achievement.
3. Host an appreciation day for your local retailer and invite the community to join in and celebrate the retailer’s dedication to the movement.
4. Reach out to the media and highlight specific ways the retailer has affected the community.

5. Send a personal thank you note to your local retailer and to those involved in the movement.
6. Have local youth groups (for example, Vermont Kids Against Tobacco, Our Voices Xposed, Students Against Destructive Decisions/Vermont Teen Leadership Safety Program) send thank you notes or personally give thanks.

Working with the Media

Gaining coverage in a local newspaper or on a local television or radio show is a great way to alert the community about the movement. It will also help highlight the important steps local retailers are taking to make Vermont a healthier state. Media materials covered in this guidebook can be found in the Appendix.

They include:

Talking points about the Small Change/Big Impact movement (Appendix E)

Talking points are the main messages of this movement and why it is important. If you get involved in any media interviews, these key points are the ones to emphasize.

A template press release (Appendix F)

A press release is a great way to inform the media about this initiative and recognize retailers who have made small changes in your community. Be sure to make yourself or a community partner available for follow-up questions.

A template media alert (Appendix G)

If you choose to organize an event in your community involving the Small Change/Big Impact movement, a media alert is one way to bring attention to it. The *who, what, where and when* format works well for calendar listings and gives media the exact details of where they need to be and why they should be there.

A draft letter to the editor (Appendix H)

We encourage you and your community members and partners to write a personal letter demonstrating your support and appreciation of a local store owner who has taken on this initiative, and submit it to your local newspaper.

Best Practices for Talking to the Media

When you are ready and want to get media attention for your local retailer or your community efforts, here are a few steps to get started:

1. Check with the store owner to ensure that they find what you want to publicize acceptable.
2. Call your local newspaper, television or radio station and ask for the editor or assignment editor. Introduce yourself, and explain what you and your community partners are working on. Highlight how the Small Change/Big Impact movement has affected the local community and why it is important. Ask if the editor is interested in learning more, and offer to coordinate any interviews.
3. Follow the phone call with an e-mail, thanking the editor for his or her time. It is also important to include a copy of the media alert or press release in the e-mail, as well as your contact information.
4. Continue to reach out. It may take a few phone calls to gain media interest, so stay positive and continue to support the retailers in the initiative.

CHAPTER 8:

EVALUATION

**Shop here.
Shop healthier.**

PROUD TO BE A FIT & HEALTHY PARTNER

fit & healthy
VERMONT DEPARTMENT OF HEALTH

EVALUATION

The final step is to take a deeper look into the effectiveness of the initiative. Did these small changes really make a big impact? Looking at the initiative from a prevention standpoint as well as a business standpoint will help you determine whether more action is needed or whether a different approach should be considered.

As you implement your plan, you will want to quantify or categorize successful actions along the way, not only the end result. You also should measure and document short-term changes, creating a reporting process for those individuals or organizations responsible for implementing various parts of the plan.

Some thoughts for measuring the impact of your retailer initiatives:

Follow-Up Retail Scan/Audit

Using the Store Audit provided in Appendix A, perform a post-intervention survey of the small retailers in your community to assess the level of tobacco and alcohol advertising, product displays and nutritional options.

Follow-Up Community Survey

Use the survey in Appendix B to carry out a follow-up survey of community members, schools and businesses to learn more about the community's attitudes and beliefs about alcohol and tobacco advertising and the availability of healthy food options, as well as to assess their support for the changes made within their local stores. Compare the results to your initial community survey. Have the retail changes resulted in a change in community attitudes and beliefs?

Process Evaluation Measures

Record:

- The number of stores contacted during the project.
- The number of community members involved in the project.
- The number of stories in the media during the project.
- The number of resolutions signed by municipal and community-based organizations supporting the project.

Thank You

While you and your community partners are showing your appreciation for the individual retailers making the small changes, we want to thank you, the community partners who have worked hard to make the Small Change/Big Impact movement a success.

Your time, dedication and enthusiasm for the initiative are greatly appreciated by the entire Vermont Department of Health. The Small Change/Big Impact movement could not be successful without your continued support. We truly appreciate your efforts, and we sincerely thank you.



