

California's Central Valley – HKHC Leading Site

CASE REPORT

CENTRAL VALLEY, CALIFORNIA

Evaluation of the Healthy Kids, Healthy Communities National Program

December 2008 to December 2012



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BACKGROUND

Healthy Kids, Healthy Communities National Program

With the goal of preventing childhood obesity, the Healthy Kids, Healthy Communities (HKHC) national program, funded by the Robert Wood Johnson Foundation (RWJF), provided grants to 49 community partnerships across the United States (See Figure 1). Healthy eating and active living policy, system, and environmental changes were implemented to support healthier communities for children and families. The program placed special emphasis on reaching children at highest risk for obesity on the basis of race, ethnicity, income, or geographic location.¹

Project Officers from the HKHC National Program Office assisted community partnerships in creating and implementing annual workplans organized by goals, tactics, activities, and benchmarks. Through site visits and monthly conference calls, community partnerships also received guidance on developing and maintaining local partnerships, conducting assessments, implementing strategies, and disseminating and sustaining their local initiatives. Additional opportunities supplemented the one-on-one guidance from Project Officers, including peer engagement through annual conferences and a program website, communications training and support, and specialized technical assistance (e.g., health law and policy).

For more about the national program and grantees, visit www.healthykidshealthycommunities.org.

Figure 1: Map of Healthy Kids, Healthy Communities Partnerships



Evaluation of Healthy Kids, Healthy Communities

Transtria LLC and Washington University Institute for Public Health received funding from the Robert Wood Johnson Foundation to evaluate the HKHC national program. They tracked plans, processes, strategies, and results related to active living and healthy eating policy, system, and environmental changes as well as influences associated with partnership and community capacity and broader social determinants of health.

Reported “actions,” or steps taken by community partnerships to advance their goals, tactics, activities, or benchmarks from their workplans, formed community progress reports tracked through the HKHC Community Dashboard program website. This website included various functions, such as social networking, progress reporting, and tools and resources to maintain a steady flow of users over time and increase peer engagement across communities.

In addition to action reporting, evaluators collaborated with community partners to conduct individual and group interviews with partners and community representatives, environmental audits and direct observations in specific project areas (where applicable), and group model building sessions. Data from an online survey, photos, community annual reports, and existing surveillance systems (e.g., U.S. census) supplemented information collected alongside the community partnerships.

For more about the evaluation, visit www.transtria.com/hkhc.

California's Central Valley—HKHC Leading Site

The Central California Regional Obesity Prevention Program (CCROPP), a program developed by the Central California Public Health Partnership, was the lead agency for the Healthy Kids, Healthy Communities (HKHC) Central Valley Project. CCROPP is facilitated by California State University, Fresno and brought together eight public health departments, community-based organizations, and community councils to build the capacity of community residents as advocates for change in improving local food and physical activity environments. Through funding from The California Endowment (TCE), Robert Wood Johnson Foundation, and James Irvine Foundation, the coalition has strengthened the capacity of county public health departments to collaborate with communities to improve local environments for healthy eating and physical activity. It also has built a regional infrastructure to leverage resources, skills, communication, and policy efforts for other health improvement activities.

The partnership and capacity building strategies included:^{2,3}

- **Powerful People:** Building Leadership for Healthy Communities: The Project Director worked with community partners and residents to design a leadership development training program and curriculum with the goal of enabling those who have traditionally been marginalized to speak for themselves. The 12-module community leadership curriculum provided training around the basic skills needed to help residents become change agents. It is culturally, linguistically, and literacy-level appropriate for low-income communities of color, and available in English and Spanish.³

See Appendix A: California's Central Valley Evaluation Logic Model and Appendix B: Partnership and Community Capacity Survey Results for additional information.

Along with partnership and capacity building strategies, the Central Valley HKHC partnership incorporated assessment and community engagement activities to support the partnership and the healthy eating and active living strategies.

