



Seattle City Council Committee on Economic Resiliency and Regional Relations

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June 19, 2012

A Communities Putting Prevention to Work (CPPW) Project
Funded by the Department of Health and Human Services



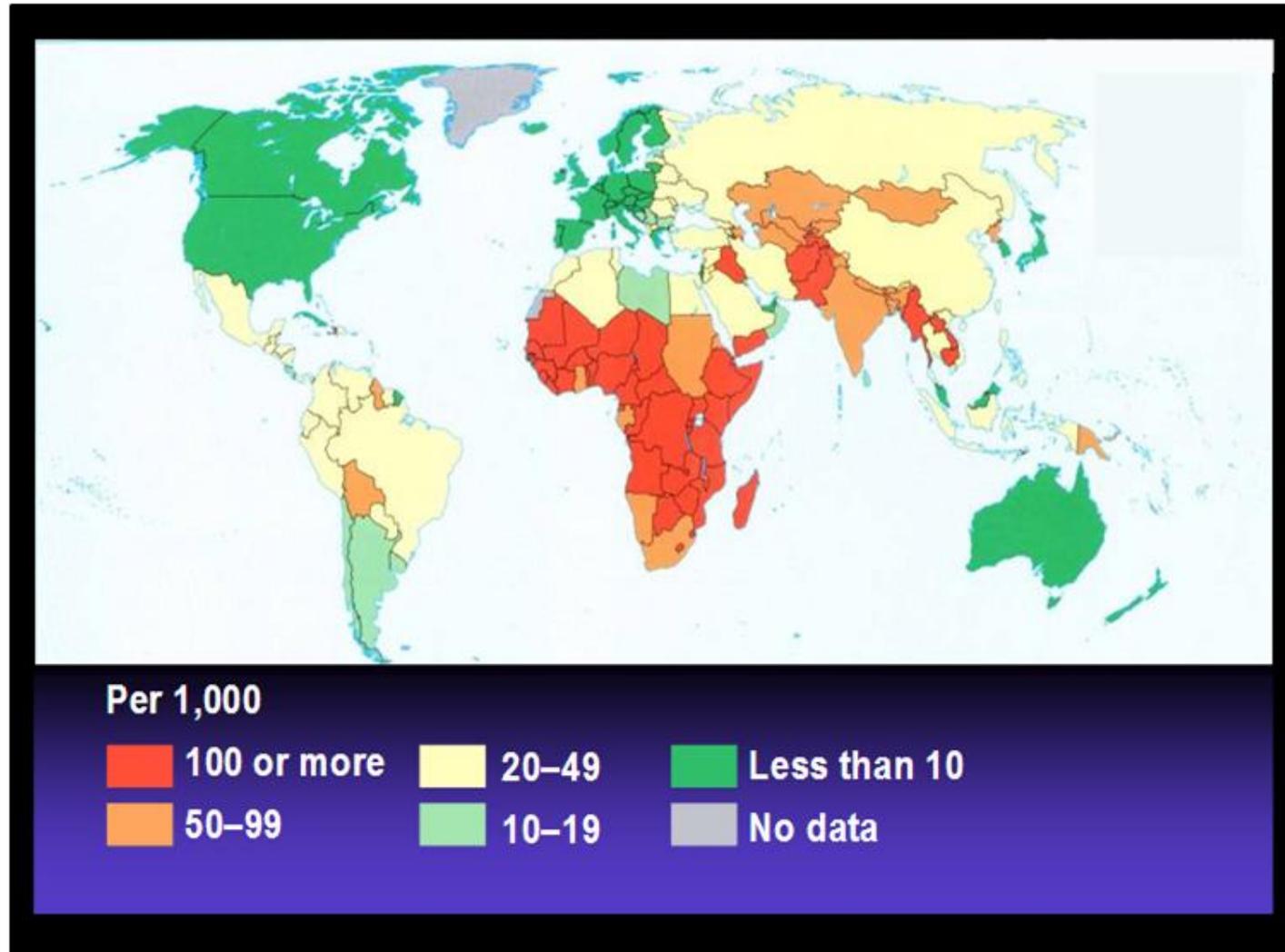
**Communities Putting
Prevention to Work**
Making healthy living easier.

