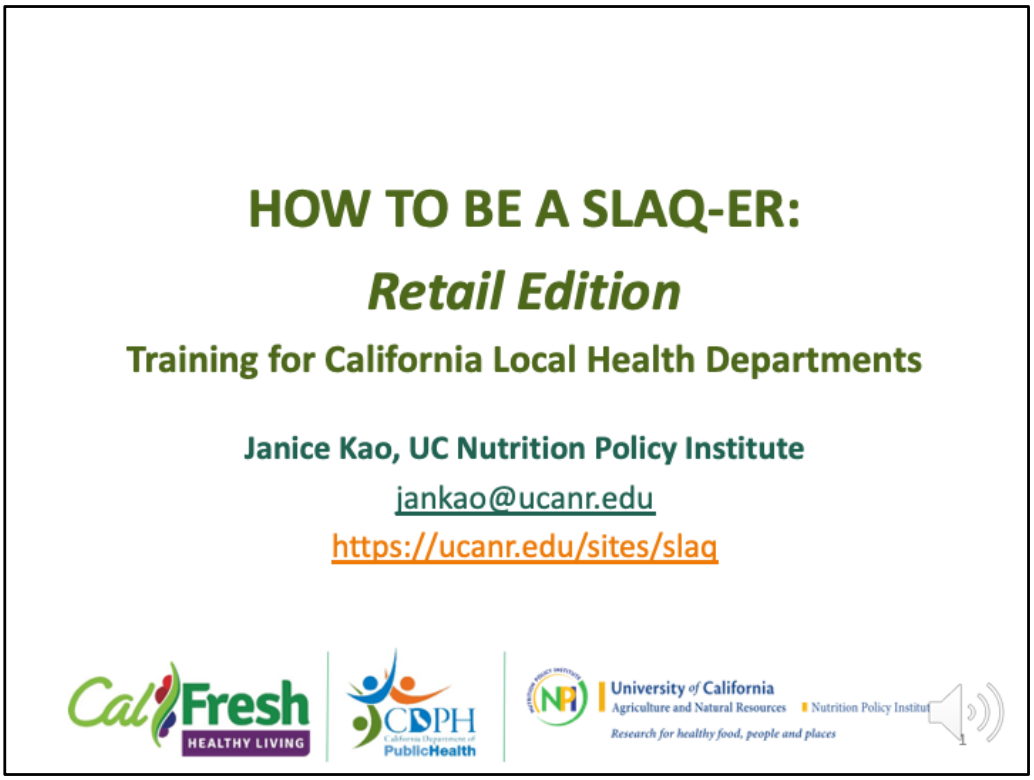
HOW TO BE A SLAQ-ER:
Retail Edition
Training for California Local Health Departments
Janice Kao, UC Nutrition Policy Institute
jankao@ucanr.edu
https://ucanr.edu/sites/slaq
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For this training, please also have the file called: “retail SLAQ small stores_QxQ” open – we’ll be going over that form later on in the presentation. It looks like the retail SLAQ but has track changed comments in the margin.

Objectives of Training

- Introduce the assessment tool
- Orient you to the data collection process
- Provide opportunity to answer questions
- Next steps

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What's a SLAQ?
• Site-Level Assessment Questionnaire
• Developed by NPI, in partnership with CDPH
– 3 "learn" settings, 1 retail
– reviewed by subject matter experts
– Currently piloting with LHDs
• Comprehensive assessment of policies and practices at each site
• For use in evaluation and planning
• Measure change over time
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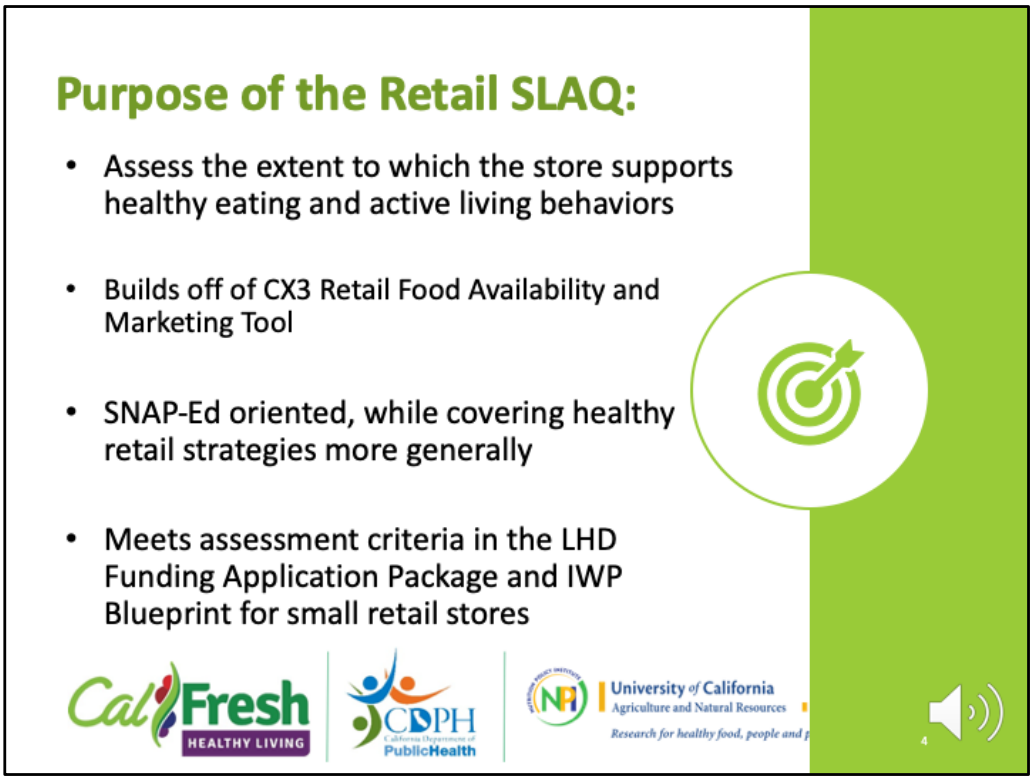
Purpose of the Retail SLAQ:
• Assess the extent to which the store supports healthy eating and active living behaviors
• Builds off of CX3 Retail Food Availability and Marketing Tool
• SNAP-Ed oriented, while covering healthy retail strategies more generally
• Meets assessment criteria in the LHD Funding Application Package and IWP Blueprint for small retail stores
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Like CX3, covers food availability and marketing

Includes more on unhealthy marketing, since that can be a strategy in itself (to focus on reducing unhealthy purchases)

Includes interview questions for non-observable practices

General Definitions

SLAQ
Small store
Point-of-decision
Marketing: The 4 Ps
Healthy vs. unhealthy
”Smart Snack” compliant