The healthy eating and active living strategies of Central Valley HKHC included:^{2,3}

- **Active Transportation:** Leaders advocated for Safe Routes To School in Stockton, Ceres, and Merced, resulting in improved pedestrian and bicycling access around two schools. The partnership also implemented a Walking School Bus and secured additional funding to improve pedestrian and bicycling environments.
- **Parks and Play Spaces:** HKHC partners improved safety and park amenities (e.g., installed lighting, planted trees, repaired swings) in Bakersfield and increased secured joint use agreements in Fresno, Fairmead, and Stockton between neighborhood schools and the community, for example.
- **Healthy Eating:** Graduates of the Power People program established school farm stands in Fresno and Ceres solidified Electronic Benefit Transfer (EBT) acceptance at a flea market in Merced, increased access to fruits and vegetables at a corner store in Stockton, and started community gardens in Pixley and Bakersfield.

COMMUNITY DEMOGRAPHICS

The 240-mile long San Joaquin Valley is a major agricultural region encompassing eight counties in Central California (Kern, Kings, Tulare, Fresno, Madera, Merced, Stanislaus, and San Joaquin). However, residents, many of them migrant workers, are often unable to enjoy the abundance of food grown all around them, as Central Valley grows the bulk of the nation's fruits and vegetables. People living here have among the lowest per capita income, highest rates of poverty, and lowest educational attainment in the state (see Table 1). All are factors contributing to pronounced rates of overweight and obesity, particularly among youth.

There are over 70 ethnicities represented in Central Valley and over 100 languages spoken. Outside of the City of Los Angeles, the region has the largest concentration of Latinos in the United States. However, there are distinct differences between the North and South Central Valleys. North Valley, close to Oakland and San Francisco, adopts culture and the leadership that is almost all African American women. Whereas, the South Valley leadership is mostly Hispanic women.

According to a study conducted by the Great Valley Center, California's population was growing at a faster rate than the U.S. as a whole, and Central Valley was growing almost 50% faster than the state.⁴ Compared to other counties in the region, Kern County has the largest population percentage change (26.9%). The populations in San Joaquin and Merced counties are expected to increase by 2.5 times the current population over the next 50 years. Other valley counties (Kern, Madera, Merced, San Joaquin) are expected to double their populations by 2040.⁵

