



**Appendix: Examples of Evaluation Questions, Indicators, and Data Sources for Healthier Food Retail Strategies**

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All Retail Environments			
Example Evaluation Questions	Evaluation Type <sup>†††</sup>	Potential Indicators	Potential Data Sources
<b>Was the action plan implemented as intended?</b>	▶ Process	<ul style="list-style-type: none"> <li>▶ Stakeholders engaged for planning and implementation</li> <li>▶ Assessment, planning, and programmatic activities completed</li> <li>▶ Level of community support, such as organizations involved or champions engaged</li> <li>▶ Level of resources or funding available to implement action plan</li> <li>▶ Educational or marketing materials developed or distributed related to the strategy or initiative</li> </ul>	<ul style="list-style-type: none"> <li>▶ Surveys/interviews with stakeholders</li> <li>▶ Activity records or progress notes</li> <li>▶ Meeting minutes or other documentation from community meetings or events</li> <li>▶ Monitoring and tracking records for distribution of program materials</li> <li>▶ Media tracking or clipping service</li> </ul>
<b>Was there sufficient support (community, financial, industry) for the strategy or initiative?</b>	▶ Process	<ul style="list-style-type: none"> <li>▶ Community support obtained for activities, assessed by community input on knowledge of and attitudes about the activities</li> <li>▶ Funding received or provided for activities</li> <li>▶ Business sector/retailer support obtained for activities, such as participation in planning sessions</li> </ul>	<ul style="list-style-type: none"> <li>▶ Key informant interviews with community leaders</li> <li>▶ Funding agency application records</li> <li>▶ Meeting minutes or other documentation from community meetings or industry events</li> </ul>
<b>What barriers and facilitators were experienced in the planning and implementation of the initiative?</b>	▶ Process	<ul style="list-style-type: none"> <li>▶ Barriers, such as:                             <ul style="list-style-type: none"> <li>» State or city regulations</li> <li>» Community and food retailer perceptions</li> <li>» Zoning issues</li> </ul> </li> <li>▶ Facilitators, such as:                             <ul style="list-style-type: none"> <li>» Community support</li> <li>» Programmatic guidelines</li> <li>» Adequate distribution systems and sourcing of healthier foods</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▶ Activity records or progress notes from council meetings or public sessions</li> <li>▶ Meeting minutes or other documentation from planning boards or community meetings</li> <li>▶ Legislative and regulatory archives</li> <li>▶ Market surveys or reports from food retailers</li> <li>▶ Surveys/interviews with retailers, distributors, producers, or customers</li> </ul>
<b>How were barriers reduced and facilitators maintained or increased?</b>	▶ Process	<ul style="list-style-type: none"> <li>▶ Evidence of reduction in barriers, such as:                             <ul style="list-style-type: none"> <li>» Decrease in regulatory barriers</li> <li>» Change in perceptions of market potential</li> <li>» Development of adequate infrastructure</li> </ul> </li> <li>▶ Evidence of maintenance or increased facilitators, such as:                             <ul style="list-style-type: none"> <li>» Funding or financial incentives or support for initiative</li> <li>» Creation of distribution hubs or other centralized systems</li> <li>» Modified distribution systems</li> <li>» Access to transportation to and from retail environment</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▶ Activity records or progress notes from council meetings or public sessions</li> <li>▶ Legislative and regulatory archives or databases</li> <li>▶ Market surveys or reports from industry</li> <li>▶ Administrative data from financial institutions or distributors</li> <li>▶ Surveys/interviews with retailers, distributors, producers, or customers of the retail environment</li> <li>▶ Meeting minutes or other documentation from planning boards or community meetings</li> </ul>

<sup>†††</sup>The evaluation type in this column represents a common categorization for the questions presented. However, some of the evaluation questions may be either process or outcome depending on the program's specific selected strategies and goals.