Pure Quality
Poland Spring
Est. 1845
100% Natural Spring Water

Pure Quality
Poland Spring
Est. 1845
100% Natural Spring Water

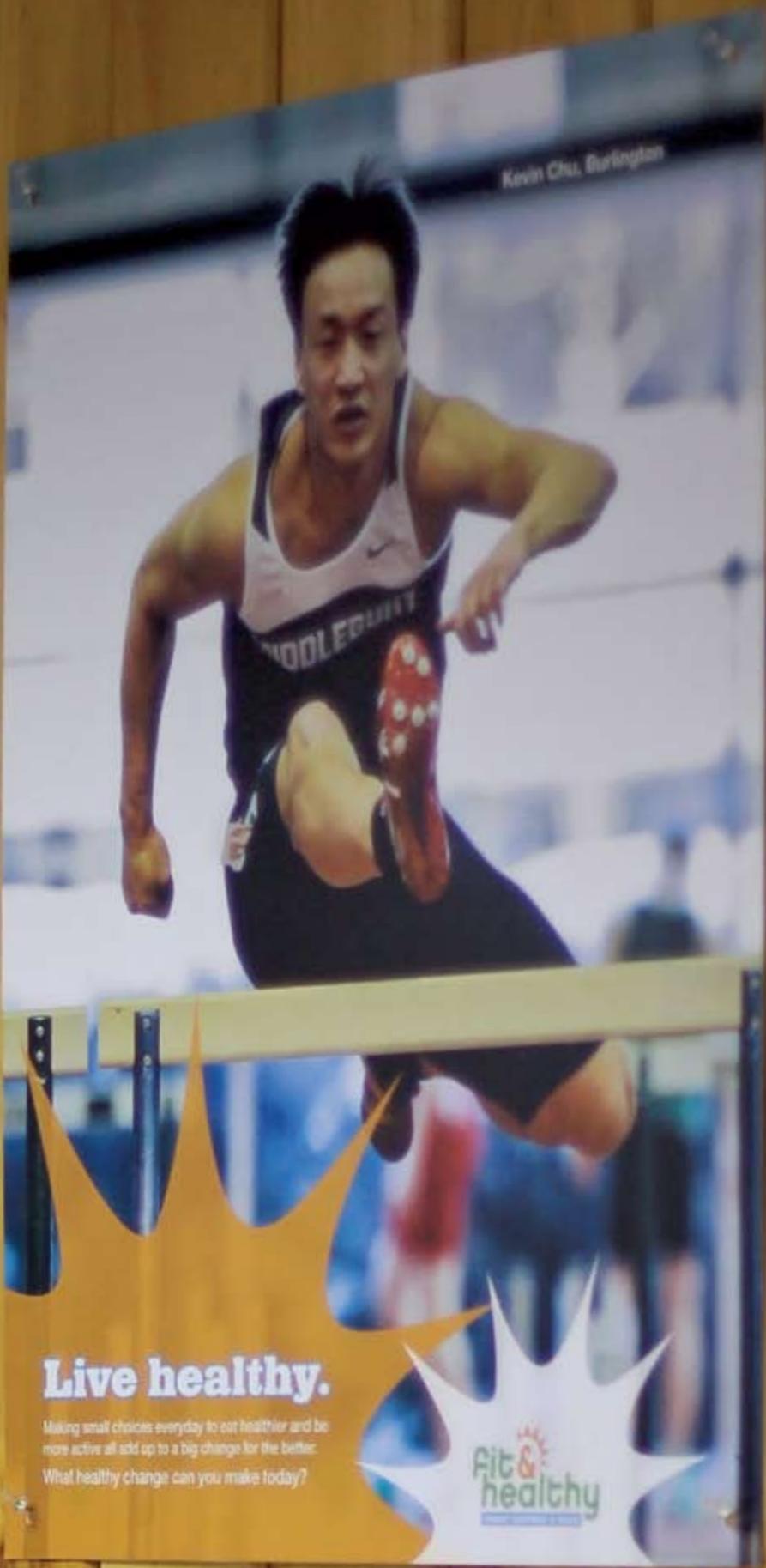
Pure Quality
Poland Spring
Est. 1845
100% Natural Spring Water

Est. 1845

APPENDIX

- A. THE STORE AUDIT
- B. COMMUNITY SURVEY:
TOBACCO AND ALCOHOL
- C. COMMUNITY SURVEY:
HEALTHY EATING
- D. RETAILER PLEDGE AGREEMENT
- E. TALKING POINTS FOR THE MEDIA
- F. TEMPLATE PRESS RELEASE
- G. TEMPLATE MEDIA ALERT
- H. LETTER TO THE EDITOR
- I. TEMPLATE PRINT AD
- J. FACT SHEET

Kevin Chu, Burlington



Live healthy.

Making small choices everyday to eat healthier and be more active all add up to a big change for the better.
What healthy change can you make today?



