

**Food Retail SLAQ: Results Summary**

**Site Name:**

**LHD:**

The Retail SLAQ questions are categorized into six main scoring sections and five sections that include questions not applicable to all stores.

* The six main areas that apply to all stores are: the “4 P’s” of marketing (product, pricing, placement and promotion), retail identity, and community engagement.
* Scores reflect how well the store encourages purchasing healthy foods and beverages or other healthy behaviors in each of the sections.

|  |  |  |  |
| --- | --- | --- | --- |
| **Scoring sections** | **Maximum points possible** | **Points**  **received** | **Percent of points possible** |
| Product | 57 |  |  |
| Pricing | 20 |  |  |
| Placement/Display | 29 |  |  |
| Promotion | 18 |  |  |
| Retail identity | 21 |  |  |
| Community Engagement | 7 |  |  |
| **Total** | **152** |  |  |
| *Sections not applicable to all stores:* | | | |
| Products in End-Caps | 10 |  |  |
| Products in Free-Standing Displays | 10 |  |  |
| Fountain/To-Go Drinks | 11 |  |  |
| Prepared Foods/Meals | 17 |  |  |
| Price Comparisons:   * Whole Grain vs White Bread * Soda vs Water | 4  3 |  |  |

Each section of this questionnaire has a different number of questions, so the maximum points possible varies by section. To compare one section to another, please use the "Percent of points possible" column. The total score only includes the 6 main sections that are applicable to all stores.  
  
To consider where to focus future efforts you can consider which sections, and which items within the sections, have the most room for improvement. See below for more detail about how scores are derived, including which SLAQ questions are used in each scoring section. Additionally, there are questions on the SLAQ that are not scored and are designed expressly for program planning. These are listed in the “planning-only” section at the end.

**Scoring Detail for Food Retail SLAQ:**

**NOT SCORED:** *These questions are used for planning and/or state-level evaluation and are not included in the score table above*

* G5,H4,I5 J5: Prices and sizes of specific product types
* N1: Past participation in healthy retail interventions
* N6: Students from nearby schools/programs shop here
* N7: Breastfeeding and lactation supports
* N9: What store staff have been trained on
* N10: Trade promotion practices
* N11: Food waste and recovery

*Note for table below: Questions similar to the CX3 Retail Food Availability and Marketing Tool are noted in right-hand column with CX3 Question # and maximum points possible. Cells left empty indicate no parallel CX3 scoring.*

| *SLAQ #* | *Question categories* | Points available | CX3 (Q#/max pts) |
| --- | --- | --- | --- |
| **Availability of Healthy Product** | | **57 total** |  |
| **C1** | **Clean, free, accessible water** | **Up to 4 (1 each)** |  |
| **G1** | **Fresh Fruits/Vegetables** | **Up to 20** |  |
|  | Fresh fruit: |  |  |
| G1a | How many types of fresh fruit? 0, 1-3, 4-6, 7-9, 10+ | Scale of 0 to 4 | Q37 / 12 pts |
| G1b | Cut, washed, ready to eat fruit available | 2 |  |
| G1c | Quality *(all/most are poor … to … all/most are good)* | Scale of 0 to 4 | Q38 / 8 pts |
|  | Fresh vegetables: |  |  |
| G1d | How many types of fresh veg? 0, 1-3, 4-6, 7-9, 10+ | Scale of 0 to 4 | Q37 / 12 pts |
| G1e | Cut, washed, ready to eat veg available? | 2 |  |
| G1f | Quality *(all/most are poor … to … all/most are good)* | Scale of 0 to 4 | Q39 / 8 pts |
| **H1** | **Staple Foods** | **Up to 23** |  |
|  | Types of staple foods available (1 or 1.5 points each) | Up to 17 | Q41 / 12 pts |
|  | Healthy versions of staple foods available (0.5 each) | Up to 6 |
| **I1** | **Healthy snacks** (types available) | **Up to 4 (1 each)** |  |
| **J1** | **Healthy drinks** (types available) | **Up to 6 (1 each)** |  |
| **Pricing to encourage healthy selection** | | 20 total |  |
| N4 | Healthy products are intentionally priced lower than unhealthy products | 4 |  |
| N3 | Cash-back bonus/incentive when using SNAP to buy fruits/veg | 4 |  |
| N5a-c | Regular sales, discounts, etc. for FV, other healthy food, healthy bev | Up to 3 (1 each) |  |
| N5d-f | No regular sales, discounts, etc. for unhealthy foods, drinks, alcohol | Up to 3 (1 each) |  |
| G3, H2, I4a, J4a | Sale pricing/specials were observed for FV, healthy staples, healthy snacks, healthy beverages | Up to 4 (1 each) |  |
| I4b,J4b | Sale pricing/specials were not observed for unhealthy snacks or drinks | Up to 2 (1 each) |  |
| **Placement & Display to encourage healthy selection** | | **29 total** |  |
|  | **Healthy items are displayed appealingly/attractively** | **Up to 9** |  |
| G2d | Produce refrigeration | 1 |  |
| L1h | Fresh meat counter | 1 |  |
| G2a-c, I2b | Attractive baskets/bins, not cardboard boxes, not on the floor | Up to 4 (1 each) |  |
| I2a, J2a | Healthy options in stock | Up to 1 (.5 each) |  |
| G4; H,I,J-3 | All/most prices are marked | Up to 2 (.5 each) |  |
| **I2c, J2b** | **Healthy options are placed at eye-level** | **Up to 2 (1 each)** |  |
| **B1** | **Healthfulness of products placed at store entrance** | **Up to 6** |  |
| B1a-c | Produce bins, water, other healthy food/drinks | Up to 3 (1 each) | Q16 / 1 pt |
| B1d-f | No sugary drinks, alcohol, other unhealthy food/drink | Up to 3 (1 each) | Q17,18 / 1 pt |
|  | **Healthy Checkout** | **Up to 12** |  |
| B3 | Is there a Healthy Checkout/Family Friendly checkout? Is it open? | 1 each | Q25a / 2 pts |
| B4 | *On average, does each of the checkouts have…* | *Up to 10* | Q25 / 4 pts |
| B4a-c | Any healthy products (1 pt); 1 pt each for FV, water, other | Up to 4 |
| B4d | 50% or more of space is healthy or non-food/bev | 1 |
| B4e-g | No unhealthy products (1 pt); no sugary drinks, alcohol, or other unhealthy (1 pt each) | Up to 4 |
| B4h | More than 25% of space is unhealthy (checked/unchecked) | 0/1 pt |