Figure 2: Map of 8 HKHC Counties in Central Valley, CA²

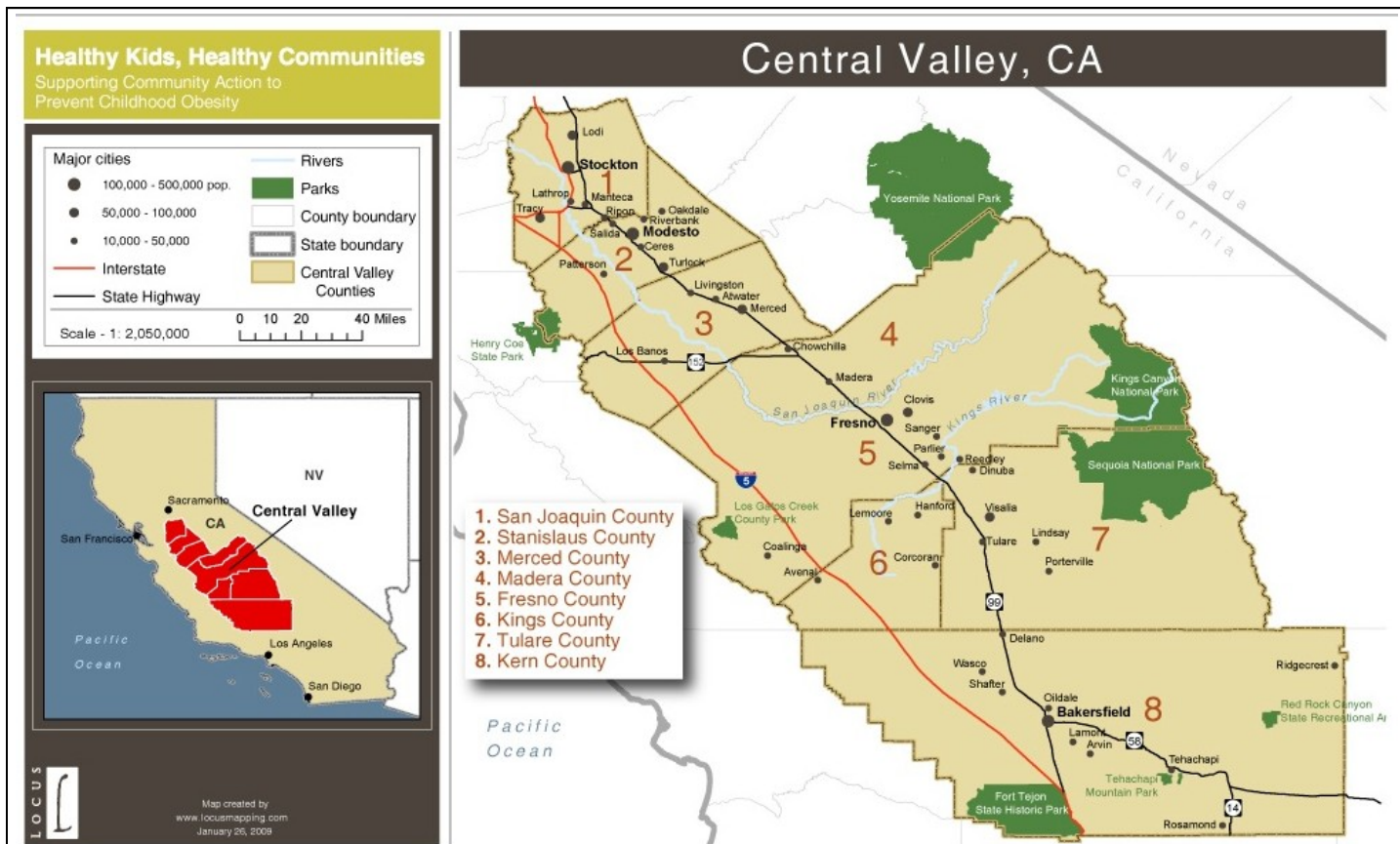


Table 1: Sociodemographic Characteristics of California's Central Valley HKHC Sites^{5,6}

Demographic Characteristics	Fresno	Kern	Kings	Madera	Merced	San Joaquin	Stanislaus	Tulare	Central Valley	California
Population	930,450	839,631	152,982	150,865	155,793	685,309	514,453	442,179	3,971,659	37,253,956
Population per Square Mile	156.0	103.1	110	70.6	132.6	489.8	344.4	91.7	184.0	238.9
% African American	5.3%	5.8%	7.2%	3.7%	3.9%	7.6%	2.9%	1.6%	5.1%	6.2%
% White	32.7%	38.6%	35.2%	38.0%	31.9%	35.9%	46.7%	32.6%	39.2%	40.1%
% Hispanic/Latino	50.3%	49.2%	50.9%	53.7%	54.9%	38.9%	41.9%	60.6%	47.2%	37.6%
% Asian	1.7%	1.5%	1.7%	2.7%	1.4%	1.1%	1.1%	1.6%	5.9%	13.0%
% Language Other Than English at Home	42.9%	41.1%	42.4%	43.3%	51.8%	39.0%	40.5%	47.5%	42.7%	43.5%
% 25 years without High School Diploma	26.8%	29.8%	30.8%	31.4%	33.7%	24.3%	24.8%	32.4%	29.3%	19.7%
Persons Under 18 Years	29.3%	29.9%	27.7%	28.3%	30.7%	28.6%	27.9%	32.1%	29.4%	24.3%
Annual Unemployment Rate	15.1%	14.4%	14.6%	13.8%	17.2%	15.4%	16.0%	18.4%	15.6%	11.4%
Per Capita Income	\$30,997	\$30,047	\$26,734	\$26,524	\$27,817	\$31,547	\$31,485	\$28,610	\$29,227	\$42,325
Median Household Income	\$46,903	\$48,021	\$48,838	\$47,724	\$43,945	\$53,764	\$50,671	\$43,550	\$48,353	\$61,400
% of Total Population Below 100% of FPL	27.8%	24.7%	26.9%	23.6%	24.4%	23.5%	17.2%	27.7%	24.7%	17.8%