APPENDIX A. STORE AUDIT

Town: _____ County: _____ (attach photos to this form)

Please check type of store: Small Market Gas Station Chain Convenience
 Chain Supermarket Pharmacy Other _____

Can you see advertising from a nearby: School Park Playground Other _____

Cigarettes

Ads on door and window	Y	N	How Many _____
Ads inside of store	Y	N	How Many _____
Ads outside of store (telephone pole, lawn sign, etc)	Y	N	How Many _____
Products next to candy	Y	N	How Many _____
Products, promotion or POP 3 feet high or less	Y	N	How Many _____
Power wall (products grouped together, usually in grid, that is high and/or wide)	Y	N	How Many _____
Lighted displays	Y	N	How Many _____
Three most advertised brands of cigarettes in the store _____			

Smokeless Tobacco (Chew, snuff, dip, Snus, Orbs, Sticks or Strips)

Ads on door and window	Y	N	How Many _____
Ads inside of store	Y	N	How Many _____
Ads outside of store (telephone pole, lawn sign, etc)	Y	N	How Many _____
Products next to candy	Y	N	How Many _____
Products, promotion or POP 3 feet high or less	Y	N	How Many _____

Cigars or Cigarillos

Ads on door and window	Y	N	How Many _____
Ads inside of store	Y	N	How Many _____
Ads outside of store (telephone pole, lawn sign, etc)	Y	N	How Many _____
Products next to candy	Y	N	How Many _____
Products, promotion or POP 3 feet high or less	Y	N	How Many _____
Flavored products sold	Y	N	How Many _____

Beer, Wine, Alco-pops & Alcoholic Energy Drinks (Alco-pops include products like Mike's Hard Lemonade, Bacardi Silver, Twisted Tea and Smirnoff Ice); (Alcoholic energy drinks include products like Joose and Rockstar 21)

Ads on door and window	Y	N	How Many _____
Ads inside of store	Y	N	How Many _____
Ads outside of store (telephone pole, lawn sign, etc)	Y	N	How Many _____
Products, promotion or POP 3 feet high or less	Y	N	How Many _____
Cooler ads (on cooler doors)	Y	N	How Many _____
Floor displays and/or standing posters	Y	N	How Many _____
Free item with purchase	Y	N	How Many _____
Alco-pops next to or mixed with non-alcoholic beverages	Y	N	How Many _____

Does the Store Accept

3SquaresVT? Look for a sign—ask if one is not visible Y N
 WIC Fresh Fruit & Vegetable Benefit? Look for a sign—ask if one is not visible Y N

Fruits and Vegetables

Fresh fruit Y N
 What kinds? Apples Oranges Bananas Other(s): _____
 Dried fruit Y N
 Fresh vegetables Y N
 What kinds? Carrots Romaine Lettuce Other(s) _____
 Canned fruits Y N
 Canned fruit in juice, not in syrup Y N
 Frozen fruit without added sugar or sauces Y N
 Canned vegetables without added sauces Y N
 Reduced-sodium canned vegetables Y N
 Frozen vegetables without added breading or sauces Y N
 Are any local fruits and vegetables available? Y N
 What kinds? _____
 Are they highlighted with any special signs or promotions? Y N

Dairy Products

Low-fat (skim or 1%) milk Y N
 Low-fat (skim or 1%) flavored milk (e.g. chocolate, strawberry) Y N
 What is the lowest price of each kind of milk per gallon?
 Skim \$ _____ 1% \$ _____ 2% \$ _____ Whole \$ _____
 Low or non fat single serving yogurt Y N
 Reduced-fat cheese (shredded or blocks) Y N
 Cheese sticks Y N

Snack Foods

Baked chips Y N
 Pretzels Y N
 Nuts Y N
 Low or no-salt nuts Y N
 Granola bars (less than 35% of calories from fat and less than 30 grams of sugar per 8 oz) Y N
 Popcorn (lower in salt and butter) Y N
 Other healthy snacks (less than 35% of calories from fat and less than 30 grams of sugar per 8 oz) Y N

Grains

Whole Grain Bread (look for “whole grain” on the ingredient list)	Y	N
Whole Grain Cereal	Y	N
Whole Grain Crackers	Y	N
Low or No Salt Crackers	Y	N

Beverages

Diet Soda	Y	N
100% Juice	Y	N
Seltzer/Sparkling Water (without added sugar)	Y	N
Plain Bottled Water	Y	N
Unsweetened Ice Tea (not diet)	Y	N

Other

Are any other local foods available? _____

Are they highlighted with any special signs or promotions? Y N

Any additional comments? _____

Any additional questions asked: _____

APPENDIX B. COMMUNITY SURVEY: TOBACCO AND ALCOHOL

INTRODUCTION “Hi, we are representatives of _____ which is trying to learn more about attitudes toward tobacco and alcohol advertising. Would you be willing to answer a few very quick questions? Thank you!” (or, if they refuse, “Okay, thanks anyway!”)

Some convenience stores and gas stations have **tobacco** advertising on the inside of their doors and near the cash registers. Do you think tobacco advertising should...

