

Vista Community Clinic

To advance community health and hope by providing access to premier health services and education for those who need it most.

Live Well Community Market Program

10/10/19



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North San Diego County Clinic Locations



VCC: Vale Terrace
1000 Vale Terrace
Vista CA 92084



VCC: Grapevine
134 Grapevine Road
Vista CA 92083



VCC: Durian Pediatrics
105 Durian Street
Vista, CA 92083



**La Tortuga
Administrative and
Program Offices**
465 La Tortuga Drive
Vista, CA 92081



VCC: Horne
517 N. Horne Street
Oceanside, CA 92054



VCC: Pier View
818 Pier View Way
Oceanside, CA 92054



VCC: North River
4700 North River Road
Oceanside, CA 92057

760-631-5000

VCC: Services



Acupuncture



Adults and Families



Behavioral Health



Chiropractic



Immunizations



Insurance Assistance



Optometry



Pediatrics



Community Health



Dental



Family Planning



HIV



Pharmacy



Podiatry



Teen Clinic



Women's Health

HIV Services • Youth Development • Maternal & Child Health • Tobacco Control

Migrant Health • North Coastal Prevention Coalition • MA Training Program

VCC: Tobacco Control

VCC works with community members and partners to promote smoke and tobacco free living



Projects

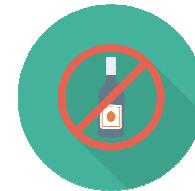
- Reduce exposure to secondhand smoke in homes, apartment complexes, outdoor dining areas and other outdoor places through policy
- Reduce youth and young adult access to tobacco products in the retail environment, including electronic smoking devices (i.e. e-cigarettes)
- Support youth leadership and advocacy group
- Offer smoking cessation support and classes
- **Promote Live Well Community Market Program; support for local markets to create healthier environments**



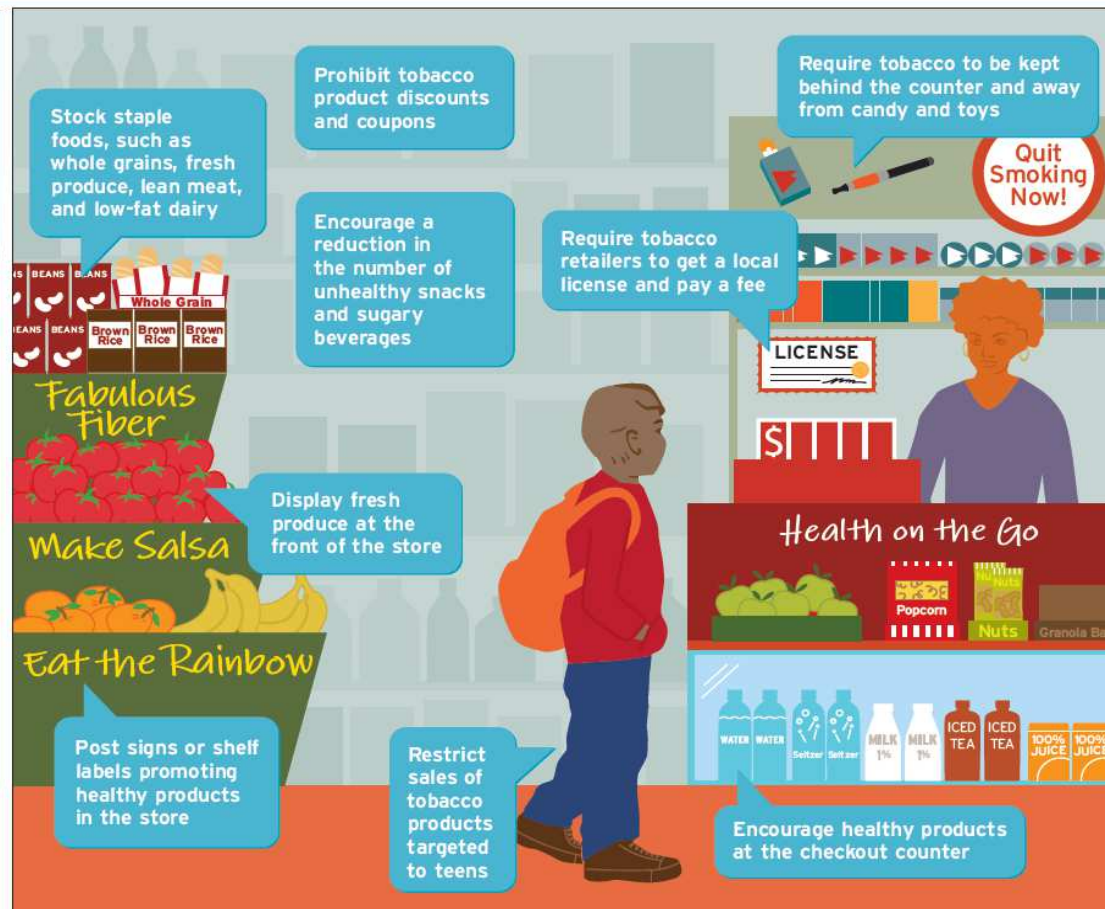
LIVE WELL COMMUNITY MARKET PROGRAM

Improve and promote access to healthy affordable foods, increase availability of fresh produce, redesign markets, and connect with community stakeholders to build a healthier food environment in San Diego.

