

# CX3 Tier 2 - NF 2-5 Food Availability & Marketing Survey Protocol

## Specific Definitions and Instructions for Data Collectors

Please print clearly when filling out each of the survey questions. Questions 1-9 in section A. Store Information on the survey forms should be prepared before going out into the field for each survey in each neighborhood. For questions that have “1-yes” or “0-no” response options, be sure to circle **one** of the options to specify if the item/condition is present or not.

### A. STORE INFORMATION

#### 1) Store ID:

A unique ID for each store should be assigned as follows: your county’s name, the name of the neighborhood to be surveyed, two digits for each of the stores in the neighborhood. For example, San Mateo County is surveying 15 stores in three neighborhoods. Their codes would look like this:

Green Park Neighborhood Store Codes	East Boulevard Neighborhood Store Codes	Tower District Neighborhood Store Codes
San Mateo-Green Park-01	San Mateo-East Blvd-01	San Mateo-Tower Distr-01
San Mateo-Green Park-02	San Mateo-East Blvd-02	San Mateo-Tower Distr-02
San Mateo-Green Park-03	San Mateo-East Blvd-03	San Mateo-Tower Distr-03
Etc.	Etc.	Etc.

#### 2) Census Tract:

Fill in the **full** census tract number that store is located in obtained from the GIS (no abbreviations please).

#### 3) Name of Store:

Provide the **full** name of the store (no abbreviations please). Provide the **full** address – include street, city, and zip code

#### 4) Coder Name/ID:

Insert the name or assigned ID of the individual who is filling out the survey in the field in case there are any questions after the survey comes back from the field.

#### 5) Store Type:

Obtain from GIS or other store lists (circle one):

The store type should be selected prior to collecting data in the field from a computer database. When you actually visit the store, you may find that the store type is different from what has been originally recorded. ***If the store type is different from what was originally pre-recorded on the survey, please mark an "x" over the original number circled next to the type and circle the appropriate type based on the descriptions below.***

**Supermarket chain:** a large store that sells food and other items, including canned and frozen foods, fresh fruits and vegetables, and fresh (raw) and prepared meats, fish, and poultry. It is owned by a company that has many stores such as Safeway, Ralph’s or Lucky. (This type of store has twenty or more employees and at least 4 cash registers.)

**Large grocery store** (not part of a large chain): a large store that sells food and other items, including canned and frozen foods, fresh fruits and vegetables, and fresh (raw) and prepared meats, fish, and poultry. It may be part of a small regional chain of fewer than 5 stores or may be independent. (This type of store also has twenty or more employees and at least 4 cash registers.

**Small Market:** usually an independent store that sells food including canned and frozen foods, fresh fruits and vegetables, and fresh (raw) and prepared meats, fish, and poultry as well as convenience items and alcohol. This type of store has fewer than 20 employees and 3 or less cash registers.

**Convenience:** a store that sells convenience items only, including bread, milk, soda, snacks and may sell alcohol and gasoline. These stores do not sell fresh (raw) meat. These stores also are known as food marts.

**Other:** a store that does not fit into supermarket chain, large grocery store, small market or convenience, but is seen by the community as a general source of food products. Examples would include dollar stores or a drug stores.

**Do not survey these types of stores:**

Liquor Stores, bakeries, donut shops, cafes (e.g. Starbucks), meat or fish markets (predominantly selling fresh/raw meats), water distributors, or other specialty stores.

**6) Is store within a 1/2 mile of a school?**

From the GIS mapping process identify if the store is within a 1/2 mile of a school, record the name of the school and circle the code next to the type of school (elementary, middle, high, or continuation).

**7) WIC Vendor?**

Identify from the GIS if the store is a WIC (Women Infants and Children- a federally funded nutrition program providing food vouchers and nutrition education for pregnant and breastfeeding women and children up to age 5) vendor from the retail layer. If the store is not listed as a WIC vendor in the GIS, call the store to verify or ask while in the field. Circle "1" for yes or "0" for no on the survey to specify if the store is a vendor or not.

**8) Food stamp or SNAP (Supplemental Nutrition Assistance Program) Vendor?**

Identify from the retail layer on GIS if the store is a food stamp or SNAP (Supplemental Nutrition Assistance Program) vendor or accepts EBT (Electronic Benefits Transfer) cards. If the store is not listed as a food stamp vendor in the GIS, call the store to verify or ask while in the field. Circle "1" for yes or "0" for no on the survey to specify if the store is a vendor or not.

