

Retail SLAQ Data Collection Protocol

Remember! Stores are recruited and ready to participate in your healthy retail program before SLAQ completion.

Scheduling SLAQ observations and interview

1. Talk to your main store contact

- Communicate with store contacts about annual assessment requirement
- If you use MOUs (Memorandum of Understanding) with your stores, add information about the SLAQ
- Explain that observations and interviews happen annually to help plan interventions and also to track progress over time
- *(If applicable)* Describe other surveys/interviews that you'll be doing as part of your local evaluation efforts (note that this is not included in talking points below)
- Ask when produce deliveries occur (if applicable), so that you can observe on a date when the store is well stocked
- Find out interview preferences of store manager/owner; make a plan for completing these

2. Interview considerations

- Which member of your team should conduct the interview?
- Does it need to occur in a language other than English?
- Is it best to conduct these in-person, in between the manager's/owner's duties, by phone, etc.?
- Look through the interview and decide with your team if there are questions you want to add or expand to help you with your planning
- Cross out any of the optional questions that you will not be asking

3. Choose a date for your observations and interviews!

Observation Date/Time: Observer Name:

Interview Date/Time: Interviewer: Location:

Talking points to introduce the SLAQ to stores:

- We're looking forward to working with you on the [PROJECT NAME]
- Before we start, our team needs to become more familiar with your store. We would like to look around to see what foods and drinks you sell, what some of them cost, and what kinds of signs are displayed.
- We would not talk to customers and would stay out of their way.
- We want to come on a day when you're well-stocked with produce and most groceries. What would be the best day for the walkthrough?
- We will also need to ask you some questions about the store that we can't observe. When would be a good time to do that?
- We will use all of this information to plan with you about healthy changes to make for the store
- Your information will also be shared anonymously to understand how Cal Fresh Healthy Living is working throughout the state
- Your name, employees' names, and the store name will not be publicly shared without permission

Preparing for observations

1. [Download](#) the latest SLAQ files
2. Review the SLAQ, and all materials, including definitions and explanations
3. Make sure you know how to categorize healthy vs unhealthy, what are end-caps vs free-standing displays, etc. Get all your questions answered!
4. Know what areas you'll need to observe and what kinds of products, placement, promotion, signage, etc. to look for as you go through the store
5. Bookmark the [online USDA-compliant Smart Snack calculator](#) so you can access it as needed
6. Decide how you will complete the SLAQ while you are in the store (See table below)
7. Print copies of materials you'll need
8. Gather information for store information section, and pre-fill where you can:
 - Store name and address, site ID, date of observations, etc.
 - Site ID can be found using our [PEARS Site Search Tool](#)

Have a question?
Send an email to
EvaluateSNAPEd@ucanr.edu

SLAQ completion options:	Pros	Cons	Additional Notes
On a mobile device, using the Survey123 web link <i>(select open in browser)</i>	<ul style="list-style-type: none"> • Don't have to download anything • Saves a data entry step 	<ul style="list-style-type: none"> • Need an internet connection • Can't save and come back, so must be ready to complete everything • Won't have your own back-up copy of responses • Harder to take notes 	Recommend bringing paper back-up Consider taking notes on separate paper
On a mobile device, using the ArcGIS Survey123 field app  <i>(Once app is downloaded, open the survey and select "open in app" – it will then be saved in your app and ready to use!)</i>	<ul style="list-style-type: none"> • Allows you to save as draft and go back to complete and submit • Saves a data entry step • Can be completed offline and then submitted later • App will store a copy of responses 	<ul style="list-style-type: none"> • Have to download an app • Harder to take notes • If different people are completing different sections, will need enter and submit on one device (no syncing between devices) 	May want to take notes on separate paper
On paper first and then enter and submit later	<ul style="list-style-type: none"> • Don't have to download anything • Don't need internet access to collect data • Can more easily jump back and forth between sections • Easier to take notes • Will always have a copy of your responses 	<ul style="list-style-type: none"> • Have to enter data later (into Survey123 web link or app) 	Recommend doing paper the first 1-2 times, before trying app or web-based options

Day of observations – at the store:



- 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 confirm they are still available; make alternate arrangements if they are not
- Confirm whether store is SNAP and/or WIC vendor with store staff
- Walk through the store and get a sense of where things are, how checkout is organized, etc.
- Take pictures and make notes of things that you and your team would like to work on
- Thank the store staff when you're done and let them know of your next steps
 - Consider leaving a thank you card or following up with one!

If completing on paper...

- Before you start, look through your observation form and cross out sections that don't apply to save time
- Before you leave, review over your form to make sure you aren't missing anything
- When both observations and interview are complete, enter your data into [Survey123](#), via your web browser or through the app

LHD Activity Checklists (LAC)

- LACs should be completed at the end of the fiscal year for each store the LHD is working with. (LACs do not need to be completed for work done at the organization (i.e., a grocery store association or supermarket headquarter) level, though it is encouraged.)
- In general, you only mark off items that are relevant to the areas you made progress on this year. It is not uncommon for many sections of the LAC to be blank.
 - o Enter your responses for LACs here: https://ucanr.edu/sites/slag/SLAQ_Questionnaires/
 - o You are welcome to complete on a separate copy before entering responses. This may be useful if more than 1 member of your team is needed to fill this out.
 - o LACs should only be completed by the LHD staff and subcontractors working on CFHL projects – you do not need to consult the store to complete the LAC
- If you have questions about when to complete the LAC, check the FAQ: https://ucanr.edu/sites/SLAQ/FAQ/LHD_Activity_Checklist/