- Be allowed anywhere inside a store
- Not be allowed anywhere inside a store
- Be limited to tobacco displays behind the counter
- Not sure/Refused

Some convenience stores and gas stations have **alcohol** advertising on the inside of their doors and near the cash registers. Do you think alcohol advertising should...

- Be allowed anywhere inside a store
- Not be allowed anywhere inside a store
- Be limited in some way
- Not sure/Refused

Some convenience stores and gas stations have **tobacco** advertising that is visible from the outside, such as on the building, in the parking lot, or in store windows. Do you think tobacco advertising should...

- Be allowed anywhere outside a store
- Not be allowed anywhere outside a store
- Be limited in some way
- Not sure/Refused

Some convenience stores and gas stations have **alcohol** advertising that is visible from the outside, such as on the building, in the parking lot, or in store windows. Do you think alcohol advertising should...

- Be allowed anywhere outside a store
- Not be allowed anywhere outside a store
- Be limited in some way
- Not sure/Refused

Would you like to see store owners voluntarily decrease the number of **tobacco** ads/displays in their stores?

- Yes
- No
- Don't know/no opinion

Would you like to see store owners voluntarily decrease the number of **alcohol** ads/displays in their stores?

- Yes No Don't know/No opinion

Do you think the following types of stores should or should not post advertisements and signs for **tobacco** products?

- | | | | |
|-------------------------|---------------------------------|-------------------------------------|--|
| Grocery Store (chain) | <input type="checkbox"/> Should | <input type="checkbox"/> Should not | <input type="checkbox"/> Don't know/No opinion |
| Pharmacies | <input type="checkbox"/> Should | <input type="checkbox"/> Should not | <input type="checkbox"/> Don't know/No opinion |
| Corner Store | <input type="checkbox"/> Should | <input type="checkbox"/> Should not | <input type="checkbox"/> Don't know/No opinion |
| Gas Station/Convenience | <input type="checkbox"/> Should | <input type="checkbox"/> Should not | <input type="checkbox"/> Don't know/No opinion |

Do you think that the following types of stores should or should not sell **tobacco** products (cigarettes, cigars, chew tobacco, etc.)?

- | | | | |
|-------------------------|---------------------------------|-------------------------------------|--|
| Grocery Stores | <input type="checkbox"/> Should | <input type="checkbox"/> Should not | <input type="checkbox"/> Don't know/No opinion |
| Pharmacies | <input type="checkbox"/> Should | <input type="checkbox"/> Should not | <input type="checkbox"/> Don't know/No opinion |
| Corner Store | <input type="checkbox"/> Should | <input type="checkbox"/> Should not | <input type="checkbox"/> Don't know/No opinion |
| Gas Station/Convenience | <input type="checkbox"/> Should | <input type="checkbox"/> Should not | <input type="checkbox"/> Don't know/No opinion |

Do you use **tobacco** products?

- Yes No Refused

Do you think youth are influenced by **alcohol** advertising in stores?

- Yes No Don't know/No opinion

Do you think youth are influenced by **tobacco** advertising in stores?

- Yes No Don't know/No opinion

What age category are you in?

- < 18 18-24 25-34 35-44 45-54 55-64 65+

APPENDIX C. COMMUNITY SURVEY: HEALTHY EATING

INTRODUCTION “Hi, we are representatives of _____ which is trying to learn more about attitudes toward healthy eating. Would you be willing to answer a few very quick questions? Thank you!” (or, if they refuse, “Okay, thanks anyway!”)

What type of fruits do you usually buy when grocery shopping? Fresh Canned Frozen

What type of vegetables do you usually buy when grocery shopping? Fresh Canned Frozen

Do you ever shop at convenience stores? Yes No

If yes, what food do you usually purchase there? Circle all that apply:

Soda Juice Water Milk Fruit Vegetables Chips
 Candy Pretzels Nuts Bread Other _____

Please circle the number that best represents how well your local convenience or corner grocery store meets your shopping expectations. (A corner grocery store is any independently owned small grocery store found only in your community)

	Strongly Disagree			Strongly Agree	
I would buy fresh fruits and vegetables at the convenience store or small corner store if they were available and of good quality	1	2	3	4	5
I would shop at one store over another if one was certified as a “healthy retailer” and the other was not	1	2	3	4	5

Please circle the number that best represents how well your local convenience or corner grocery store meets your shopping expectations. (A corner grocery store is any independently owned small grocery store found only in your community)

	Doesn't Meet Expectations			Exceeds Expectations	
Availability of healthy food (low-fat milk, whole grain bread, fresh/frozen/canned fruits and vegetables, etc.)	1	2	3	4	5
Quality of food	1	2	3	4	5
Prices of items offered	1	2	3	4	5
Customer service	1	2	3	4	5
Cleanliness of store	1	2	3	4	5
Convenient business hours	1	2	3	4	5
Travel time to the store	1	2	3	4	5
Other _____	1	2	3	4	5