**9) Participate as a Network for a Healthy California retail store?**

Record if the store participates in the Network for a Healthy California Retail Program. A list of the stores participating in the program will be provided at the CX<sup>3</sup> training session or on the CX<sup>3</sup> website.

**10) Date of visit:**

Record the date of the actual visit when the store survey was completed.

## B. Exterior Marketing

Collect data on exterior marketing prior to entering the store. If a store employee or owner takes interest in the process, discuss the nature of the visit, use the store introduction and/or share the letter on health department letterhead that describes the purpose of the survey.

### 11) Is a school visible from the store?

From the front entrance of the location, look to see if a school is visible. Circle "1" for yes or "0" for no.

### 12) Record information about healthy and unhealthy advertising and products on all doors and windows of the storefront. Do not include ads on the sides of the building or on other parts of the property such as the roof, fences or parking lot.

Complete the table provided in the survey. Include only professionally-produced advertising that depicts brands, logos or other products. Count the number of ads for **healthy** products and record each in the appropriate box for the size of the ad. Use the grey space for tallies by using tick marks and record the final count in the white space. Repeat this procedure for the number of ads for **unhealthy** products.

- Count ads only on doors and windows on the storefront.
- The front is defined as the side of the building with the front door.
- If the front door is situated at the corner of the building, survey the side that is used for the address.
- If there is more than one entrance, choose the entrance that is used for the address.
- If the side that is used for the address is not accessible, use the side with the entrance closest to the main parking area.
- If it is difficult to decide between two entrances, pick either one.

#### How to estimate the size of ads:

##### a) Small ( ≤ 1 sheet of 8 ½ x 11” paper)

Small ads are defined as ***the same size or smaller than one sheet*** of regular 8 1/2 inch by 11 inch paper. If you hold up this sheet of paper in front of the ad and it fits inside the borders of the page, then count it as a small ad.

##### b) Medium ( > 1 but ≤10 sheets of paper)

Medium ads are defined as ***bigger than one sheet of paper, but smaller than ten sheets together*** of regular 8 1/2 inch by 11 inch paper. Based on a group of ten sheets of paper put together in any arrangement, decide if the ad would fit inside the sheets together. If the ad is bigger than one sheet, but would fit within the border of ten sheets together, then count it as a medium ad.

##### c) Large ( > 10 sheets of paper)

Large ads are defined as ***bigger than ten sheets*** of regular 8 1/2 inch by 11 inch paper. Based on a group of ten sheets of paper put together in any arrangement, decide if the ad would fit inside the sheets together. If the ad is bigger than the ten sheets together, then count it as a large ad.

Where possible, use your survey form to estimate the size of the sign. Circle the number of healthy ads counted for each size of ad and then circle the number of Unhealthy ads

counted for each size. Circle "0" if no ads are counted for the size and type of ad. Circle "1-2" if either one or two ads are counted for the size and type of ad. Circle "3-5" if there are three, four or five ads counted for the size and type of ad. Circle "6-9" if there are six, seven, eight, or nine ads counted for the size and type of ad. Circle "10+" if there are ten or more ads counted for the size and type of ad. ***Be sure to circle one of the choices in each white box space for size and types of ads. If there are no ads of that size or type, circle "0" for none.***

### **Examples of healthy and unhealthy products:**

**Healthy products** are fruits and vegetables, whole grains, beans, nuts and seeds, non-fat and low fat milk products, and lean meat, poultry, and fish. Healthy foods include minimal or no added fat, sugars, or sweeteners. Unsweetened black coffee is included.

**Unhealthy products** are high calorie, low nutrient *beverages* including alcohol beverages (e.g., beer, wine, malt beverages, etc.), soft drinks and other sweetened beverages including diet drinks (e.g., sports drinks, energy drinks and vitamin water), and high calorie, low nutrient *foods* including sweet desserts and highly sugared cereals, chips and other salty snacks, most solid fats, fried foods, and other foods with high amounts of sugar, fat and/or sodium.

Do not consider: Cigarettes or tobacco products.