Partnership of
Public Health  **City of Seattle**
Seattle & King County  Office of Economic Development



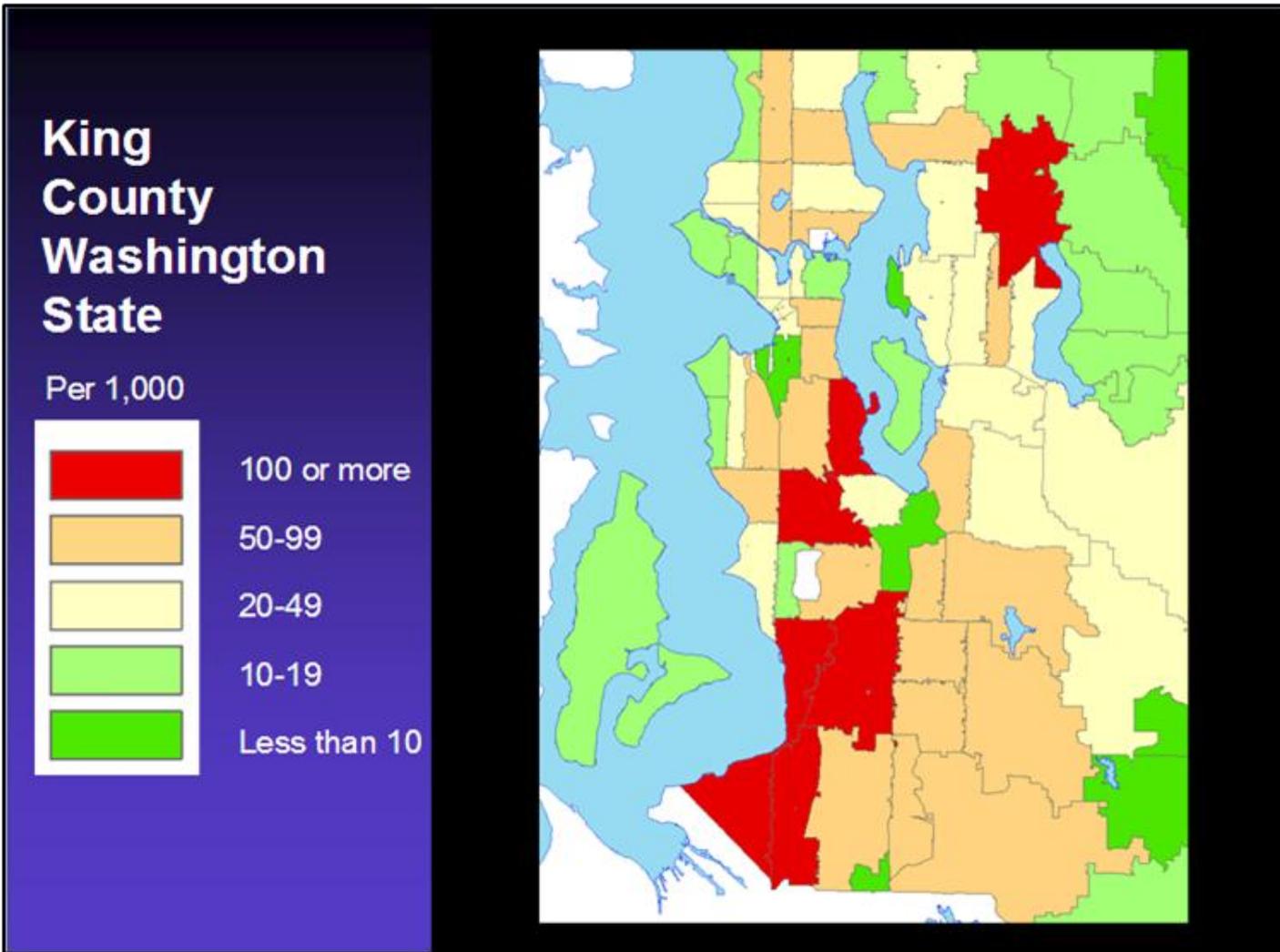


Communities Putting Prevention to Work





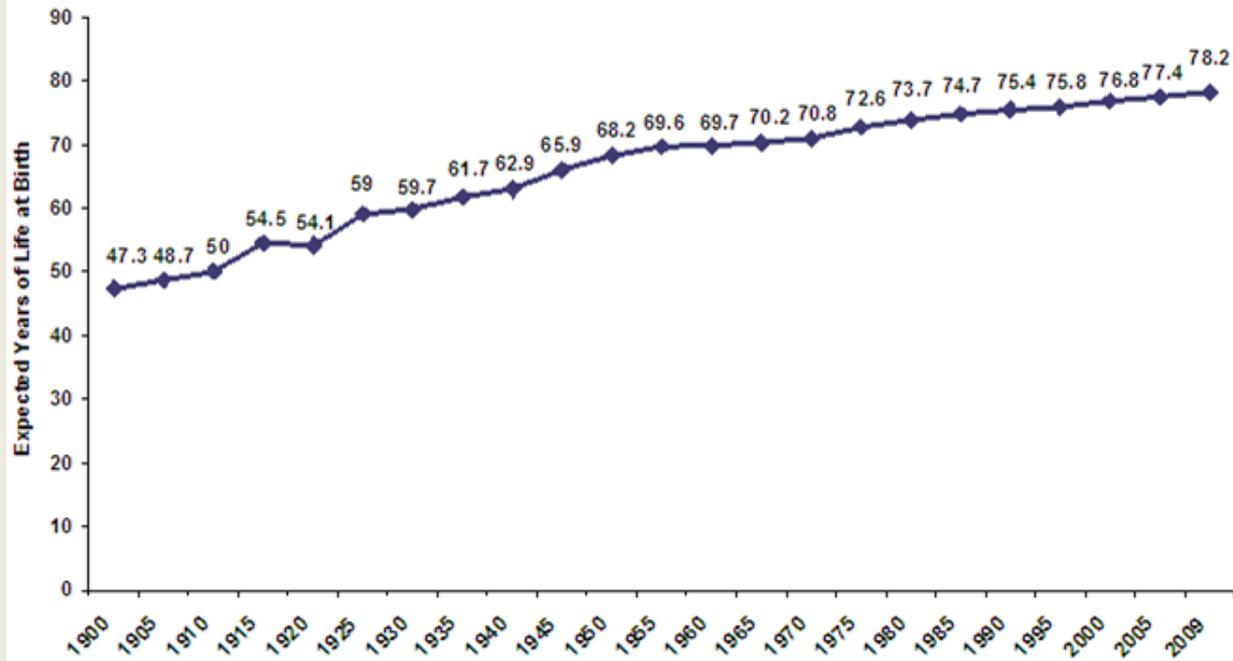
Communities Putting Prevention to Work





Communities Putting Prevention to Work

Life Expectancy in the U.S. (1900 – 2009)



3



Healthy Foods Here Goals

- Increase healthy foods in target communities
- Increase stores offering WIC/EBT
- Increase store owners' expertise in selling healthy food
- Increase demand for healthy foods in the participating stores