Example Evaluation Questions	Evaluation Type <sup>†††</sup>	Potential Indicators	Potential Data Sources
<b>Did retailers have access to healthier food options from distributors?</b>	<ul style="list-style-type: none"> <li>▶ Process</li> <li>▶ Outcome</li> </ul>	<ul style="list-style-type: none"> <li>▶ Retailers with access to distributor with healthier products</li> <li>▶ Number of distributors with healthier food options that sell to stores in the targeted area</li> <li>▶ Pilot programs to modify existing distribution systems</li> </ul>	<ul style="list-style-type: none"> <li>▶ Retailers survey</li> <li>▶ Archival distribution data from purchase logs or delivery records</li> </ul>
<b>Did the accessibility (availability, quality, and affordability) of healthier food increase at retail locations in target areas?</b>	<ul style="list-style-type: none"> <li>▶ Outcome</li> </ul>	<ul style="list-style-type: none"> <li>▶ Healthier food options available in retail environments</li> <li>▶ Linear shelf space dedicated to healthier foods and beverages</li> <li>▶ Comparable pricing of healthier options to less healthy options</li> <li>▶ Nutrition assistance benefit program availability</li> </ul>	<ul style="list-style-type: none"> <li>▶ Purchasing and stocking data</li> <li>▶ Retailer surveys</li> <li>▶ In-store or retailer observations</li> <li>▶ Market data on standard pricing of healthier foods and beverages</li> </ul>
<b>Was there a change in marketing practices for food in target areas?</b>	<ul style="list-style-type: none"> <li>▶ Process</li> <li>▶ Outcome</li> </ul>	<ul style="list-style-type: none"> <li>▶ Evidence of community marketing of healthier vs. less healthy food items, such as:               <ul style="list-style-type: none"> <li>» Storefront advertising</li> <li>» Shelf labeling and other food signage</li> <li>» Prominent placement of healthier items</li> </ul> </li> <li>▶ In-store events and promotions for healthier vs. less healthy food items</li> <li>▶ Community events and promotions for healthier vs. less healthy food items</li> <li>▶ Educational or marketing materials developed for or distributed to retailers</li> </ul>	<ul style="list-style-type: none"> <li>▶ Direct observation of marketing promotions in community and retail locations</li> <li>▶ Monitoring and tracking records for distribution of program materials</li> <li>▶ Media tracking or clipping service</li> </ul>
<b>Was there a change in the buying behavior of customers at retail locations in the target area?</b>	<ul style="list-style-type: none"> <li>▶ Outcome</li> </ul>	<ul style="list-style-type: none"> <li>▶ Healthier food purchases</li> </ul>	<ul style="list-style-type: none"> <li>▶ Sales data</li> <li>▶ Customer surveys</li> <li>▶ Retailer surveys</li> <li>▶ Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) and Supplemental Nutrition Assistance Program (SNAP) administrative data</li> </ul>
<b>Were there any community development or economic outcomes in target areas associated with the healthier food retail initiative?</b>	<ul style="list-style-type: none"> <li>▶ Outcome</li> </ul>	<ul style="list-style-type: none"> <li>▶ Sales for other businesses in community</li> <li>▶ New businesses created</li> <li>▶ Jobs created</li> <li>▶ Employment rates</li> <li>▶ Training programs</li> </ul>	<ul style="list-style-type: none"> <li>▶ Economic Development Corporation administrative data sets</li> <li>▶ Community Development Corporation administrative data sets</li> <li>▶ Business surveys</li> <li>▶ Community surveys</li> <li>▶ Department of Labor administrative data</li> <li>▶ Direct observation</li> </ul>