### **Types of Ads to Count**

Here are examples of the types of ads you will be counting on doors and windows:

- Signs and posters with pre-printed advertising (usually produced by the manufacturer, but may have prices hand-written by the local merchant)
- Decals or stickers
- Pull/push and enter/exit signs on glass doors
- Lighted or neon signs
- Branded signs printed by companies that own several chain stores, such as 7-11, Safeway, or other chains
- Any other advertising item with a brand name or logo on it
- Partially obstructed signs if it is easy to detect the product. Classify the size by the whole ad, not just what is visible.

### **Store Exterior Conditions: Questions 13 - 23.**

For the following questions, the "front of store" or "storefront" means the side of store where the main entrance or front door is located. If it is difficult to decide which side is the main entrance, use the side with the main address. If the side with the main address is not accessible, use the side closest to the parking lot.

#### **13) Are there any produce bins on the sidewalk in front of the store?**

Circle "1" for yes or "0" for no in the right hand column based on if bins, boxes or containers of fresh fruits or vegetables are present on the sidewalk.

#### **14) Are other products displayed on the sidewalk in front for the store or inside the store next to the window so they are clearly visible from the outside?**

Circle "1" for yes or "0" for no in the right hand column based on if food or beverage products other than fresh fruits or vegetables are on the sidewalk in front of the store or "inside the store *next to the window*". Include products next to the window inside the store that are directly flush against the window and when there is no room to walk between the product and the window. Do not count products that are inside the store and visible from the outside of the store with an aisle wide enough for a person to walk through between the products and the window. If products are present on the sidewalk in front of the store or inside the store next to the window, record a check or an "x" next to the type of product that is present. If the product is neither soda or water, mark a check or an "x" next to "other" and record the type of product or products that are present. You can check more than one if there are more than one present in front of the store.

**15) Are there vending machines on the sidewalk in front of the store?**

Circle "1" for yes or "0" for no in the right hand column based on if there are any types of food or beverage vending machines are present in front of the store. If vending machines are present, record a check or an "x" next to the type of product that is present. If the product is neither soda or water, record and check or an "x" next to "other" and record what type of product or products are present. You can check more than one if there are more than one present in front of the store.

**16) Is there advertising (banners, posters, temporary signs, etc.) on the roof, walls or elsewhere on the property such as on fences, garbage cans or in the parking lot?**

Circle "1" for yes or "0" for no in the right hand column based on whether there are any ads on other parts of the building besides the windows or doors on the store front (roof, walls, windows on sides of building, etc.) or on other parts of the property such as fences, garbage cans, sign poles, gas pump islands, parking lots, etc. If ads are present, record a check or an "x" next to the type of product, e.g. healthy or unhealthy. Use the list of healthy and unhealthy products at the bottom of the front page on the survey to help decide which category to check. You can check more than one if both are present.

**17) Are there any images of healthy food (e.g. tomato, apple) and/or beverages (e.g. milk) painted on doors or windows of the storefront?**

Circle "1" for yes or "0" for no in the right hand column based on whether there are *painted* images for **healthy** foods or beverages on the storefront windows. Use the list of healthy and unhealthy products at the bottom of the page on the survey to help decide if it is a healthy food.

**18) Are there any images of unhealthy food (e.g. hamburger, hot dog) and/or beverages (e.g. soda, shake) painted on doors or windows of the storefront?**

Circle "1" for yes or "0" for no in the right hand column based on whether there are *painted* images for **un-healthy** foods or beverages on the storefront windows. Use the list of healthy and unhealthy products at the bottom of the page on the survey to help decide if it is an unhealthy food.

**19) Are there any painted murals of healthy foods and/or beverages anywhere on the building walls?**

Circle "1" for yes or "0" for no in the right hand column to record whether there are any murals of healthy products painted on *walls anywhere* on the building, not just on the storefront. Murals are large and may take up half or all of a building wall. The painting may

depict only one product, e.g., an apple or tomato, or a scene, e.g., a produce section/stand with many types of fruits and vegetables.