The convenience or corner grocery store you shop at most often is? _____

How often do you shop there every month? 1-2 times 3-4 times 5 or more times

Estimated average dollar amount spent per visit \$0.00 - \$20.00 \$21.00 - \$30.00 \$30.00 or more

Primary reason for visit:

- Getting weekly/monthly groceries
- Picking up a few non-essential items
- Getting a meal from the restaurant /café/deli
- Other, please specify _____

Primary reason for shopping at a convenience store:

- Location of the store
- Supporting my community by keeping money here
- Price
- Other, please specify _____

What one thing would encourage you to buy healthier foods more often?

Please use the space below for any additional comments you have that were not addressed above.

APPENDIX D. RETAILER PLEDGE AGREEMENT

A Healthier Retailer is a local retail store that collaborates with the community to create an environment that supports healthy choices in the retail setting. This agreement outlines the changes that **[store name]** will put into practice in implementing Healthier Retailer activities and defines the supporting role that (community organization name) will provide in carrying out this project.

[Store name] is committed to the well-being of the community in which the store is located and pledges to do the following (please check all that apply):

Tobacco

- Remove all outside advertisements/promotions/pricing signs
- Reduce the number of outside advertisements/promotions/pricing signs
- Remove all inside advertisements/promotions/pricing signs
- Reduce the number of inside advertisements/promotions/pricing signs
- Remove tobacco displays (tobacco products will be hidden from customer view)
- Eliminate the sale of some tobacco products
- Eliminate the sale of all tobacco products
- Other _____

Alcohol

- Remove all outside advertisements/promotions/pricing signs
- Reduce the number of outside advertisements/promotions/pricing signs
- Remove all inside advertisements/promotions/pricing signs
- Reduce the number of inside advertisements/promotions/pricing signs
- Create a written sales policy showing steps employees must take with alcohol sales
- Reposition alcoholic beverages so they are separate from non-alcoholic beverages
- Other _____

Healthy Eating

- Offer at least two kinds of canned or frozen fruits and vegetables (without added sauce or sugar)
- Promote the healthy foods we already provide
- Display promotional material/advertisements for healthy foods
- Offer at least two varieties of fresh fruit
- Offer at least two varieties of fresh vegetables
- Provide a portion of the store to prominently display healthy foods
- Other _____

[Community organization name] will assist in this project by:

- Providing free store promotion through thank you ads, letters to the editor and other opportunities.
- Providing free in-store promotional items (posters, window decals, table tents and bags)
- Assisting the store in meeting the goals agreed upon above.
- Monitoring the store's progress with formal assessments and monthly informal check-ins with the store owner/manager.

NAME OF STORE _____

STORE ADDRESS _____

STORE OWNER SIGNATURE _____

COMMUNITY ORGANIZATION NAME _____

ORGANIZATION SIGNATURE _____ DATE _____

APPENDIX E. TALKING POINTS FOR THE MEDIA

Coalitions and Local Store Owners Work Together to Offer Healthier Options

Key Messages to Communicate to the Media

- Healthy retailing practices are good for the community and the retailer.
- Customers are seeking healthier options, so retailers can make a big contribution to the health of our community by making small changes that also have the potential to increase their financial bottom lines.

Supporting Messages

- Owners and managers of independently-owned grocery stores, convenience stores and gas stations around the state are partnering with community groups to offer healthier options that can reduce the risks associated with tobacco and alcohol use and obesity.
- **[Coalition name]** is working with **[name of retail outlet]** and **[name of retail outlet]** to make these community gathering spots healthier.
- Examples of positive changes include raising the height of alcohol and tobacco signage so that it's at the eye level of adults, not kids; displaying water, low-calorie beverages and healthy snacks more prominently; making sure that soda-pop-like alcoholic beverages are not displayed near drinks for youth; and recognizing that some customers are looking for local, healthier options versus pre-packaged goods – and offering both options.

Quote from Vermont Health Commissioner Harry Chen, MD

“Point-of-sale advertising and in-store displays have been shown to increase the number of unplanned tobacco and alcohol purchases, and they have the potential to make tobacco and alcohol seem ‘normal’ to kids. The community coalitions are working with owners to make their stores a healthier place for the community to shop and to make the healthy choice the easier choice.”