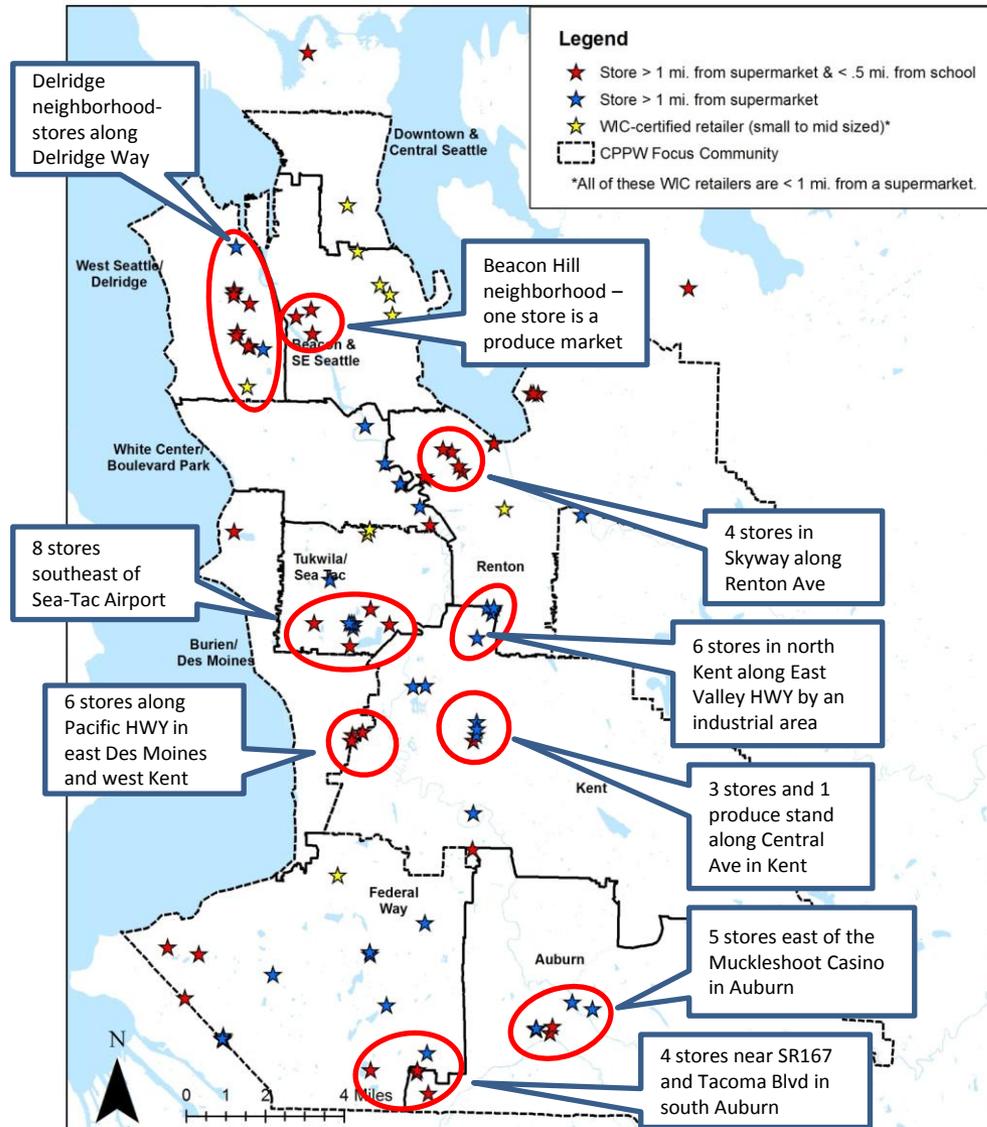




Food Retailers Meeting the CPPW Healthy Food Business Incentive Project's Recommended Criteria for Prioritization



Food Retailers in Southwest King County



Sources: Public Health- Seattle & King County, King County GIS Center, Washington State Dept. Social and Health Services and 2000 U.S. Census.

Note: Food retailers were selected that fell within 2 miles of the 2004 health planning area (HPA) boundaries. Retailers not EBT-certified are based public health permits (2008).



NOT FOR RELEASE

Created May 2010 by Martin & Sanders Consulting





How Stores Were Selected



Highpoint
Walgreens with
Community
Partners

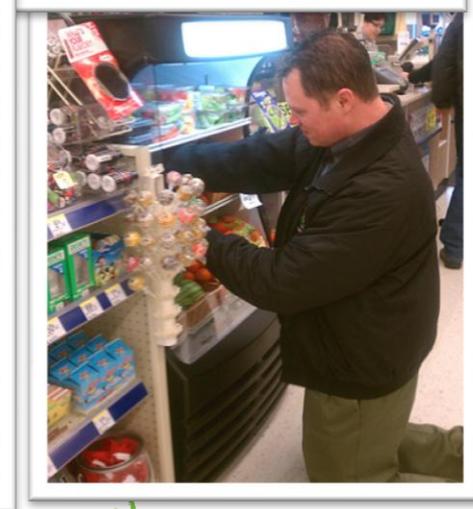
- Located in and serving target communities
- Low access to healthy food retail in area
- Community and store interest in project



Consulting Services Provided

Coordinated Technical Assistance

- Grocery Experts: produce handling, ordering, merchandising
- Marketing and events
- Distribution: Unified Grocers, Charlie's, etc.
- WIC/EBT training & support
- Startzone business consulting
- Energy efficiency audits





Incentives Provided

Seed Capital:

- Free Supplies: Display baskets, produce scales, shop vac, small shopping carts
- Equipment & Signage: 80% cost of refrigeration, signage