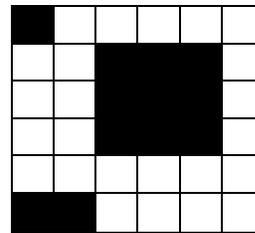
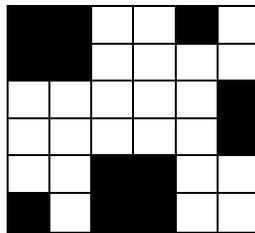
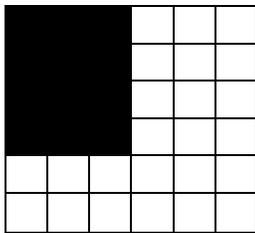
**20) Are there permanent bars/chains on the windows or doors? (do not include sliding or rolling chains or bars)**

Circle "1" for yes or "0" for no in the right hand column based on whether any windows and/or the door are covered with permanent bars. **Do not** include chains/bars that roll up or slide to the side during the day and then cover the doors and/or windows at night.

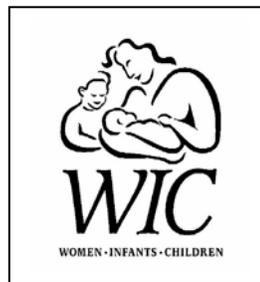
**21) If the store sells alcohol, is more than 1/3 of the total window area covered by any type of advertising?**

Circle "1" for yes or "0" for no in the right hand column based on if the *total* window area including all windows and window type doors on the building are is covered by *any* type of advertising (including products that are *not* foods or beverages). If the store does not sell alcohol (beer, wine, or liquor), circle "9" because this situation does not apply.

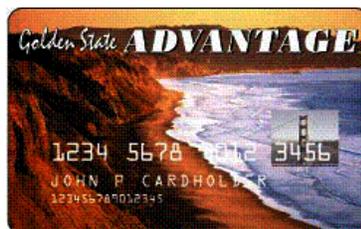
*For this question, only consider advertising on windows and doors. Do not consider product in front of windows or ads on building. Here are examples of 1/3 window coverage.*



**22) Is “We Accept WIC” signage displayed?** Circle "1" for yes or "0" for no in the right hand column based on whether there is any signage showing that WIC (Women, Infants, and Children program) is accepted at the store. Usually a poster with the WIC logo will be at the entrance to the store. See examples below of the new and old WIC logos.



**23) Is “We Accept Food Stamps/EBT” signage displayed?** Circle "1" for yes or "0" for no in the right hand column based on whether there is any signage showing that Food Stamps, SNAP (Supplemental Nutrition Assistance Program) or EBT (Electronic Benefits Transfer) is/are accepted at the store. Sometimes the store will create a sign or lettering that will be present at the entrance to the store.



← EBT Card may be displayed on the door or window

## C. STORE INTERIOR

### 24) Number of cash registers throughout the store (staffed and unstaffed, for grocery items only).

Record the number of registers that are at the check-out area and in any other area of the store. Include registers where store items can be purchased, for example pharmacy or deli areas might be included. Include registers that are self-scan check-out areas. **Do not** include registers for other businesses operated inside the store, such as a coffee shop or fast food outlet.

### 25) Marketing of foods and beverages next to the main check-out area

Circle "1" for yes if the item or ad is present or "0" for no if the item or ad is not present.

#### Presence of ads or promotions (fill in BOTH Columns):

Record if there are ads or promotions (such as display stands) for **both healthy and unhealthy** products. Use the guide for types of ads in number 12 of the protocol to help decide what to include. Record for each of the following locations:

- **Next to check-out** (attached or directly next to)
- **Below the main check-out level** (under the register and area where items are placed for purchase)
- **On the floor** (if standing in checkout isle or next to counter)
- **Hanging from the ceiling** (directly over register)

#### Presence of UNHEALTHY products next to a check-out counter:

Record if there are **unhealthy** products next to the main check-out counter. Include gumball/candy machines next to the exit doorway. Use the list of unhealthy products at the bottom of the page on the survey to help decide what to include for other products. Products to look for include:

- **Gumball or candy machine** (next to counter or exit doorway)
- **Candy** (hard or chewy candy, candy bars, gum, etc.) (next to or below counter/check-out)
- **Soda** (regular or diet) (next to or below counter/check-out)
- **Chips** (corn chips, potato chips, pork rinds, etc.) (next to or below counter/check-out)
- **Other** (ice cream, beef jerky, cookies, other sweetened drinks, energy drinks, etc.) (next to or below counter/check-out) Record what type of product is present.