What is a Healthy Retailer?



Check Out Healthy Retail: Policies that put health on the shelf



Overview



Rational For Program

How Markets Are Identified

Assessment and Goal Setting Process

Benefits to Market Owner and Community

Success Stories

How You
Can Help

Recognition Levels



What Do You See?



Before



After

What Do You See?



Before



After

What Kind of Market?

Small (1-2
cash registers)

Independently
Operated

Located in
underserved
neighborhood

Close to
Residential Area

Clear need for
physical
transformation

Low availability
or absence of
high quality fresh
fruits &
vegetables

Day-to-Day
Market Owner or
Manager
Presence

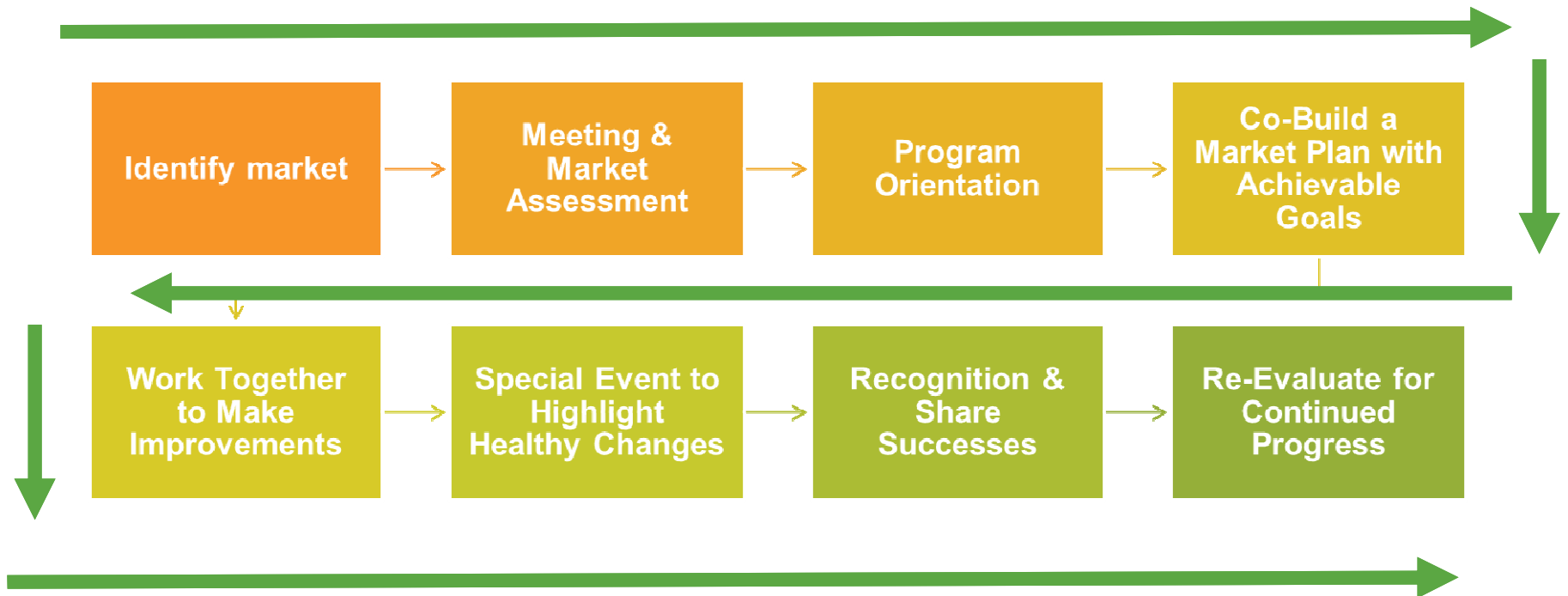
Market Owner
Buy In

Regular Hours of
Market Operation

Quality Customer
Service

City of Vista

Program Process



Market Assessment

Store Assessment Tool

Live Well Community Market Program

The Live Well Community Market Program assessment tool can be used to collect information on the interior and exterior of stores in various communities. It assesses the store's compliance with alcohol and tobacco standards as well as what kinds of food are available for purchase in the store and how frequently all of these items are or are not advertised.



Answer all questions to the best of your abilities. Follow the skip logic described below. Please add notes.

