

**Vermont Healthy Retailer Initiative
FY15 Grantee Activities**

Applicants must choose a minimum of **two** activities to reduce youth's exposure to alcohol advertising or products **and** two activities to promote and/or increase inventory of healthy food in each store, in addition to signing the Retailer Agreement (the Retailer Agreement cannot be one of the two activities). Applicants may choose to implement the same activities for all stores they will be working with, or different activities for each store.

After conducting Store Audits to determine the amount of advertising and products in each store, Grantees will be expected to develop, in consultation with the State, specific measures for each "replace", "decrease", or "increase" activity chosen. It is expected these measures will vary by store depending on store size, current inventory, store layout, and ability of store owner to make the changes while determining a level of change that can have an impact on consumers.

Activities to reduce youth's exposure to alcohol advertising or products:

- Replace ___% (to be determined by Grantee once stores are selected and audited) of alcohol advertising with posters promoting positive messages and healthier options.
- Remove at least ___% (to be determined by Grantee once stores are selected and audited) of alcohol advertising that is in close proximity to items young people regularly purchase or is at a young person's eye level.
- Reduce by at least ___% (to be determined by Grantee once stores are selected and audited) of alcohol-branded promotional materials and giveaways, or signage that links alcohol with activities such as driving, snowmobiling and hunting.
- Reposition all alcoholic beverages so they are completely separate from juice, soda and other nonalcoholic beverages.
- If one is not already in place, create a written alcohol sales policy that establishes certain steps employees must follow for every transaction.
- In addition to two activities above, complete and sign the Retailer Agreement for Alcohol.*

Activities to promote and/or increase inventory of healthy food

- Replace at least ___% (to be determined by Grantee once stores are selected and audited) of unhealthy food advertising with posters promoting positive messages and healthier options.
- Increase inventory by ___% (to be determined by Grantee once stores are selected and audited) of canned or frozen fruits (canned fruit in juice rather than sweetened syrup).
- Increase inventory by ___% (to be determined by Grantee once stores are selected and audited) of canned or frozen vegetables (without sauces or added sugar)
- Display materials and signage that promote ___% (to be determined by Grantee once stores are selected and audited) of the healthy snacks and beverages sold.**

- Reserve at least __% (to be determined by Grantee once stores are selected and audited) of store or shelf space specifically for healthy foods.
- Increase inventory of fresh fruit by __% (to be determined by Grantee once stores are selected and audited)
- Increase inventory of fresh vegetables by __% (to be determined by Grantee once stores are selected and audited).
- Work with food distributors and retailers to identify and remove at least one barrier to small stores carrying healthy food, such as allowing retailers to purchase smaller quantities at a time.
- Work with local farmers, distributors and retailers to identify and remove at least one barrier to small stores carrying local food healthy food.
- In addition to two activities above, complete and sign the Retailer Agreement, for Healthy Eating.*

* FY13-14 Retailer Pledge Agreement (will be updated by the State prior to the start of for FY15): <http://healthvermont.gov/family/fit/documents/SCBIPledgeAgreement.pdf>

** Healthy foods and beverages are listed on the Store Audit, pages 2-3: <http://healthvermont.gov/family/fit/documents/SCBIStoreAudit.pdf>