#### Presence of HEALTHY products next to a check-out counter:

Record if there are **healthy** products next to the main check-out. Use the list of healthy products at the bottom of the page on the survey to help decide what to include for other products. Products to look for include:

- **Granola bars** (whole grain,  $\geq 2$  g fiber,  $\leq 1$  g saturated fat,  $\leq 14$  g sugar per serving) (next to or below counter/check-out)
- **Bagged nuts/seeds** (next to or below counter/check-out) Bagged items can include salt/sodium, but are not to exceed 480 mg of sodium per serving. Do not record "1-yes" if items are coated with honey or other sweetener. However, a note can be made if you are unsure.

- **Fresh fruit** (next to or below counter/check-out)
- **Bottled water** (next to or below counter/check-out)
- **Other** (trail mix without candy, dried fruit, 100% fruit juice, etc.) (next to or below counter/check-out) Record what type of product is present. If you are unsure if healthy, record nutrition facts including: serving size, calories, fat, sodium, fiber and sugar. Bagged items can include salt/sodium, but are not to exceed 480 mg of sodium per serving. Do not record “1- yes” if items coated with honey or other sweetener. However, a note can be made if you are unsure.

## D. PRODUCE SECTION

### 26) Is produce sold?

Record if fresh fruits or vegetables are sold anywhere in the store. If no produce is sold anywhere in the store, circle “0” for no and proceed to the next section, E. Other Healthy Foods or number 33.

### 27) Are there any health promotion items around the fruit and vegetable display?

Record whether there are health promotion items for fruits or vegetables near the produce (within 6 feet of the general area). If there are no promotions present, circle “0” for no and proceed to question number 29.

### 28) If there are health promotion items around the fruit and vegetable display, circle a number next to the types of health promotion items that are present (more than one can be circled).

Record which, if any, promotion items are present near (within 6 feet of the check-out, do not judge height distance for any promotions hanging from the ceiling or on the wall, use distance measure based on how far away in length). Promotions may include posters, brochures, recipes, nutrition information (eg. “Rich in Vitamin C”) or images of produce. Other types of promotions might include images of children eating fruit or painted/printed images of fruits or vegetables.

### 28a) Are there any items promoting locally grown produce?

Circle “1” for yes if a promotion or ad is present or “0” for no if the promotion or ad is not present. Promotions may be a banner, sign, shelf tag, or other hand-written or professionally made item. Promotions may feature a stand or display of local produce.

### 29) Circle the number that best describes overall availability of fruits and vegetables inside and outside the store.

Count the number of different types of fresh fruit that are available in the store. **Do not count each variety of fruit** (for example with apples; gala, fuji, red delicious) **as a different type**. If you get up to more than 7 types of fruit, stop counting. In the table, circle one choice in the row that matches the range for the number of different *types* of fresh fruits available in the store. For example, circle “4” if the store has a wide range of 7 or more types of fruit available. Circle “1” if none are available. Then count the number of different types of vegetables and circle one choice in the next row that matches the range for the number of different *types* of fresh vegetables available in the store. Be sure to include fruit and vegetables that are on the inside and outside of the store.

### 30) Circle the number that best describes the overall quality of the fresh fruit.

Take a look at the quality of the fruit available. Examine by looking for:

- **Wilting** (leaves or stems are limp)

- **Decay** (mold or blackening)
- **Shrivel** (skin has wrinkles)
- **Brown stems/dry stem cuts**
- **Color changes** (yellowing when item should be dark green)

If it is difficult to decide how to rate the overall quality of items, scan all the fruit and estimate the proportion that are good quality. If the estimate of good quality is more than half, but not all good, select “more good than poor”. If the estimate of good quality is less than half, select “more poor than good”. Be sure to circle “0” for none sold if there are not any available.

**31) Circle the number that best describes the overall quality of the fresh vegetables.**

Take a look at the quality of the vegetables available. Examine by looking for:

- **Wilting** (leaves or stems are limp)
- **Decay** (mold or blackening)
- **Shrivel** (skin has wrinkles)
- **Brown stems/dry stem cuts**
- **Color changes** (yellowing when item should be dark green)

If it is difficult to decide how to rate the overall quality of items, scan all the fruit and estimate the proportion that are good quality. If the estimate of good quality is more than half, but not all good, select “more good than poor”. If the estimate of good quality is less than half, select “more poor than good”. Be sure to circle “0” for none sold if there are not any available.