Low cost loans





Program Outcomes

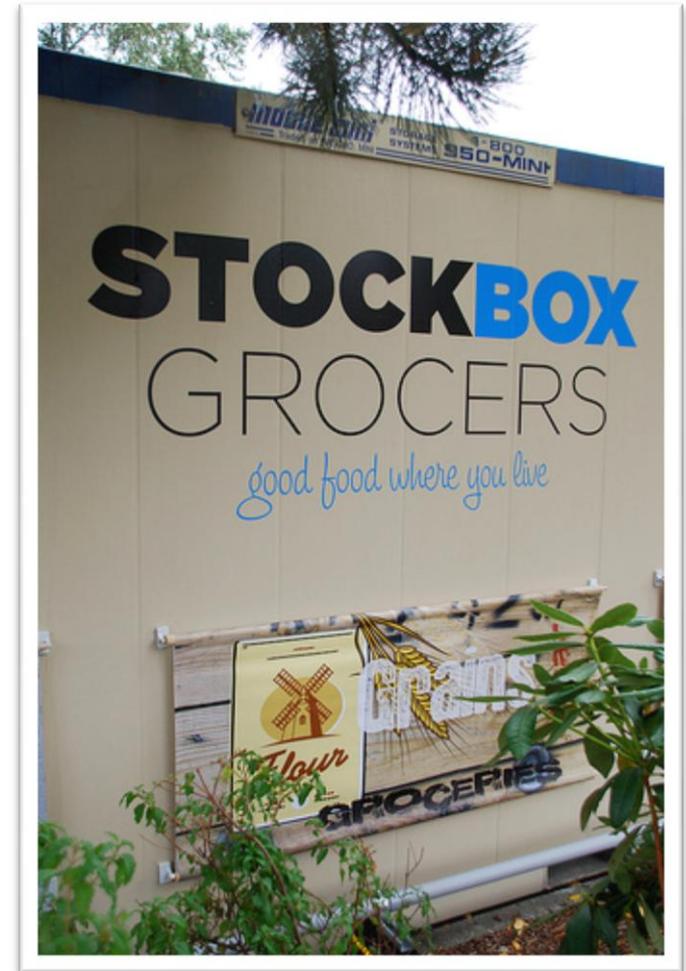
Original goal: Work with 25 businesses

Actual Results: 61 applications

47 completed

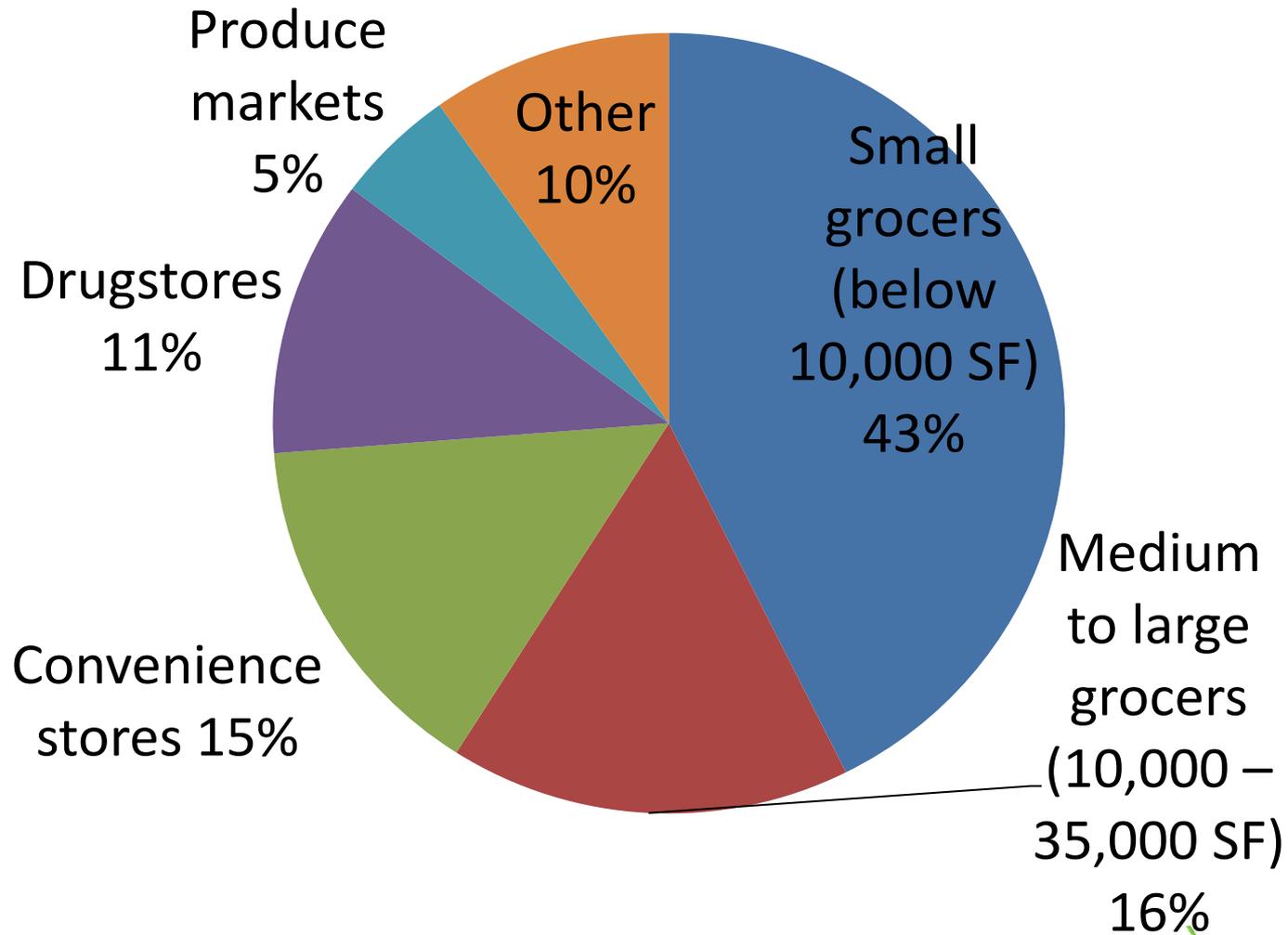
Services Provided:

- 35 received produce training
- 45 received marketing and events
- 31 connected to Distributor
- 24 training & support with WIC
- 15 connected to Startzone





Types of Businesses in Program





Marketing Examples

Seattle
**JOBS
PLAN**



Healthy Foods Here Produce Marketing Guide



- ### What's Inside
- How to Sell Produce
 - Helpful Hints
 - Resources for Grocers
 - Guidelines for Storage & Display
 - Special Produce Lists
 - Tips & Tricks



Welcome to Samway Market

A Family Grocery



"We are a great loving family," says Jamie, "we look out for each other and care for one another." Jamie, his elder brother Billy, and their parents Sam and Saroun are Cambodian Seattleites by way of Shreveport, Louisiana. Together they make up the Yin Family of grocers whose smiles can be found every day at Samway Market in White Center.

"We started with a small produce tent," explains Jamie, "then added coolers and expanded." Samway Market is filled with fresh fruits, vegetables, herbs, fish, and meats especially for Cambodian, Thai, Lao, Latin, Italian, and Indian cuisines. Covered entrances welcome customers with an abundance of flowers and produce. Fruits and veggies range from staple to specialty: sweet peppers and jalapeno chilies, tomatoes and tomatoes, green and red leaf lettuce, citrus and apples, ginger and galanga, Chinese shallots and Walla Walla onions, russet potatoes and purple sweet potatoes, bitter melons and Asian eggplants, citrus leaf and Thai basil, plus popular fruits of Southeast Asia like durian, lychee, longan, rambutan, mangostein, and dragon fruit. Local restaurants can join Pho Tai, Be's Restaurant, and others who choose Samway Market for their produce retailer.

The fish selection shines at Samway Market. Customers should keep a close eye on fresh seafood (in case dinner tries to walk away). Fresh choices regularly include milk fish, golden poplin and tilapia, with changing selections of salmon, halibut, red snapper, bass, catfish, galangong, golden pomfret, and blue runner. Most selections include cuts of beef, fish, and pork, steaks and ribs for the grill.

Family-Owned and Operated: Asian and specialty cuisine market offering a huge selection of fresh fruits, vegetables, herbs, fish, meats, and pantry staples, especially for Cambodian, Thai, Lao, Latin, Italian, and Indian foods.

SAMWAY MARKET
9811 15th Ave SW
(206) 768-1876
(nearest cross street: SW 98th St)

OPEN:
Daily, 8am-9pm
(Except Holidays)

Cash, Credit, Food Stamps



Shop any and all of these great stores for a large selection of healthy food. Plus there's always an in-store specials happening!

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Descriptive Copy
Product Name

00¢ lb.

Good at these stores only:
West Seattle Hub Market
Lark's Produce
White Center Market
White Center Mini
Market Hub & Deli
Samway Market
Phon Khov
Boremy Hong (Hong)
Hong Long Asian Market
New Golden Village Market

Good while supplies last.
No rain checks given.
Coupon Expires 09/09/10

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Stores in Seattle

Seattle Stores by Neighborhood	Completed	Applied
Central Area	4	4
Delridge	2	2
Highpoint	2	2
Rainier Valley	7	11
Skyway	3	3
South Park	0	2
West Seattle	2	2
White Center	5	6
Total	25	32

Of the 61 Applications, 32 were in Seattle
Of the 47 Completed, 25 were Seattle stores



Current Phase



- Evaluating program results
- Developing refined program model
- Telling our story
- Seeking grants to continue



City of Seattle's Office of Economic Development

www.seattle.gov/economicdevelopment

www.growseattle.com

www.seattleinvestmentfund.com



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www.kingcounty.gov/healthservices/health/partnerships/CPPW.aspx