



Food Retail Site-level Assessment Questionnaire

N. Store Manager/Owner Interview (can be completed separately)

- Interviews can occur on a different day from observations and can take place over several conversations, if that is what's best for the store owner/manager
- You do not need to ask anything you already know through prior interactions or observations
- Questions labeled as "*(optional)*" indicate questions we are not planning to use in state-level analysis
 - o They are included for potential usefulness for program-planning but you can choose to skip these if they will not be useful for your healthy retail program.
- Feel free to combine with or add your own locally-developed program planning questions

Here is a "script" that you can use and adapt for introducing the interview section:

Thank you so much for letting us look around your store and see what kinds of products and signs you already have. We also have a few questions for you that are about things you do for the store and for your customers to help them make healthy choices. We will use all of this information to plan with you about what kinds of healthy changes to make in your store. Just like with the observations, your answers, your name and your store's name will never be shared publicly without your permission.

1. a) Has this store made efforts towards offering healthy foods or beverages? Yes No

(b and c are optional)

b) If no, why not? *(Probe for whether they've tried it before and let them share failed attempts)*

c) *If yes, how? When? Who did you work with?*

2. Does the store encourage customers to purchase **healthy¹** foods and beverages through any of these on-going activities?
(Healthy retail team can answer these without asking if they already know)

a) Store tours: Yes (1) No (0)

b) Taste tests: Yes (1) No (0)

c) Food/recipe/other live demos: Yes (1) No (0)

d) Participation in health/wellness fairs: Yes (1) No (0)

e) Audio-only announcements through a PA system: Yes (1) No (0)

f) Audio/visual displays: Yes (1) No (0)

g) Other types of promotion (not signs or posters): Yes No, describe: _____

3. Is the store participating in ["Fresh Credits" / _____] or another program that gives cash-back bonuses for using CalFresh/SNAP to buy fruits and vegetables¹⁶? *(feel free to name a dollar-matching program used in your community)* Yes (4) No (0)

4. Does the store make the prices of **healthy**¹ foods/beverages lower (or price **unhealthy**² foods/beverages higher) to encourage more **healthy**¹ purchases? Yes (4) No (0)

If yes, which food/beverages? _____

5. Does the store have regular sales, discounts, coupons, deals, or other price reductions for...

a) Fruits and vegetables: Yes (1) No (0)

b) Other **healthy**¹ foods: Yes (1) No (0)

c) **Healthy**¹ beverages (e.g. water, 100% juice, and other unsweetened drinks): Yes (1) No (0)

d) **Unhealthy**² foods (e.g., chips, candy, cookies, etc.): Yes (0) No (1)

e) Sugary drinks (e.g., soda, energy drinks, etc.): Yes (0) No (1)

f) Alcohol: Yes (0) No (1)

g) Other: _____

6. (optional) Do students or kids often come in to buy foods/beverages here? Yes No

7. (optional, except for SPAN sites) Is there a space for breastfeeding and/or pumping breast milk that is not a restroom?

Yes, for employees only (1) Yes, for customers only (1) Yes, for both employees and customers (2) No (0)

8. [Community engagement¹⁷] How do you build relationships with your customers and the community: (1 point each)

a) Are there any community bulletin boards or space to post flyers for community events/gatherings? Yes No

b) Do you allow customers to pay for items later (i.e., an informal credit system, customer "tab", etc.)? Yes No

c) Do you or other cashiers/store staff know customers by name? Yes No

d) Do you or other staff recommend products to customers, or encourage them to try certain products (not as part of taste tests or other marketing activity): Yes No

e) Do you or other store staff ask customers for recommendations or let them make suggestions on what products to carry in the store? Yes No

f) Are there store-sponsored community events or fundraisers? Yes No

g) Other ways/examples of how the store engages the community? Yes No, describe _____

9. (optional, ask about the ones most relevant for your healthy retail program)

Have you or other store staff received training or would be interested in learning more about ...

- How to display and where to place **healthy**¹ foods and beverages
- How to promote **healthy**¹ foods and beverages using signs and labels
- How to promote **healthy**¹ foods/beverages using price-related strategies
- Stocking **healthy**¹ items
- Food handling and safety
- Produce handling
- Customer relations
- Other: _____

10. (optional) [Trade promotion practices¹⁸].

How do vendors and suppliers influence where their products are placed and how they are promoted?

Do certain companies stock your shelves on a regular basis?

11. (optional) [Food waste and recovery¹⁹]

We have a few questions about what happens to the excess food you are unable to sell. This information will also help us plan with you what kinds of changes to the store we can make in this next year.

a) What do you do with extra food or beverages that you are unable to sell? (check all that apply)

- throw it in the trash
- compost it
- donate it to a charitable agency or community organization
- give it to customers that I know struggle to have enough food
- leave it on the street for someone to eat
- other: _____

b) What types of food do you find are most likely to go to waste?

- | | |
|-----------------------------------------------------|------------------------------------------|
| <input type="checkbox"/> fresh fruits | <input type="checkbox"/> frozen desserts |
| <input type="checkbox"/> fresh vegetables | <input type="checkbox"/> chips |
| <input type="checkbox"/> meats | <input type="checkbox"/> candy |
| <input type="checkbox"/> dairy (milk, cheese) | <input type="checkbox"/> prepared foods |
| <input type="checkbox"/> breads, cereals, tortillas | <input type="checkbox"/> other: _____ |

c) If you had to guess, about how much money do you think you lose in food that goes to waste?

\$_____ each day/ week/ month (choose and circle one) don't know didn't want to answer

COVID-19 Impacts & General Comments:

1) What kinds of changes has the store made due to the COVID-19 pandemic?

No significant change due to Covid (the store has been able to maintain activities or has made changes unrelated to Covid)

The following has changed:

The store has had to stop or discontinue certain activities -- please describe:

The store is now working on new activities that they wouldn't have previously – please describe:

Other? Describe:

2) Any other comments about the store, clarifications, additional detail, etc.?



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		
<i>Sections not applicable to all stores:</i>			
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	4		
- Soda vs Water	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 (<i>all/most are poor ... to ... all/most are good</i>)	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 (<i>all/most are poor ... to ... all/most are good</i>)	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	<i>On average, does each of the checkouts have...</i>	<i>Up to 10</i>	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)	

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)	Any healthy products (1 pt)	1
B9a-c (FSDs)	1 pt each for FV, water, other	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)	No unhealthy products (1 pt)	1
B9e-g (FSDs)	1 pt each for not having sugary drinks, alcohol, or other unhealthy items	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