## Grocery Stores<sup>+++</sup>

Example Evaluation Questions	Evaluation Type	Potential Indicators	Potential Data Sources
<b>Was there progress towards the implementation of incentive programs for development of grocery stores in target areas?</b>	<ul style="list-style-type: none"> <li>▶ Process</li> <li>▶ Outcome</li> </ul>	<ul style="list-style-type: none"> <li>▶ Evidence of progress towards grocery store development, such as                             <ul style="list-style-type: none"> <li>▶ Zoning incentives</li> <li>▶ Permitting incentives</li> <li>▶ Tax incentives</li> <li>▶ Funding program established</li> <li>▶ Funds allocated</li> </ul> </li> <li>▶ Number of applications received and location of applicants for the incentive program</li> </ul>	<ul style="list-style-type: none"> <li>▶ Activity records or progress notes from council meetings or public sessions</li> <li>▶ Administrative data from financial institutions or local planning boards</li> <li>▶ Legislative and regulatory archives</li> </ul>
<b>Was there an increase in the number of grocery stores in target areas?</b>	<ul style="list-style-type: none"> <li>▶ Outcome</li> </ul>	<ul style="list-style-type: none"> <li>▶ New grocery store projects in target areas                             <ul style="list-style-type: none"> <li>▶ Planned</li> <li>▶ In progress</li> <li>▶ Completed</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▶ Documentation or direct observations of grocery store locations</li> <li>▶ Data sets of food retail locations</li> <li>▶ Administrative data from municipality office, such as blueprints submission</li> </ul>

## Small Stores

Example Evaluation Questions	Evaluation Type	Potential Indicators	Potential Data Sources
<b>Were programmatic activities successful in recruiting and supporting small stores to participate in improvement projects?</b>	<ul style="list-style-type: none"> <li>▶ Process</li> <li>▶ Outcome</li> </ul>	<ul style="list-style-type: none"> <li>▶ Stores receiving public or private funding</li> <li>▶ Stores making modifications to the store environment</li> <li>▶ Stores offering healthier food options</li> <li>▶ Stores applying for, being approved for, and maintaining WIC/SNAP authorization</li> <li>▶ Store owners and managers participating in buying associations or other groups</li> <li>▶ Store owners and managers receiving training and technical assistance</li> </ul>	<ul style="list-style-type: none"> <li>▶ Store owner surveys</li> <li>▶ Programmatic monitoring, tracking, and reporting records</li> <li>▶ In-store observations</li> <li>▶ Administrative data from WIC/SNAP</li> <li>▶ Participation (training, meetings) logs</li> </ul>
<b>Did small stores carry healthier food options?</b>	<ul style="list-style-type: none"> <li>▶ Process</li> <li>▶ Outcome</li> </ul>	<ul style="list-style-type: none"> <li>▶ Healthier food options available</li> <li>▶ Ratio of space/inventory dedicated to healthier foods and beverages</li> <li>▶ Comparable pricing of healthier options</li> </ul>	<ul style="list-style-type: none"> <li>▶ Purchasing and stocking data</li> <li>▶ Retailer surveys</li> <li>▶ In-store or retailer observations</li> <li>▶ Market data on standard pricing of healthier foods and beverages</li> </ul>
<b>Were there changes in customer purchasing behaviors once healthier products became more available?</b>	<ul style="list-style-type: none"> <li>▶ Outcome</li> </ul>	<ul style="list-style-type: none"> <li>▶ Customer knowledge and attitudes about healthier options in small stores</li> <li>▶ Customer purchases of healthier options</li> <li>▶ SNAP and WIC redemption rates</li> </ul>	<ul style="list-style-type: none"> <li>▶ Customer surveys</li> <li>▶ Sales data</li> <li>▶ Store owner surveys</li> <li>▶ WIC/SNAP administrative data</li> </ul>

<sup>+++</sup>See the following article for more detailed measures on grocery store financing initiatives: Fleischhacker S, Flournoy R, Moore LV. Meaningful, measurable, and manageable approaches to evaluating healthy food financing initiatives: An overview of resources and approaches. *Journal of Public Health Management and Practice*. 2013;19(6):541-549.

