Southern California Nutrition Incentive Program

UC SAN DIEGO CENTER FOR COMMUNITY HEALTH
NORTHGATE GONZÁLEZ MARKET
Program Introduction and Overview

Joe Prickitt
Senior Director
Southern California Nutrition Incentive Program
UCSD School of Medicine
Center for Community Health
FINI Legislation and Funding

1. 2011 – 2012: USDA Healthy Incentive Pilot
2. 2015 – 2018: USDA Allocates $31 Million
3. 2016 – 2020: USDA Allocates $16.8 Million
UCSD FINI Grant Award

2016 – 2020: USDA awards $3.4 Million to UCSD

UCSD raises an additional $3.4 Million in Matching Funds and In-Kind Contributions
Program Goals

• Increase FV purchases among CalFresh participants by providing incentives at point-of-purchase
• Test strategies that contribute to understanding how best to increase FV purchases by CalFresh participants
• Evaluate program impact on increasing FV purchases in participating CalFresh households receiving incentives
• Evaluate program impact on improving the nutrition and health status in participating CalFresh households
“This is a great opportunity for San Diego and communities across California to better understand the dynamics of food insecurities and the effects on healthy eating. We are incentivizing and increasing access to nutritious fruits and vegetables in low-income communities and using that experience in the development of model programs which make it easier for families and adults to make healthy choices.”

- Kim McCoy Wade, Chief, CalFresh Branch, California Department of Social Services
Southern California Nutrition Incentive Program Team

UCSD
UC Office of the President Global Food Initiative
Northgate González Market
Ecology Center
Center for Good Food Purchasing
SNAP-Ed Implementing Agencies
The California Endowment
Other Community Based Organizations
Intervention Strategies

**Tier 1** - Financial Incentive Rebate Program - Utilizes Northgate’s customer loyalty card, newly developed electronic wallet, and CalFresh customers’ EBT card

**Tier 2** - Ongoing FV promotions including discount pricing

**Tier 3** – Nutrition Education Activities (in-store cooking classes, store tours, and healthy food self-labeling system) to educate and support the purchasing behaviors of CalFresh families
Northgate González Market Intervention Sites

Tier 1, 2 and 3 Intervention activities will take place (to varying degrees) in all 41 Northgate González Markets across San Diego, Orange and Los Angeles Counties.
<table>
<thead>
<tr>
<th>Store Name</th>
<th>Store Location</th>
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<tbody>
<tr>
<td>Northgate Gonzalez Market</td>
<td>944 E. Slauson Ave, Los Angeles, CA 90011</td>
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<tr>
<td>Northgate Gonzalez Market</td>
<td>10801 Prairie Ave, Inglewood, CA 90303</td>
</tr>
<tr>
<td>Northgate Gonzalez Market</td>
<td>230 N Harbor Blvd, Santa Ana, CA 92703</td>
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<td>Northgate Gonzalez Market</td>
<td>770 S Harbor Blvd, Santa Ana, CA 92704</td>
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<tr>
<td>Northgate Gonzalez Market</td>
<td>1410 S 43rd Street, San Diego, CA 92113</td>
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<tr>
<td>Northgate Gonzalez Market</td>
<td>5403 University Ave, San Diego, CA 92105</td>
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Fruit and Vegetable Promotions (Tier 2)

• All Markets
• All Customers
• Every Week
Nutrition Education (Tier 3)

- All Markets
- All Customers
- Healthy Shelf Labeling, Taste Tests, Cooking Demonstrations, Store Tours
Other Program Elements

1. Advisory Committee
2. Partnership Development Program and Network
3. Fund Development Program to address Program Sustainability
Program Evaluation

Outcomes Evaluation Aims
Assess per capita fruit and vegetable purchases among Intervention Group and Control Group over time
Assess changes in healthy eating behaviors, healthy eating knowledge/self efficacy, and food security

Process Evaluation Aims
Monitor the progress toward key goals, identify successes/challenges, develop strategies for addressing issues
Good Food Purchasing Standards Program
Retail Pilot

The Center for Good Food Purchasing, Northgate González Market and the Southern California Nutrition Incentive Program will develop a Good Food Purchasing Program model for the retail sector.
Thank You

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