Section specific definitions will be covered later on

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Definitions

SLAQ = *site-level assessment questionnaire; Retail SLAQ is 1 of 5 developed by NPI; currently piloting and testing all SLAQs*

Small store = *a food retail store with 3 or fewer registers; aligns with USDA reporting categories*

e.g. convenience stores, liquor stores, 7-11, mini-marts, smaller, ethnic grocery stores/markets

Point-of-decision signage = *signs and labels placed right by a product, designed to influence a customer to select that product (also called point-of-purchase or point-of-sale signs)*

***Marketing**: includes the 4 Ps: product, placement, price, promotion*

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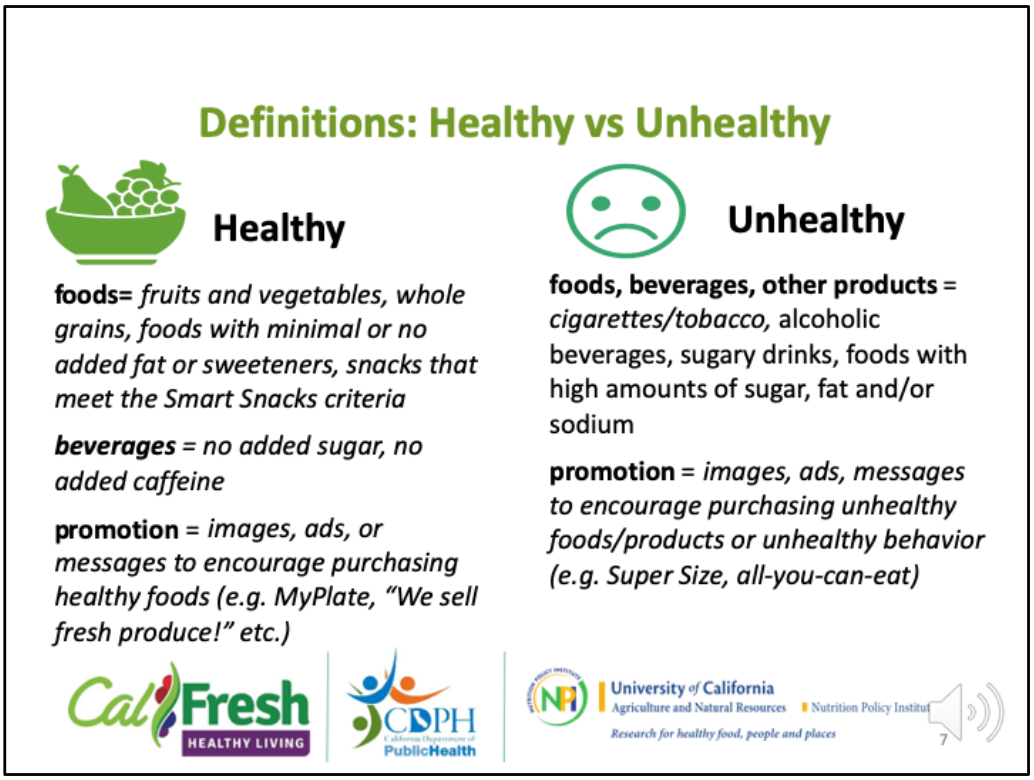
Definitions: Healthy vs Unhealthy
Healthy
foods= fruits and vegetables, whole grains, foods with minimal or no added fat or sweeteners, snacks that meet the Smart Snacks criteria
beverages = no added sugar, no added caffeine
promotion = images, ads, or messages to encourage purchasing healthy foods (e.g. MyPlate, "We sell fresh produce!" etc.)
Unhealthy
foods, beverages, other products = cigarettes/tobacco, alcoholic beverages, sugary drinks, foods with high amounts of sugar, fat and/or sodium
promotion = images, ads, messages to encourage purchasing unhealthy foods/products or unhealthy behavior (e.g. Super Size, all-you-can-eat)
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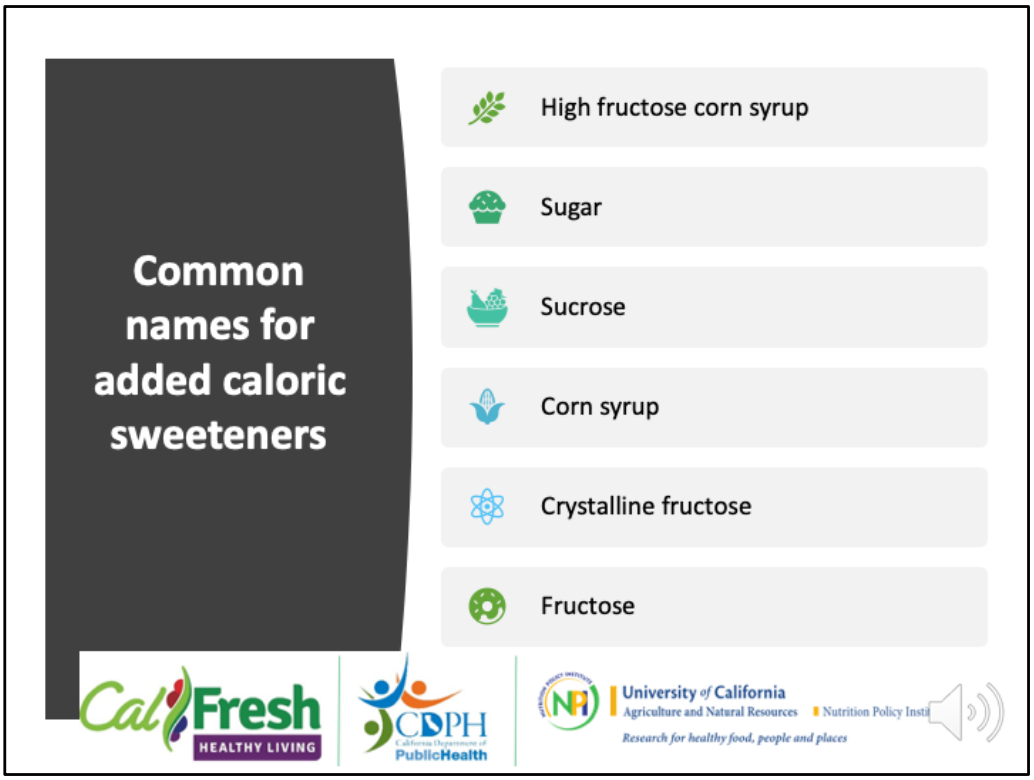
A lot of gray area – chat in the window for foods or beverages that are neither healthy or unhealthy based on this definition

e.g. crackers, pretzels, low-fat cookies, diet soda, water with added caffeine, flavored milk


Common names for added caloric sweeteners
High fructose corn syrup
Sugar
Sucrose
Corn syrup
Crystalline fructose
Fructose
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Any others?

