Southern California Nutrition Incentive Program

UC SAN DIEGO CENTER FOR COMMUNITY HEALTH
NORTHGATE GONZÁLEZ MARKET

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Program Introduction and Overview

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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

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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

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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

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UCSD FINI Grant Award Announcement

"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

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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

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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

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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

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Financial Incentive Rebate Sites (Tier 1)

Store Name	Store Location
Northgate Gonzalez Market	944 E. Slauson Ave, Los Angeles, CA 90011
Northgate Gonzalez Market	10801 Prairie Ave, Inglewood, CA 90303
Northgate Gonzalez Market	230 N Harbor Blvd, Santa Ana, CA 92703
Northgate Gonzalez Market	770 S Harbor Blvd, Santa Ana, CA 92704
Northgate Gonzalez Market	1410 S 43rd Street, San Diego, CA 92113
Northgate Gonzalez Market	5403 University Ave, San Diego, CA 92105

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Fruit and Vegetable Promotions (Tier 2)

- All Markets
- All Customers
- Every Week

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Nutrition Education (Tier 3)

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

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Other Program Elements

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

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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

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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.

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Thank You

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