**32) Record if the fresh fruit or vegetable is available and the price if possible.**

If more than one variety of a fruit (e.g. gala or red delicious apples) or vegetable on the table is available, please record the lowest price option. Record the price if available (per pound is preferred). If the fruit or vegetable is available by the bag or bunch, record the price only if you can record a weight for the bag (marked on the bottom) or bunch. If a weight is not on the bag or bunch, weigh the item if a scale is present. Complete the table for each fruit or vegetable listed (see table below).

	Available? (circle one)	Price posted? (circle one)	Price per Pound (preferred if available)	Price per Piece	Price per Package/Bunch (only record if weight is available or can weigh)	If package/bunch, record <i>weight</i> <i>in pounds and/or</i> <i>ounces</i>
<b>Fruits</b>						
Apples	1 - Yes 0 - No	1 - Yes 0 - No			→	
Bananas	1 - Yes 0 - No	1 - Yes 0 - No			→	
Oranges	1 - Yes 0 - No	1 - Yes 0 - No			→	
<b>Vegetables</b>						
Carrots	1 - Yes 0 - No	1 - Yes 0 - No			→	
Tomatoes	1 - Yes 0 - No	1 - Yes 0 - No			→	
Broccoli	1 - Yes 0 - No	1 - Yes 0 - No			→	
Cabbage	1 - Yes 0 - No	1 - Yes 0 - No			→	

Record the lowest price available for selected fresh fruits and vegetables. **Price per pound is preferred when it is available.** The price may be displayed on a box or a label next to

the produce item. Some smaller stores will provide a per piece price (i.e. 69¢ per apple). It is fine to record price per piece if price per pound is **not** available. If neither price per pound or per piece is available, for instance when an item is bagged or by the bunch, you can record the bagged or bunch price, but only if you can find a weight on the package (usually on the bottom of the bag, i.e. baby carrots) or can weigh an average bunch. It is helpful if you can include the variety of a produce item (red delicious, gala, etc.), but optional.

## E. OTHER HEALTHY FOODS

### 33) Record if the following items are available in the store.

Circle "1" for yes or "0" for no in the right hand column based on whether the exact product listed in the food item list on the survey is available in the store. If you are unsure whether or not the item found in the store meets the criteria or type provided on the survey, write in the name and/or description of the product in the area next to the item on the list. Try to find items that match as closely as possible the products on the list.



Skim, Non-Fat Milk



1% or Low-Fat



2% or Reduced-Fat

For a few clarifications, see below:

#### ➤ Milk Types

- Circle "1" for yes if the milk is plain white, without flavoring for each type of milk. If the milk available is flavored, such as chocolate, strawberry or vanilla, and there is no plain, white milk available, circle "0" for no.
- **Skim milk is 0% milk fat** and is also known as **non-fat or fat-free**. Typically the cap on a plastic container of this type of milk is pink, but it could be a different color. Check the label for the percent milk fat or the type name.
- Milk that has **1% milk fat** is also known as **low-fat**. Typically the cap on a plastic container of this type of milk is light blue, but it could be a different color. Check the label for the percent milk fat or the type name.
- Milk that has **2% milk fat** is also known as **reduced-fat**. Typically the cap on a plastic container of this type of milk is a darker blue, but it could be a different color. Check the label for the percent milk fat or the type name.

#### ➤ High Fiber Cereal

- Circle "1" for yes if there is cereal that is high in fiber (3 or more grams of fiber per serving) and low in sugar (12 or less grams sugar per serving). Check the Nutrition Facts for the grams of fiber and sugar. Some common examples that qualify are below.



- If **whole wheat bread** is available, record the ounces printed on the bag. If more than one brand is available, select the lowest price option to record the ounces.
- For **dried or canned beans**, count any type of mature beans, peas, or lentils. Examples include black beans (turtle beans), black-eyed peas (cowpeas or cow beans), garbanzo beans (chickpeas), great northern beans, kidney beans, lima beans (butter beans), navy beans, pinto beans, soy beans, split peas, and lentils. Do not include soups.
- For **tuna**, the “light” variety is selected due to lower levels of mercury.

**34) Fill out the disposition on page 1**

Circle the code that matches how much of the survey was completed or the conditions showing why it was not complete in the box on the front page.

**Check for missing data!**

**Be sure all questions are complete BEFORE leaving the store.**

**Check that all entries are clear and easy to read.**

**Thanks!!!**