Examples of caloric sweeteners in ingredient lists

Nutrition Facts
Serving Size 8 fl oz (240ml)
Servings Per Container 4

Amount Per Serving
Calories 50

	% Daily Value*
Total Fat 0g	0%
Sodium 110mg	5%
Potassium 30mg	1%
Total Carbohydrate 14g	5%
Sugars 14g	
Protein 0g	

Not a significant source of Calories From Fat, Saturated Fat, Cholesterol, Dietary Fiber, Vitamin A, Vitamin C, Calcium, Iron.

* Percent Daily Values are based on a 2,000 calorie diet.

NO FRUIT JUICE

INGREDIENTS: WATER, SUCROSE SYRUP, GLUCOSE-FRUCTOSE SYRUP, CITRIC ACID, NATURAL GRAPE FLAVOR WITH OTHER NATURAL FLAVORS, SALT, SODIUM CITRATE, MONOPOTASSIUM PHOSPHATE, RED 40, BLUE 1.

SHAKE WELL. REFRIGERATE AFTER OPENING.

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P.O. BOX 049003, CHICAGO, IL 60604-9003

QUALITY GUARANTEED: FOR QUESTIONS OR COMMENTS, CALL 1-800-88-GATOR (1-800-884-2867), MONDAY-FRIDAY, 8:30 a.m. TO 4:30 p.m. CENTRAL TIME. SAVE UPC AND CODE ON THE CAP OR BOTTLE NECK.

formula 50

grape

ingredients: vapor distilled/deionized water, crystalline fructose, natural flavor, citric acid, ascorbic acid (Vitamin C), vitamin E acetate, fruit and vegetable juice (color), magnesium lactate (electrolyte), calcium lactate (electrolyte), niacin (B3), monopotassium phosphate (electrolyte), pantothenic acid (B5), pyridoxine hydrochloride (B6), cyanocobalamin (B12), folic acid.

enjoy cold. drink better water.

the inside is natural, the outside is plastic.

ME 5¢ DEP • CA REDEMPTION VALUE

Nutrition Facts
Serving Size 8 fl oz (240 mL)
Servings Per Container 2.5

Amount Per Serving
Calories 50

	% Daily Values*
Total Fat 0g	0%
Sodium 0mg	0%
Total Carbohydrate 13g	4%
Sugar 13g	
Protein 0g	

	per serving	per bottle
Vitamin C	20%	50%
Vitamin E	20%	50%
Vitamin B3	20%	50%
Vitamin B6	20%	50%
Folic Acid	20%	50%
Vitamin B12	20%	50%
Vitamin B5	20%	50%

*Percent Daily Values are based on a 2,000 calorie diet.
contains less than 1% juice
not a significant source of calories from saturated fat, cholesterol, dietary fiber, vitamin A, calcium or iron

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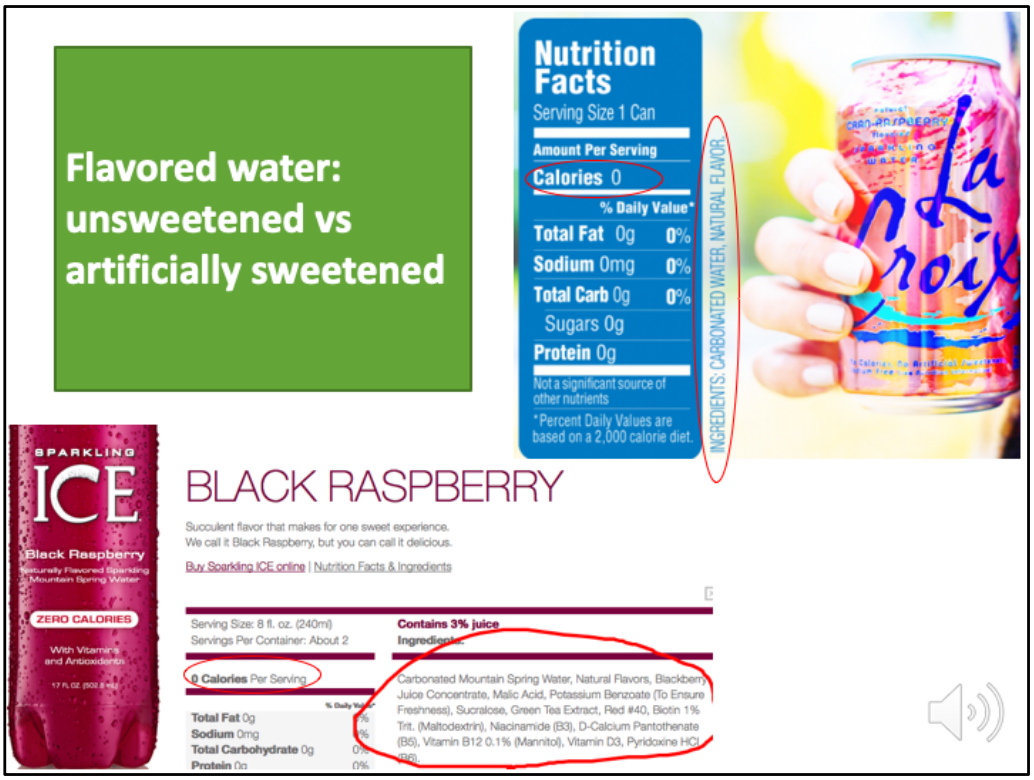
Flavored water: unsweetened vs artificially sweetened
Nutrition Facts
Serving Size 1 Can
Amount Per Serving
Calories 0
% Daily Value*
Total Fat 0g 0%
Sodium 0mg 0%
Total Carb 0g 0%
Sugars 0g
Protein 0g
Not a significant source of other nutrients
*Percent Daily Values are based on a 2,000 calorie diet.
INGREDIENTS: CARBONATED WATER, NATURAL FLAVOR
SPARKLING ICE
Black Raspberry
ZERO CALORIES
BLACK RASPBERRY
Succulent flavor that makes for one sweet experience.
We call it Black Raspberry, but you can call it delicious.
Buy Sparkling ICE online | Nutrition Facts & Ingredients
Serving Size: 8 fl. oz. (240ml)
Servings Per Container: About 2
0 Calories Per Serving
Total Fat 0g
Sodium 0mg
Total Carbohydrate 0g
Protein 0g
Contains 3% juice
Ingredients:
Carbonated Mountain Spring Water, Natural Flavors, Blackberry Juice Concentrate, Malic Acid, Potassium Benzoate (To Ensure Freshness), Sucralose, Green Tea Extract, Red #40, Biotin 1% Trit. (Maltodextrin), Niacinamide (B3), D-Calcium Pantothenate (B5), Vitamin B12 0.1% (Mannitol), Vitamin D3, Pyridoxine HCl (B6).