Small Change/Big Impact Campaign Details

- **[Coalition name]** members are supporting local retailers by offering Fit & Healthy point-of-sale materials that show Vermonters engaged in healthy activities, and point out that “making small choices every day to eat healthier and be more active all adds up to a big change for the better.”
- The “Live Healthy” posters, to be hung in stores, pose the question: “What healthy change can you make today?”
- The series features:
 - Sugarbush skier John Egan
 - Middlebury College hurdler (and Burlington resident) Kevin Chu
 - Stowe High School soccer player Hannah McNulty
 - Colchester skateboarder Ryan Edwards

- **[Coalition name]** also is distributing counter tent cards, cooler door clings, aisle signage and bags that encourage shoppers to make healthy choices.

Local Community Coalition Events

- TBD

General Information/Statistics

- To identify some of the challenges faced by independent retailers, the Vermont Department of Health interviewed owners and managers at 15 retail outlets across the state.
- Retailers' perspectives on how to create healthier environments within their stores led to the changes that are now being made.
- Primary funding for this program comes from the American Recovery and Reinvestment Act (ARRA).
- For more information, go to healthvermont.gov/fitandhealthy.

APPENDIX F. TEMPLATE PRESS RELEASE

For Immediate Release: Month X, 2011

[Coalition logo]

Media Contact:

Coalition Member

Coalition Name

Coalition e-mail/Web Address

Coalition Phone Number

[NAME OF COALITION] AND LOCAL STORE OWNERS WORK TOGETHER TO OFFER FIT & HEALTHY OPTIONS

(**Town, VT**) – Independent grocery store, convenience store and gas station owners around the state are working together with community groups statewide to create retail environments that encourage healthier food and beverage choices and discourage tobacco and alcohol use.

The Vermont Department of Health interviewed owners and managers at 15 retail outlets across the state to get their perspectives on how to create healthier environments within their stores. Positive changes the owners can make include raising the height of alcohol and tobacco signage so that it's at the eye level of adults, not kids; displaying water and low-calorie beverages more prominently; making sure that soda-pop-like alcoholic beverages are not displayed near drinks for youth; and recognizing that some customers are looking for local, healthier options versus pre-packaged goods.

“Point-of-sale advertising and in-store displays have been shown to increase the number of unplanned tobacco and alcohol purchases, and they have the potential to make tobacco and alcohol seem ‘normal’ to kids,” said Health Commissioner Harry Chen, MD. “The community coalitions are working with owners to make these stores a healthier place to shop and to make the healthy choice the easier choice.”

In [**town name**], [**coalition name**] is working with [**name of retail outlet**] and [**name of retail outlet**] to make these community hubs healthier.

“[Name of retail outlet] will always be an important part of our town,” said [Coalition Leader], [Name of Coalition]. “Our goal is to show owners and managers that small changes can make a big impact on the overall health of the community, and by highlighting healthier choices, it can help improve their bottom line, too.”

To help the community live healthier, [**coalition name**] members are supporting local retailers by offering Fit & Healthy point-of-sale materials, like posters that show real Vermonters engaged in fun and healthy activities. The materials emphasize that “making small choices every day to eat healthier and be more active all adds up to a big change for the better.”

The “Live Healthy” posters, to be hung in stores, pose the question: “What healthy change can you make today?” The series features Sugarbush skier John Egan, Middlebury College hurdler (and Burlington resident) Kevin Chu, Stowe High School soccer player Hannah McNulty and Colchester skateboarder Ryan Edwards.

[**Coalition name**] also will be distributing counter tent cards, cooler door clings, aisle signage and bags, to encourage shoppers to make healthy choices.

To find out more about the program, contact [**coalition name**] at [**phone**] or [**e-mail address/URL**], or visit healthvermont.gov/fitandhealthy.

APPENDIX G. TEMPLATE MEDIA ALERT

[Coalition Logo]

[NAME OF COALITION] AND [NAME OF STORE] OFFER HEALTHIER OPTIONS

What:

[Coalition name] members are providing Fit & Healthy posters and other point-of-purchase items to retailers to highlight healthier options that are available. The materials show active Vermonters and point out that making small choices every day to eat healthier and be more active all adds up to a big change for the better.

Community groups like [coalition name] are partnering with retailers like [name of retail outlet] to promote healthier options that can reduce the risks associated with tobacco and alcohol use and obesity.

Examples of positive changes include raising the height of alcohol and tobacco signage so that it's at the eye level of adults, not kids; displaying water and low-calorie beverages and healthy choices or snacks more prominently; making sure that soda-pop-like alcoholic beverages are not displayed near drinks for youth; and recognizing that some customers are looking for local, healthier options versus pre-packaged goods – and offering both options.

[Insert details of planned event here.]

“[Name of retail outlet] will always be an important part of our town,” said [coalition leader], [name of coalition]. “Our goal is to show owners and managers that small changes can make a big impact on the overall health of the community, and by highlighting healthier choices, it can help improve their bottom line, too.”

