

Healthy Food Sold Here

Examples of Healthy Small Food Store Indicators

Use the list below as a starting point to choose indicators that align with your strategic goals for the project. Choose indicators that you can realistically measure. Discuss indicators and outcomes with your partners, and use the Data Collection Worksheet to make a plan for collecting data.

Indicator	Outcome Area	Previous Users	Source
Number of varieties from each healthy product category from the NC Healthy Food Retail Designation Criteria	healthy food access	Obesity, Diabetes, Heart Disease and Stroke Prevention (ODHDSP) Project	Correspondence with ODHDSP awardees, CDC
Number of stores meeting guidelines (guidelines measure availability of healthy food)	healthy food access	NC Community Transformation Grant (CTG) Project	Correspondence with CTG awardees
Shoppers' purchases; frequency of using corner store	healthy food access; health behavior; economic	Douglas County (Nebraska) CTG Project	Correspondence with CTG awardee (Melissa Tibbits; mtibbits@unmc.edu)
Procurement and sales of healthy foods	healthy food access; economic	Minneapolis CTG Project and Douglas County (Nebraska) CTG Project	Correspondence with CTG awardee (Melissa Tibbits; mtibbits@unmc.edu)
Sales of fresh produce to WIC participants	healthy food access; economic	Healthy Corner Store Initiative Produce Distribution System (Institute for Agriculture and Trade Policy – MN)	Center Training and Research Translation (Center TRT)
Number of jobs created/retained in economically distressed areas in PA (Note: this project was aimed at supermarkets not corner stores)	economic	Pennsylvania Fresh Food Financing Initiative (The Food Trust in partnership with The Reinvestment Fund and the Greater Philadelphia Urban Affairs Coalition)	Center TRT
Owners' knowledge about handling/marketing produce/healthy food	psycho-social	Baltimore Healthy Stores and Minneapolis CTG Project	Center TRT and correspondence with CTG awardee (Melissa Tibbits; mtibbits@unmc.edu)

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Shoppers' fruit and vegetable consumption	health behavior	Baltimore Healthy Stores and Massachusetts CTG Project	Center TRT and correspondence with CTG awardee (Bonnie Andrews; bonnie.andrews@state.ma.us)
Shoppers' knowledge of nutrition; intentions to change diet	psycho-social	Baltimore Healthy Stores	Center TRT
Shoppers' reasons for visiting store; whether they'd like to see more healthy items in store	healthy food access	MARC	Correspondence with CTG awardee (Donna Martin; dmartin@MARC.ORG)
Shoppers' awareness of healthful menu options at corner stores	psycho-social	Massachusetts CTG Project	Correspondence with CTG awardee (Bonnie Andrews; bonnie.andrews@state.ma.us)
Citizens' self-reported height and weight	health	Massachusetts CTG Project	Correspondence with CTG awardee (Bonnie Andrews; bonnie.andrews@state.ma.us)
*Store Return on Investment		Get Fresh! Initiative (Richmond, VA)	Correspondence with CDC Nutr-PA-Obesity Listserv (Abigail Johnson; abigail.johnson@vdh.virginia.gov)

*Store Return on Investment calculated by: $(((\text{quantity delivered} - \text{quantity bought back}) * \text{retail price}) - \text{new store investment}) * 100$

Source: Prepared by NC Community Transformation Grant (CTG) Project Staff, May 2014