Look at the ingredients, not just the calories

Sparkling Ice includes sucralose


POP QUIZ!
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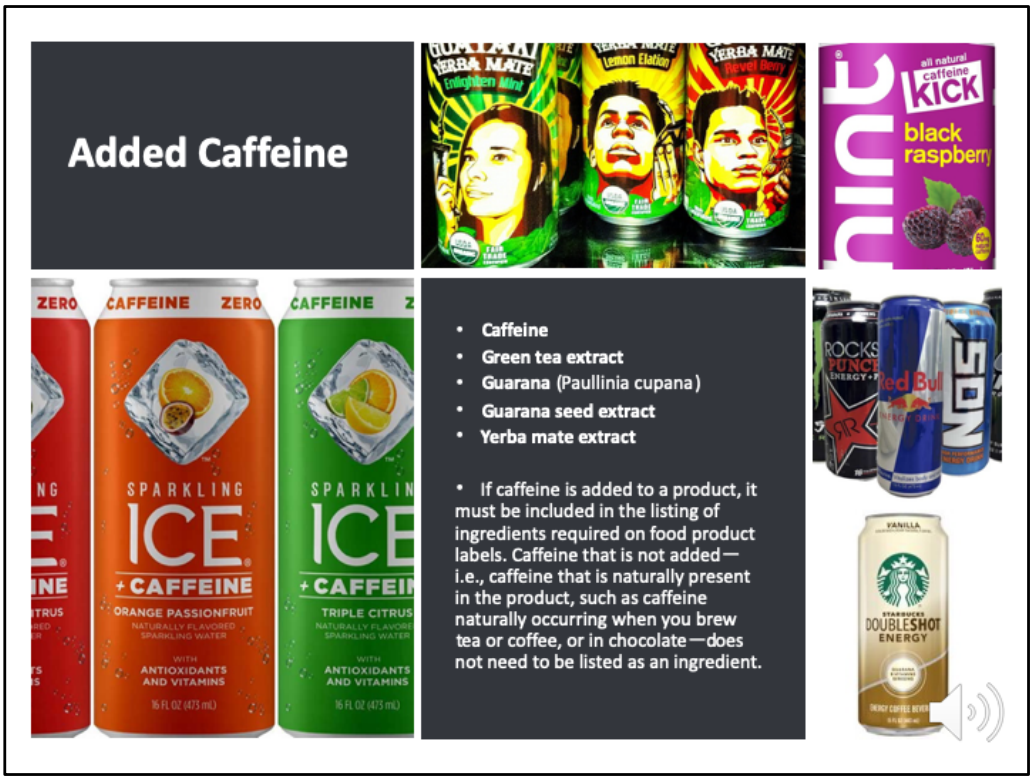
12
Which ones are counted as sugary drinks?
1
2
3
4
5
6
7
8
DASANI
Red Bull
ENERGY SHOT
La Croix
chocolate
Nesquik
chocolate
LOW FAT MILK
Capri-Sun
100% pure juice
vitaminwater
G2

Answer: 1,3,5,7,8


Added Caffeine
YERBA MATE
Enlighten Mint
Lemon Elation
Revel Berry
all natural
caffeine
KICK
black
raspberry
ZERO
CAFFEINE
ZERO
CAFFEINE
SPARKLING
ICE
+CAFFEINE
ORANGE PASSIONFRUIT
NATURALLY FLAVORED
SPARKLING WATER
WITH
ANTIOXIDANTS
AND VITAMINS
16 FL OZ (473 mL)
SPARKLIN
ICE
+CAFFEI
TRIPLE CITRUS
NATURALLY FLAVORE
SPARKLING WATER
WITH
ANTIOXIDANTS
AND VITAMINS
16 FL OZ (473 mL)
• Caffeine
• Green tea extract
• Guarana (Paullinia cupana)
• Guarana seed extract
• Yerba mate extract
• If caffeine is added to a product, it must be included in the listing of ingredients required on food product labels. Caffeine that is not added—i.e., caffeine that is naturally present in the product, such as caffeine naturally occurring when you brew tea or coffee, or in chocolate—does not need to be listed as an ingredient.
ROCKS
PUNCH
ENERGY
Red Bull
VANILLA
STARBUCKS
DOUBLESHOT
ENERGY

Starting to see this more in products that are otherwise unsweetened – extra caffeine added to unsweetened flavored sparkling water or iced tea – drinks that would count as healthy, if not for the added caffeine

Smart Snacks

USDA Smart Snack standards for K-12 schools

Two main rules:

- *"1st ingredient rule":* first ingredient must be whole grain, fruit, vegetable, dairy or protein
- *"35/10/35/200" rule - nutrient standards:*
  - Total fat is ≤35% kcals
  - Sat fat is ≤10% of kcals
  - Sugar is ≤35% by weight
  - Total kcals ≤ 200 per package
  - Sodium is ≤200 mg


Baked!
Lay's


NATURE VALLEY
crunchy
OATS & HONEY


Baked!
Cheetos


KID
Z
BAR


all natural
popchips
original
potato chips

Activity: Which are Smart Snack compliant?

Use AHG Smart Snack product calculator:
https://foodplanner.healthiergeneration.org/calculator/

Pringles Grab & Go Potato Crisps


Nutrition Facts
the ORIGINAL
SOUR CREAM & ONION
CHEDDAR CHEESE
Servings per container 12
Serving size 1 Can (37g/1.3 oz) (40g/1.4 oz) (40g/1.4 oz)
Calories 200 210 210
Total Fat 12g 15% 12g 15% 13g 17%
Saturated Fat 3.5g 18% 3.5g 18% 4g 20%
Trans Fat 0g 0g 0g
Cholesterol 0mg 0% 0mg 0% 0mg 0%
Sodium 200mg 9% 230mg 10% 260mg 11%
Total Carbohydrate 21g 8% 23g 8% 22g 8%
Dietary Fiber <1g 3% <1g 3% <1g 3%
Total Sugars 0g 1g 1g
Includes Added Sugars 0g 0% <1g 1% <1g 2%
Protein 2g 2g <1g
Vitamin D 0mcg 0% 0mcg 0% 0mcg 0%
Calcium 0mg 0% 10mg 0% 10mg 0%
Iron 0.2mg 0% 0.2mg 0% 0.2mg 0%
Potassium 150mg 2% 160mg 2% 180mg 2%
the ORIGINAL
SOUR CREAM & ONION Flavored
CHEDDAR CHEESE Naturally Flavored

KIND Healthy Grains Bar, Dark Chocolate Chunk, 1.2 oz

Nutrition Facts

Serving size 1 bar (35g)

Calories per serving 150

Amount/Serving	% Daily Value
Total Fat 5g	**6%**
Sat. Fat 1.5g	**8%**
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 2.5g	
Cholesterol 0mg	**0%**
Sodium 65mg	**3%**

Amount/Serving	% Daily Value
Total Carb. 23g	**8%**
Dietary Fiber 2g	**7%**
Total Sugars 8g	
Incl. 8g Added Sugars	**16%**
Sugar Alcohol 0g	
Protein 2g	

Vitamin D 0% • Calcium 2% • Iron 6% • Potassium 2%

All ingredients are gluten free and non-genetically engineered.