Who:

- [Name, title, coalition name]
- [Name, owner/manager, name of healthy retailer store]

Where:

- [Address of healthy retailer]

When:

- [Date]
- [Time]

Contact:

[Coalition member]

[Coalition name]

[Coalition e-mail/web address]

[Coalition phone number]

APPENDIX H. LETTER TO THE EDITOR

Dear Editor:

I'm writing to thank [**Name of store owner**] of [**name of store**] for making an important contribution to the health of our community.

As part of our outreach to improve the health of Vermonters by educating them about the risks associated with tobacco use, alcohol use and obesity, members of [**name of coalition**] recently visited [**name of store**].

At [**name of store**], we found a supportive partner who realizes that by offering healthier options, they can have a positive impact on the community. Small changes – like moving signage for alcohol and tobacco products above child-height or making displays for healthier options (like fruit) more prominent – can make a big difference.

[**Name of coalition**] provided Fit & Healthy posters and other display materials because research has shown that point-of-sale advertising and in-store displays increase the number of unplanned tobacco, alcohol and unhealthy food purchases. Plus, if alcohol and tobacco ads are seen by kids every day, they have the potential to make these items seem “normal” to the youngest members of our community.

We're not asking retailers to stop offering these products, just to let shoppers know there are healthier options too. [**Name of coalition**] salutes [**name of store**] for making small changes that can have a big impact.

When thinking about what products you purchase and consume, what healthy change can you make today?

Sincerely,

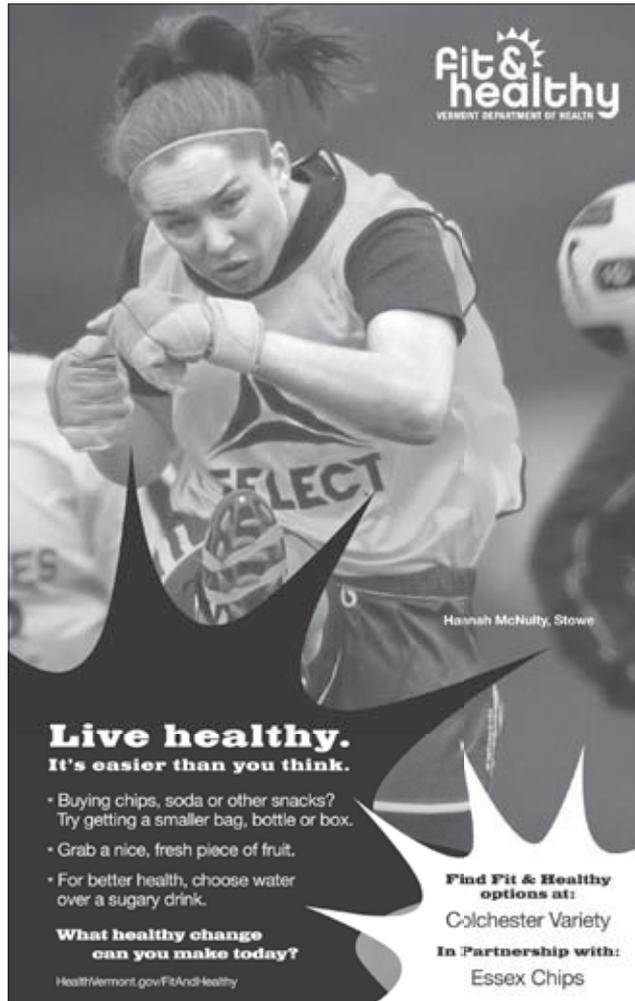
[**Name**]

[**Name of coalition**]

APPENDIX I. TEMPLATE PRINT AD



Horizontal Print Ad Size: 10.25" x 5"



Vertical Print Ad Size: 8" x 5"

Tobacco Facts and Figures

The facts speak for themselves: Tobacco ads do increase the number of underage smoker.

- The tobacco industry spends approximately \$27.4 million on marketing in Vermont each year (\$12.8 billion in the U.S.).
- Youth are three times as sensitive as adults to tobacco advertising.
- A May 2007 study found that retail cigarette advertising increased the likelihood that youth would begin smoking; cigarette promotions increased the likelihood that youth would move from experimentation to regular smoking. The study found that reducing or eliminating these retail marketing practices would significantly reduce youth smoking.
- Point-of-sale displays are the most dominant channel for advertising cigarettes, and adolescents are routinely exposed to these messages. Roughly 75% of tobacco marketing dollars are spent on retail outlets.
- One study from 2010 explored the relationship between exposure to retail cigarette advertising and smoking initiation among adolescents. After 12 months, 18% of the adolescents in the study had begun smoking, but the number rose to 29% among students who visited convenience, liquor, or small grocery stores at least twice per week. These stores had significant numbers of tobacco advertisements and promotions.
- Both Price Chopper and Hannaford supermarkets in New York have changed their cigarette display case fronts from clear to opaque so consumers do not see the packaging. Prices are displayed in black and white with no promotional material.
- In November 2010, the FDA revealed proposed new warning labels on cigarette packages. These labels provide graphic reminders of tobacco's dangers, depicting a diseased lung, a man smoking through a tracheostomy tube and a woman holding a baby in a smoke-filled room. These images are required under a recent law that gives the FDA power to regulate tobacco products for the first time. By October 2012, manufacturers will not be able to distribute cigarettes in the U.S. without the graphic health warnings.