## Farmers Markets

Example Evaluation Questions	Evaluation Type	Potential Indicators	Potential Data Sources
<b>Was there sufficient programmatic support to help farmers markets become established in target areas?</b>	<ul style="list-style-type: none"> <li>▶ Process</li> <li>▶ Outcome</li> </ul>	<ul style="list-style-type: none"> <li>▶ Farmers markets in target areas</li> <li>▶ Farmers markets that have increased in size or sales, or increased the days/hours of operation in target areas</li> <li>▶ Farmers market organizers or managers participating in associations, and training and technical events</li> </ul>	<ul style="list-style-type: none"> <li>▶ Observations of farmers market locations and frequency</li> <li>▶ Farmers market data from U.S. Department of Agriculture Food Environment Atlas</li> <li>▶ Training participation records</li> <li>▶ Activity records or progress notes</li> </ul>
<b>Was there an increase in farmers markets that have Electronic Benefit Transfer (EBT) machines or that accept WIC Farmers Market Nutrition Program (FMNP) coupons?</b>	<ul style="list-style-type: none"> <li>▶ Outcome</li> </ul>	<ul style="list-style-type: none"> <li>▶ Farmers markets with ability to accept SNAP and WIC</li> <li>▶ SNAP and WIC transactions at farmers markets</li> </ul>	<ul style="list-style-type: none"> <li>▶ SNAP administrative data</li> <li>▶ WIC FMNP administrative data</li> <li>▶ Direct observation</li> </ul>
<b>Was there an increase in customers/sales at farmers markets in target areas?</b>	<ul style="list-style-type: none"> <li>▶ Outcome</li> </ul>	<ul style="list-style-type: none"> <li>▶ Customers at farmers markets</li> <li>▶ Community awareness of farmers markets</li> <li>▶ Sales at farmers markets</li> <li>▶ Redemption rates of SNAP incentive programs</li> </ul>	<ul style="list-style-type: none"> <li>▶ Market surveys</li> <li>▶ Customer surveys</li> <li>▶ Sales data</li> <li>▶ SNAP administrative data</li> </ul>

## Mobile Food Retail

Example Evaluation Questions	Evaluation Type	Potential Indicators	Potential Data Sources
<b>Was there sufficient programmatic support to recruit mobile food retailers to participate in healthier food retail programs?</b>	<ul style="list-style-type: none"> <li>▶ Process</li> <li>▶ Outcome</li> </ul>	<ul style="list-style-type: none"> <li>▶ Availability of financial incentives</li> <li>▶ Reduction in regulatory barriers</li> <li>▶ Provision of training/technical assistance to mobile retailers</li> </ul>	<ul style="list-style-type: none"> <li>▶ Activity records or progress notes</li> <li>▶ Training/technical assistance attendance records</li> <li>▶ Legislative and regulatory archives</li> <li>▶ Retailer surveys</li> </ul>

Example Evaluation Questions	Evaluation Type	Potential Indicators	Potential Data Sources
<b>Was there an increase in the number of healthier mobile food retailers in target areas?</b>	▶ Outcome	<ul style="list-style-type: none"> <li>▶ Applications for permits</li> <li>▶ Mobile retailers selling in target areas</li> <li>▶ Mobile retailers participating in special programs</li> </ul>	<ul style="list-style-type: none"> <li>▶ Administrative data on vendor permits</li> <li>▶ Direct observation of community</li> <li>▶ Waiting list for permits</li> <li>▶ Applications for program participation</li> </ul>
<b>Was there an increase in healthier food options provided by existing mobile food vendors?</b>	▶ Outcome	<ul style="list-style-type: none"> <li>▶ Retailers with healthier food options</li> <li>▶ Ratio of healthier food options</li> <li>▶ Sales of healthier foods and beverages</li> </ul>	<ul style="list-style-type: none"> <li>▶ Retailer surveys</li> <li>▶ Food inventories</li> <li>▶ Sales data</li> </ul>