INGREDIENTS: Oats, cane sugar, semi-sweet chocolate (sugar, chocolate liquor, cocoa butter, soy lecithin, vanilla extract), canola oil, tapioca syrup, brown rice, millet, honey, coconut, buckwheat, amaranth, molasses, brown rice flour, oat flour, gum acacia, quinoa, sea salt, brown rice syrup, vanilla extract, Vitamin E (tocopherols to maintain freshness).

Allergen Information: Contains coconut and soy. Made in a facility that processes peanuts, tree nuts and sesame seeds.

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These were both taken from Costco's page of supposedly Smart Snack compliant products

More reliable websites:
https://foodplanner.healthiergeneration.org/products/
https://www.amazon.com/b/?&node=13951371011&suppress-ve=1&ref_=b2b_ahg_w

OVERVIEW OF RETAIL SLAQ


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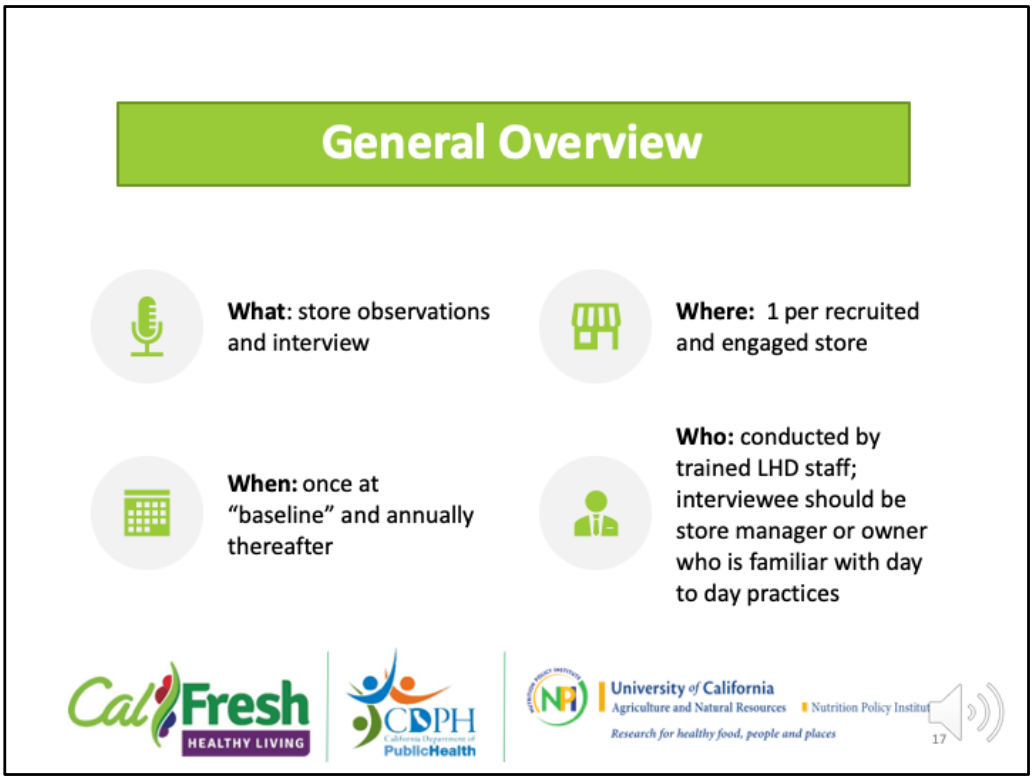
General Overview
What: store observations and interview
Where: 1 per recruited and engaged store
When: once at "baseline" and annually thereafter
Who: conducted by trained LHD staff; interviewee should be store manager or owner who is familiar with day to day practices
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Notes:
-where:

follow-up assessments should occur on same day of week in same time of year *(e.g., T1= Tues, June 4, 2019; T2= on a Tues in May or June 2020)*

How long will the Retail SLAQ take?

On average…

- **30 minutes for observation**
- **20 minutes for interview**

- Many items will not apply to any given store
- Time required will vary widely: smaller stores will usually take less time than larger ones; stores that have never had any healthy retail programming will also take less time

Observations will go faster if you are already familiar with store layout and inventory

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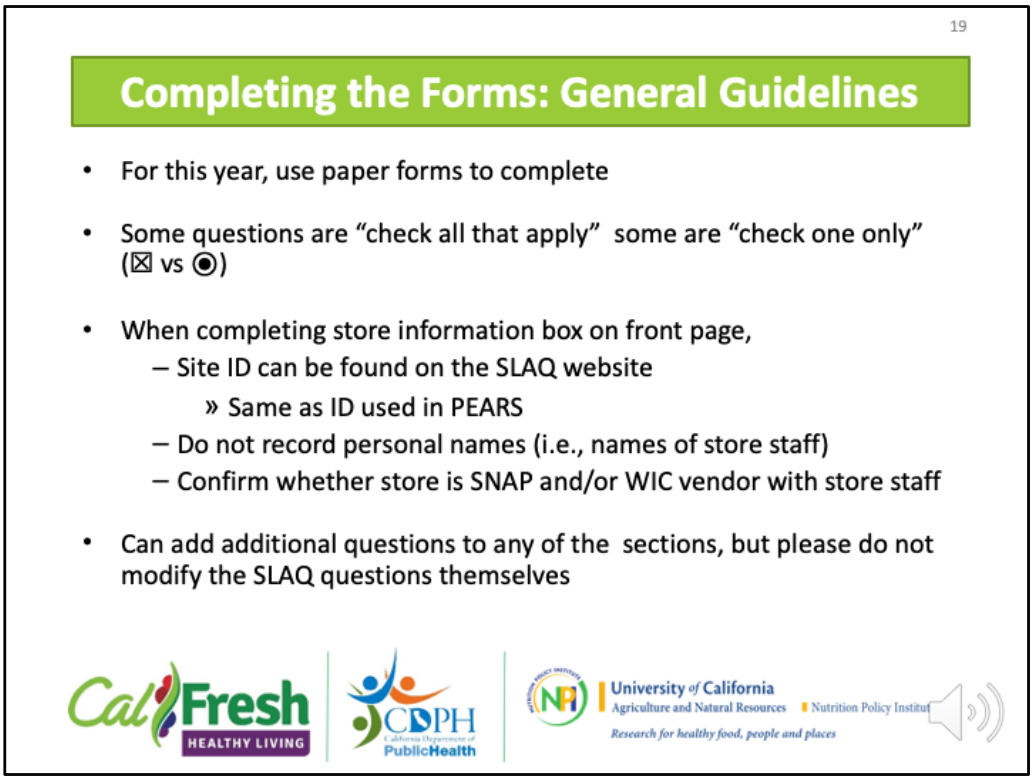
19
Completing the Forms: General Guidelines
For this year, use paper forms to complete
Some questions are "check all that apply" some are "check one only" (☒ vs ◉)
When completing store information box on front page,
– Site ID can be found on the SLAQ website
» Same as ID used in PEARS
– Do not record personal names (i.e., names of store staff)
– Confirm whether store is SNAP and/or WIC vendor with store staff
Can add additional questions to any of the sections, but please do not modify the SLAQ questions themselves
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Also tried to make sure there are options for "none" and "not applicable", but let us know if you found ones that we missed!