Alcohol Facts and Figures

It's true, alcohol advertising and marketing have a significant impact on youth decisions to drink.

- Greater exposure to alcohol advertising contributes to an increase in drinking among underage customers.
- Among 3,000 middle school students in South Dakota, exposure to in-store beer displays in grade 7 predicted onset of drinking by grade 9.
- In Maine, 69% of adolescents surveyed said that alcohol advertising appeals to underage youth. Respondents remembered point-of-sale ads almost as much as they remembered television ads, 80% to 87%.
- Binge drinking in the past 30 days by college students is correlated with volume discounts, price specials and the total amount of alcohol advertising at retail outlets such as liquor stores, convenience stores and groceries near campuses. Training store clerks in best practice to prevent underage alcohol sales is also important.
- In the 2009 Youth Risk Behavior Survey, 5% of students in grades 8-12 who drank in the past 30 days reported that their usual source of alcohol was a store such as a convenience store, supermarket, gas station, or liquor store. Further, 30% reported that they gave someone money to buy alcohol for them. Over half of those who purchased alcohol, or had alcohol purchased for them, reported usually drinking beer, malt beverages or wine coolers in the past 30 days.
- Additionally, the 2008 Young Adult Survey of Vermonters ages 18-29 found that 30% of respondents thought it would be somewhat or very easy for persons ages 18-20 to purchase alcohol in stores, and 60% thought it was somewhat or very likely that an obviously intoxicated person would be sold alcohol at a convenience store in their community.
- Based on data collected by the Vermont Department of Liquor Control (DLC), alcohol sellers who have been trained by DLC educators face-to-face at a liquor control seminars are more successful in not selling to underage buyers than those sellers trained in-house or not at all.
- The more people who are trained by the DLC educators, the higher the compliance rate for alcohol purchases. Vermont Department of Liquor Control seminar training should be the preferred method for educating anyone selling alcohol in order to decrease the availability of age-restricted products to underage youth. See Chapter 7 for more information.

These facts and figures come from: Snyder LB, Milici FF, Slater M, Sun H, and Strizhakova Y, "Effects of alcohol advertising exposure on drinking among youth," *Archives of Pediatrics and Adolescent Medicine*. 2006; 160:18-24; Ellickson PL, Collins RL, Hambarsoomians K, and McCaffrey DR, "Does alcohol advertising promote adolescent drinking? Results from a longitudinal assessment," *Addiction*. 2005; 100:235-46. Maine Youth Empowerment and Policy Project 2007; Kuo M, Wechsler H, Greenberg P, Lee H. "The marketing of alcohol to college students: the role of low prices and special promotions," *American Journal of Preventive Medicine*. 2003;25(3):204-11.

Healthy Eating Facts and Figures

The more we promote healthy choices, the more people will make them.

- Unhealthy eating and physical inactivity are leading preventable causes of death in the United States.
 - Vermont spends an estimated \$183 million annually on obesity-related medical expenses.
 - The rapid rise in obesity in the U.S. can be attributed to an “obesogenic” environment—one in which healthy eating and daily physical activity have been engineered out of people’s lives.
 - According to the Institute of Medicine, food and beverage marketing practices geared to children and youth are out of balance with healthful diets and contribute to an environment that puts their health at risk.
 - The typical American diet is too high in saturated fat, calories and sugar and too low in fruits, vegetables and whole grains. Poor diet contributes to many chronic diseases, including heart disease, diabetes, stroke and some types of cancer.
 - According to the Food Marketing Institute, 68% of consumers believe their diet could be “somewhat healthier” or “a lot healthier.”
- The Food Marketing Institute also reported that shoppers who want to achieve a healthy diet are most likely to eat more fruits and vegetables.
 - In the 2010 Dietary Guidelines Alliance survey of parents, 67% said that managing higher-calorie food and beverage choices was important and that they were most interested in finding information about healthy eating in a place convenient for them—the grocery store. Survey authors suggest placing basic information there, along with a call to action to visit a website for more information. Messages that are short, to-the-point and action-oriented are more likely to be believed and absorbed.