| *SLAQ #* | *Question categories* | Points available | CX3 (Q#/max pts) |
| --- | --- | --- | --- |
| **Promotion & Education to encourage healthy selection** | | **18 total** |  |
| N2 | Promote purchasing of healthy foods and beverages through on-going activities, such as live demos, store tours, taste tests, etc. | Up to 6 (1 each) |  |
| K2c, K3c | Point-of-decision signage to encourage healthy purchases/behavior; none that encourage unhealthy purchases/behavior | Up to 2 (1 each) | Q25(checkout)/4 pts  Q35,36 (produce)/1.5pt |
| K2b, K3b | Posters, banners, lawn signs, etc. to encourage healthy purchases/ behavior; none that encourage unhealthy purchases/behavior | Up to 2 (1 each) |
|  | **Signs by entrance:** | **Up to 5** |  |
| K1b | We accept CalFresh/EBT signage | 1 | Q22 / 1pt |
| K1a | We accept WIC signage | 1 | Q21 / 1pt |
| K1c | Healthy retail recognition | 1 | Q9 / 3pts |
| K2a | Promotion to encourage healthy purchasing/behavior | 1 | Q12-15,23 /  6.5pts |
| K3a | No promotion to encourage unhealthy purchasing/behavior | 1 |
| K2d,K3d | SNAP/EBT healthy cross-promotion; none with unhealthy cross-promo | Up to 2 (1 each) |
| K2e | Murals with healthy images | 1 |
| **Retail Identity** | | **21 total** |  |
| A8b | Does the store accept CalFresh? | 2 | Q8 / 4pts |
| A8a | Does this store accept WIC? | 2 | Q7 / 4pts |
| L1 | Appearance/facilities | Up to 9 (1 each) | Q19,27,31 / 3 pts |
| L2 | Proportion of retail space used to display alcohol (<25%, 25-50%, 51-75%, >75%) | Scale of 3 to 0 |  |
| L3 | Proportion of retail space used to display fresh FV (<25%, 25-50%, 51-75%, >75%) | Scale of 0 to 3 |  |
| L4 | The word “liquor” is not in the store name | 2 |  |
| **Community Engagement** | | **7 total** |  |
| N8 | Community support & customer relationships | Up to 7 (1 each) |  |

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| --- | --- | --- | --- |
| **NOT APPLICABLE TO ALL STORES: *(None of these are captured by CX3)*** | | | |
| *SLAQ #* | *Question categories* | | Points available |
| **On average, does each endcap or free-standing display have:** | | | **Up to 10** |
| B6a-c (endcaps)  B9a-c (FSDs) | | Any healthy products (1 pt)  1 pt each for FV, water, other | 1  Up to 3 |
| B6d (endcaps)/B9d (FSDs) | | 50% or more of space is healthy or non-food/bev (1 checked/0 if unchecked) | 1/0 |
| B6e-g (endcaps)  B9e-g (FSDs) | | No unhealthy products (1 pt)  1 pt each for not having sugary drinks, alcohol, or other unhealthy items | 1  Up to 3 |
| B6h (endcaps)/B9h (FSDs) | | More than 25% of space is unhealthy (0 pts if checked/ 1 pt if unchecked) | 0/1 |
| **Fountain/To-Go Drinks** | | | **11 total** |
| D2 | Drink options: water (1 pt), other unsweetened drinks (1 pt), no sugary drinks (1 pt) | | Up to 3 (1 each) |
| D3a | Cups are no bigger than 16oz | | 1 |
| D3b | No free refills | | 1 |
| D3c-d | Healthy options are promoted / Unhealthy options are NOT promoted | | Up to 2 (1 each) |
| D3e | Healthy options are same price or less expensive than unhealthy options | | 4 |
| **Ready-to-eat and Made-to-order meals** | | | **17 total** |
| E3a | There are healthy meal options (not including sides or beverages) | | 4 |
| E4a-c,e | There are healthy beverage options that come with a meal (water, milk, unsweetened drink), no sugary drink option that comes with the meal | | Up to 2 (.5 each) |
| E4g | The default beverage option is healthy | | 1 |
| E5a-d | There are healthy sides that come with a meal (FV, nuts/seeds, other healthy), no unhealthy side that comes with meal | | Up to 2 (.5 each) |
| E5f | The default side dish is healthy | | 1 |
| E2, E6a,b | Signs posted include nutrition info, promote healthy selection, no signs promote unhealthy | | Up to 3 (1 each) |
| E3b | Pricing of healthier option are: less expensive (4), same as others (2), more expensive (0) | | Scale of 4 to 0 |
| **Price Comparisons** | | |  |
| H4a,b | Loaf of whole grain bread is lower cost (0-2 pts) and larger (0-2 pts) than loaf of white bread | | Scale of 4 to 0 |
| J5a-c | Bottle of water is less expensive than 12 oz soda (0-2 points) and 20 oz soda (0-1 pt) | | Scale of 3 to 0 |