We will make sure to give all the registrants today access to LHD access part of website (link on bottom left of main page)

Observation Guidelines

- Observation sections (A-K) should be completed in the same day
- Only document what is actually offered/observed *that day*—not what is "usually" offered
- It is OK to ask about information which can not be observed or to verify the observed information
  - Example: it can be hard to tell which products prices are posted for or when prices aren't posted at all
- When asking clarification questions, take a neutral stance; do not lead with a specific answer
  - Example: Those slushies are full of sugar, aren't they?

  Instead, try: Do you know what ingredients were used to make these?

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Trouble choosing a response

- Some of the responses are subjective in nature or the situation you're observing doesn't quite match response options available
- If you are struggling to choose a response write in an explanation on the back of the page and take a picture
  - include the section letter and question number you are referring to, e.g. B-6
- Need to include enough information for you to recall and decide later or for us to make determination
- This will also help us figure out which questions need revision

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When to use write-in spaces


LOST
CONFUSED
UNSURE
UNCLEAR
PERPLEXED

- If you are unsure what category it goes into
- None of the categories listed seems appropriate
- Use space on back to describe in detail
  - Include section letter and question number
  - Full brand and product name
  - Take a picture (if applicable)

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QXQ REVIEW OF SLAQ
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Please pull out the annotated version of the retail SLAQ. This is the one that has “QxQ” at end of file name and looks like the SLAQ but with comments in the margins

Sections A-D: Location, location, location!

A. Store entrance **B. Checkout** **C. End-caps** **D. Free-standing Displays**	***Areas of the store with the most prominent placement opportunities; designed to move product and entice impulse buys***

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Aisle End-cap

Free-standing display

Sections E-F: The Rise of the Groceraunt

E. Access to Water and Drinks Sold in To-Go Cups **F. Ready-to-eat Meals**	***Does the store sell prepared foods and meals? Think take-out and to-go – the line between what's a store vs a café or restaurant is disappearing.*** ***Let's also look for access to free water!***

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Section G: Who Am I?

G. Overall retail identity

What does this store primarily sell? How would you describe it to someone who's never been inside? Not meant to be rocket science. No tape measure required.

Sections H-K: Pulling Back the Curtain

H. Fresh Fruit and Vegetables **B. Staple Foods** **C. Snack Foods** **D. Single-serving Beverages**	*It's time for the deep dive. What healthy foods and beverages are sold at this store? Does the marketing in each of these areas encourage healthy or unhealthy purchasing?*

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How these sections are organized

What healthy products are available?

How are healthy and unhealthy items displayed?

What kinds of point-of-decision marketing signage is present (healthy and unhealthy)?

Collect actual prices of reference items (healthy and unhealthy)


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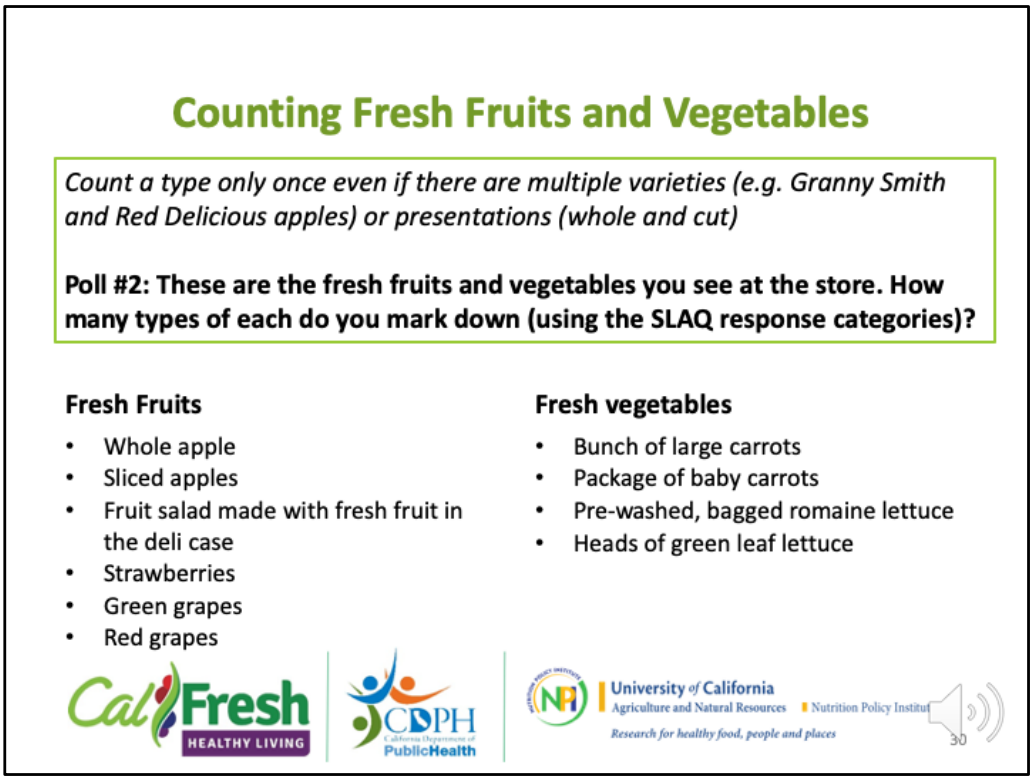
Counting Fresh Fruits and Vegetables
Count a type only once even if there are multiple varieties (e.g. Granny Smith and Red Delicious apples) or presentations (whole and cut)
Poll #2: These are the fresh fruits and vegetables you see at the store. How many types of each do you mark down (using the SLAQ response categories)?
Fresh Fruits
Whole apple
Sliced apples
Fruit salad made with fresh fruit in the deli case
Strawberries
Green grapes
Red grapes
Fresh vegetables
Bunch of large carrots
Package of baby carrots
Pre-washed, bagged romaine lettuce
Heads of green leaf lettuce
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Answer: 4 fruit, 2 veg

How do you know something is whole grain?