General Store Information

1. Your name (first & last): _____
2. Your organization: _____
3. Date of visit (dd/mm/yyyy): ____/____/____
4. Store name: _____
5. Store address (Street, City, Zip): _____

6. Store type (Circle one, descriptions of store types below):

SUPERMARKET CHAIN	MEDIUM	SMALL	CONVENIENCE
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Supermarket chain: a large store that sells food and other items, including canned and frozen foods, fresh fruits and vegetables, and fresh (raw) and prepared meats, fish, and poultry. It is owned by a company that has many stores such as Safeway or Von's. (This type of store has twenty or more employees and at least 4 cash registers.)

Medium: (not part of a large chain) a store that sells food and other items, including canned and frozen foods, fresh fruits and vegetables, and fresh (raw) and prepared meats, fish, and poultry. It may be part of a small regional chain of fewer than 5 stores or may be independent.

Small: usually an independent store that sells food including canned and frozen foods, fresh fruits and vegetables, and fresh (raw) and prepared meats, fish, and poultry as well as convenience items and alcohol.

Convenience: a store that sells convenience items only, including bread, milk, soda, snacks and may sell alcohol and gasoline. These stores do not sell fresh (raw) meat. These stores also are known as food marts.

Store Information Continued	Circle One	
7. Is this store a CalFresh (aka EBT, Food Stamp, or SNAP) vendor?	YES	NO
8. Is this store a WIC vendor?	YES	NO
9. Is this store within 1/4 mile of a school? If no, go to question 11.	YES	NO

10. If yes, write the name of the school(s): _____

Market Interior – Tobacco and Alcohol

Market Interior – Food and Beverage

Market Exterior

Market Exterior – Active Transportation

Action Plan & Commitment Letter

Live Well Community Market Program Commitment Letter

2019 Action Plan

MARKET NAME | START DATE: RODEOS' MEAT MARKET, 8/29/19
 ADDRESS | MARKET OWNER: 356 VISTA VILLAGE DR, VISTA, CA 92083, RUTH CHAVES (OWNER & MANAGER)
 PHONE | MARKET SIZE | EMAIL | COMMUNICATION PREFERENCE: 760-758-1079, SMALL, N/A, PHONE

Healthy Grab N' Go or Healthy Check Out Lane
 Goal: Implement a Healthy Grab n' Go at checkout

STEPS	TIMEFRAME	LEAD	RESOURCES
1. Decrease the amount of unhealthy products near checkout to 1-2 items per checkout	3-6 months	Rodeo's Market	Healthy Snack Training Guide – provided by County of San Diego
2. Have at least 1 basket per cash register with healthy snacks or fruit	3-6 months	Rodeo's Market	Fruit Basket – provided by VCC
3. Add postcards or flyers with tips on how to choose healthier snacks, i.e. 5 ingredient snack tips	3-6 months	Rodeo's Market	Postcards/Flyers – provided by County of San Diego
4. Include fun signage at checkout to improve healthy snack sales such as "Grab a Healthy Snack" sign	3-6 months	Rodeo's Market	Signage

AUGUST 21, 2019

Dear [INSERT MARKET OWNER NAME],

The Live Well Community Market Program is an initiative of the County of San Diego Health and Human Services Agency. Through this initiative, we're excited to offer FREE support to your store to improve the amount and quality of fresh, healthy foods you offer. Additionally, we can help provide signage and other creative tools and ideas to improve the layout and design of your store to promote sales of healthy items.

We do this work to improve access to healthy foods for all San Diego residents and we're proud to call you a partner in this work. We'll customize an Action Plan for your store to help you meet your goals. Please note, you are responsible for carrying out the steps outlined in your Action Plan. We're looking forward to working with you!

Sincerely,

[INSERT YOUR NAME HERE AND
CONTACT INFO HERE]

Market name:

Market contact & position:

Signature:

Phone number:

Email:

How would you like to be contacted?

- ☐ Phone call
☐ Text message

Last Updated 8-20-19



Rodeo's Meat Market



VCC's 1st
Market!

Potential Improvement



The Sale of Tobacco Products to Persons **Under 21** Years of Age Is Prohibited by Law and Subject to Penalties

To Report an Unlawful Tobacco Sale Call
1-800-5 ASK-4-ID

U.S. Armed Forces active duty personnel with military ID must be at least 18 years of age

Valid Identification May Be Required

This sign must be readable by the consumer and must not be altered, covered or obliterated in whole or in part.

Business and Professions Code Section 22962



African Caribbean Market



How You Can Help

**Share
Contacts
for Market
Owners**

**Identify
resources,
programs,
grants for
beautification
projects**

**Support
Recognition
Efforts**

**Participate
in Market
Events**

**Recruit
Residents to
Provide
Input into
Project**

Contact us

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Lisa Archibald
Program Manager
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The background is a solid teal color with several large, overlapping, semi-transparent circles and arcs in a slightly darker shade of teal, creating a layered, organic effect.

Choose Health