- Package labeling:
  - The package will say, for example, "whole wheat", not just "wheat" or "enriched wheat"
  - first listed ingredient is a whole grain
- Color of the product (brown rice, whole wheat pasta, whole wheat bread)
- Wheat berry, 7-grain, "wheat", rye are not whole grain, unless the word "whole" is in front
- Can assume corn tortillas and oats are whole grain

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Whole Wheat vs. Not Whole Wheat Product Examples


TRADER JOE'S
FAT FREE
MULTI-GRAIN BREAD
NO PRESERVATIVES • NO ARTIFICIAL FLAVORS
INGREDIENTS: ENRICHED FLOUR (WHEAT FLOUR, MALTED BARLEY FLOUR, NIACIN, IRON, THIAMINE MONONITRATE, RIB
FOLIC ACID), WATER, WHOLE WHEAT FLOUR, DARK BROWN SUGAR, PURIFIED BAKERS BRAN, EIGHT GRAIN MIX (STEEL CU
RYE MEAL, YELLOW POLENTA, ROLLED BARLEY, MILLET, RICE BRAN, WHEAT GERM, FLAXSEED, SUNFLOWER SEEDS,
WHEAT, ROLLED RYE), YEAST, MOLASSES, CRACKED WHEAT, DRY MALT, SALT, CARAMEL COLOR, DOUGH CONDITION
FLOUR, SUGAR, MALTED BARLEY FLOUR, ASCORBIC ACID (VITAMIN C)) AND ENZYMES FOR IMPROVED BAKING.
Made on shared equipment with soybean, peanuts, tree nuts, milk and eggs
Dist. & Sold Exclusively by: Trader Joes, Monrovia, CA 91016
Nutrition Facts
Total Fat 0g 0%
Saturated Fat 0g 0%
Trans Fat 0g
Cholesterol 0mg 0%
8%
Total Carbohydrate 30g 10%
Dietary Fiber 3g 12%
Sugars 8g
Protein 4g
ALVARADO ST.
BAKERY
SPROUTED
BURGER
BUNS
100% Whole Grain
MADE WITH
ORGANIC
SPROUTED WHEAT
INGREDIENTS
Sprouted Organic Whole
Wheat Berries, Organic
Whole Wheat Flour, Filtered
Water, Honey, Wheat Gluten,
Fresh Yeast, Sea Salt, Soy
Based Lecithin, Cultured
Wheat.

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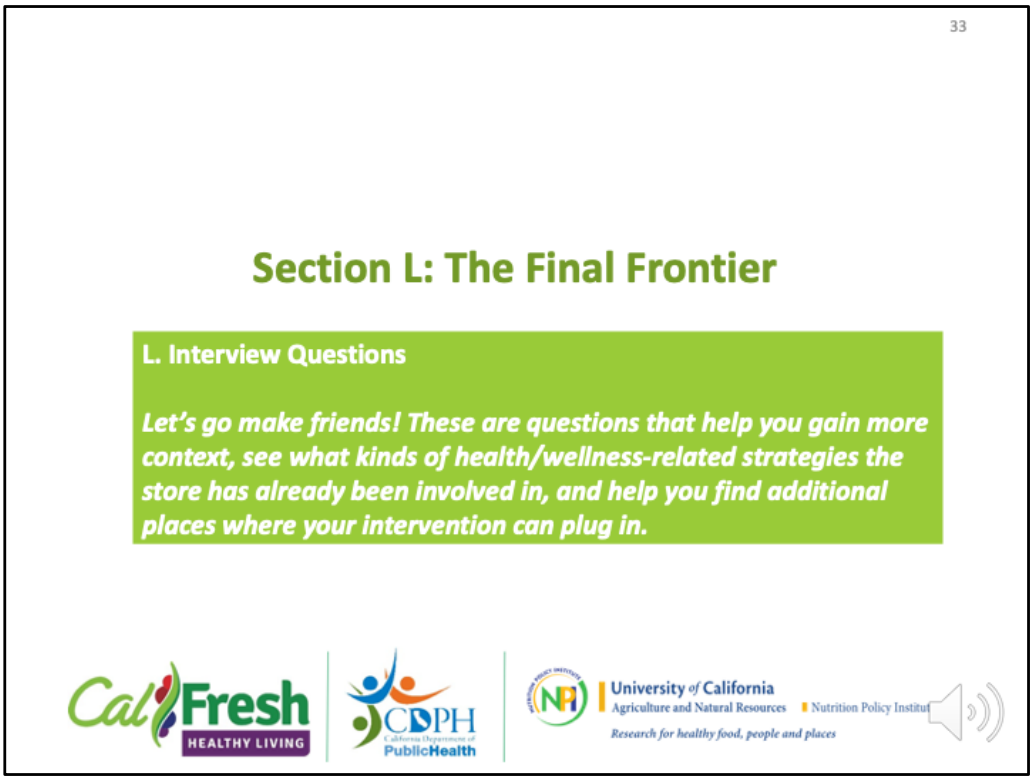
33
Section L: The Final Frontier
L. Interview Questions
Let's go make friends! These are questions that help you gain more context, see what kinds of health/wellness-related strategies the store has already been involved in, and help you find additional places where your intervention can plug in.
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Many of these are not observable and does not have to be completed on the same day as the other observations. Could also get these answered by store owner/manager during your recruitment/on-boarding process, if it's helpful for you to have these answered at an earlier stage

DATA COLLECTION PROCESS


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Preparation for Site Visit
1. Review the forms: be sure you understand everything and know what to look for
2. Explain assessment activities to store contact, get agreement
3. Walk through the store and get a sense of where things are, how checkout is organized, etc.
4. Find out when produce deliveries happen (if applicable)
5. Find out interview preferences of store manager/owner
6. Choose a date for your observations!
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Store observations should happen when store is fully stocked

Interview preferences:
Prefer to schedule in advance and conduct via phone or in-person?
Or do it in store, in between customers (could be same day as observations)

Day of observation:

Before you arrive:

Gather the following:

- ❑ 1-2 copies of data collection form, print single-sided
- ❑ Pens/pencils
- ❑ Clipboard
- ❑ A watch or device that tells time
- ❑ Camera/camera phone (with enough memory for photos!)

Once you arrive:

- ❑ Check in with store staff; let them know what you're doing and that you'll stay out of the way
- ❑ If interviewing on same day, check in with person you're interviewing to see if there are time constraints
- ❑ Look through your observation form; note any sections that don't apply
- ❑ Begin!

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When you're done
1
2
3
Review over your form to make sure you aren't missing anything
Thank the store staff; let them know you'll follow-up with next steps
• Make arrangements for the interview portion, if not already completed
Enter form data into link provided (coming soon!)
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NEXT STEPS


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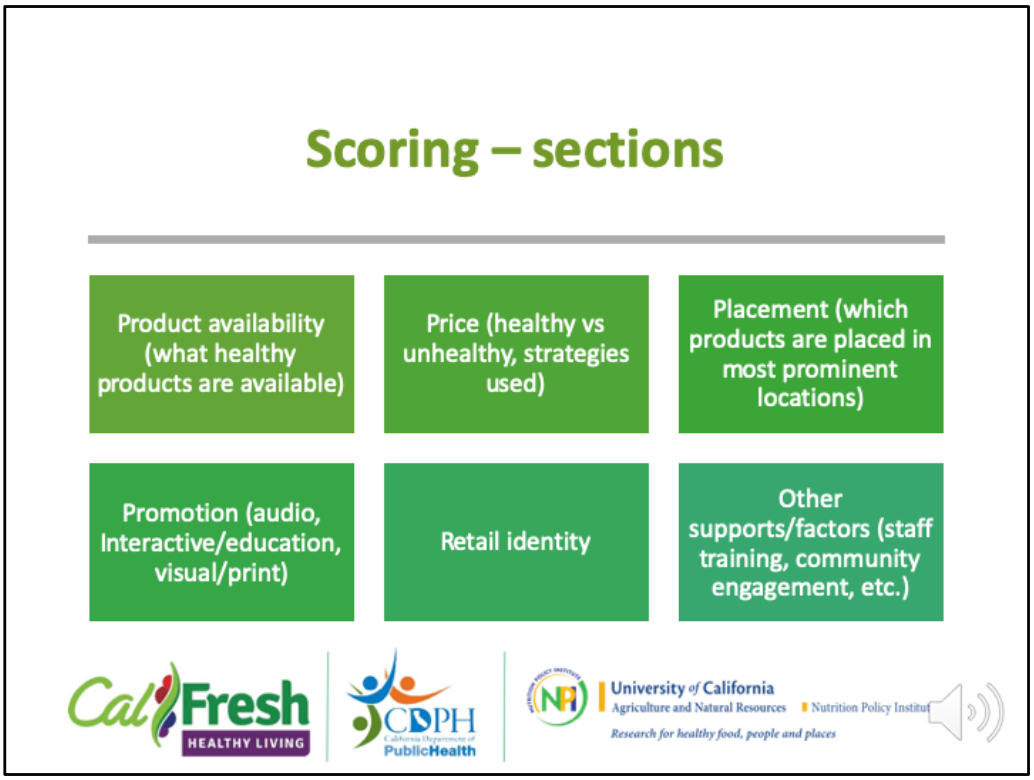
Coming soon from NPI
• Data Entry/SLAQ submission link
• Intervention tracking form
• Scoring
• Validity and reliability testing


Scoring – sections
Product availability (what healthy products are available)
Price (healthy vs unhealthy, strategies used)
Placement (which products are placed in most prominent locations)
Promotion (audio, Interactive/education, visual/print)
Retail identity
Other supports/factors (staff training, community engagement, etc.)
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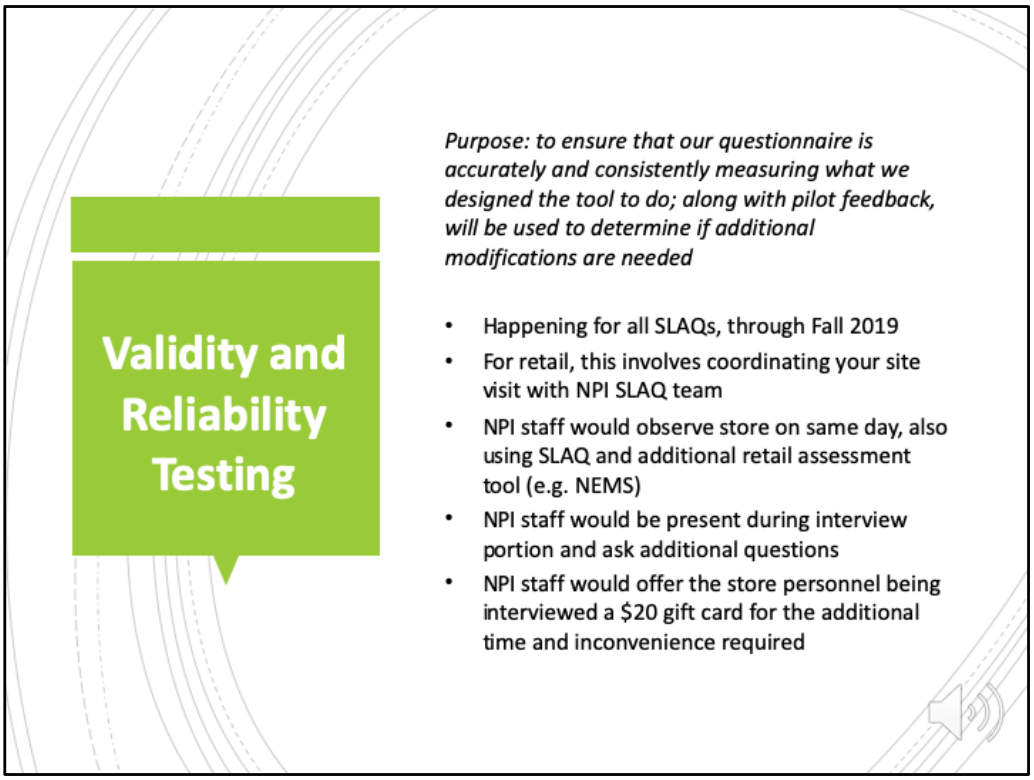
All of the questions on the retail SLAQ will organized into these sections, to create section by section and overall scores


Validity and Reliability Testing
Purpose: to ensure that our questionnaire is accurately and consistently measuring what we designed the tool to do; along with pilot feedback, will be used to determine if additional modifications are needed
Happening for all SLAQs, through Fall 2019
For retail, this involves coordinating your site visit with NPI SLAQ team
NPI staff would observe store on same day, also using SLAQ and additional retail assessment tool (e.g. NEMS)
NPI staff would be present during interview portion and ask additional questions
NPI staff would offer the store personnel being interviewed a $20 gift card for the additional time and inconvenience required

NPI would like to do this with all the SPAN grant sites – will send follow-up communications to get this piece figured out


Questions?
NPI SLAQ team: Janice, Carolyn, Christina, Amanda
SLAQ website: https://ucanr.edu/sites/slaq/
SLAQ help form: https://ucanr.co1.qualtrics.com/jfe/form/SV_ba5y7W7H7tbvqkJ
Retail lead: Janice Kao <jankao@ucanr.edu>
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THANK YOU!


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