INFLUENCE OF SOCIAL DETERMINANTS

According to the latest county health rankings released in 2014, six out of eight Central Valley HKHC communities ranked in the bottom 25th percentile in terms of overall health status: Kern (54); Tulare (47), Fresno (46), Madera (43), San Joaquin (42), Kings (41), Merced and Stanislaus ranked only slightly higher (37 and 35, respectively).⁷ The annual rankings measure vital health factors (e.g., obesity, smoking, teen births) in nearly every county in America and provide a snapshot of how health is influenced by where Americans live, learn, work, and play.⁷

Migrant Workers

Poor housing conditions are common for migrant and itinerant workers in Central Valley. There have been instances of ten workers living in a single trailer with no sewer hook-up. In addition to poor living conditions, many of the migrant workers are undocumented and are part of an underground economy, therefore exploitation is common. The owners of the housing facilities where migrant workers reside often exploit them by charging relatively high rent for poor conditions.

Communities in California's Central Valley are advocating for immigration reform that will allow them to continue to live there, but also offer legal citizenship. Illegal immigrants who work in the Valley still contribute to the economy by paying sales tax and buying goods and services. Subsequently, if immigration reform remains constrained (as in Arizona), workers will be forced to leave the state and crops will not be harvested, resulting in a decline in the local economy.

Geographic Isolation

Freeway systems have been an issue for Central Valley in past years. Roadways and railroad systems that should promote community development and growth have been established in locations that have produced the opposite effect. In some cases, communities have been isolated from each other and access to healthy eating and active living opportunities for residents within these communities have been limited. For example, there are many challenges to kids walking safely in Fresno and Bakersfield, due to the close proximity to freeways.

The only grocery store in Madera closed when the state Department of Transportation upgraded all of the exit and entrance highway ramps and relocated the exit to Madera further away, diverting traffic that otherwise came into the community.

Income and Education

Inequality in income and education correlate to a high prevalence of health disparities, population groups that suffer the worst health status often have the highest poverty rates and lowest level of education. Inadequate education and income create barriers to learning about healthy lifestyles and accessing health care. Residents of Central Valley earned 31% less than residents in the state of California in 2010, on average. The median household income among Central Valley residents was similarly lower: Valley residents earned \$48,353, compared to the state average of \$61,400 (see Table 1).^{5,6} Among California residents who earned within the range of Central Valley (\$27,000 to \$49,999) in 2012, nearly 27% remained uninsured.

The percentage of adults (25 years and older) in Central Valley without high school diplomas was 29.3, which was 3 times higher than the state graduation rate of 19.7. Advocating for better education is one way to increase the chances of higher academic achievement, but it is only one piece, as residents in Earlimart (Tulare County) discovered. Students living in Earlimart were traveling to a different community to attend high school, so the community focused efforts on building a new high school. The greatest challenge they faced when planning to build a high school was lack of funding. Although a bond was passed to develop funds for the project, the money went to another high school.

Access to Active Living Opportunities

Earlimart, due to its low level of local government representation, is not seen as a priority community in Tulare County. Tulare County Parks and Recreation Department has not been supportive of establishing a park in Earlimart.

Fairmead is a small community in Madera County lacking infrastructure. There is only one park, Toddler Park,

with a play structure, but not enough green space or room for the more than 300 children who live there. Other parks exist in Madera County, however transients often spend their days drinking, which further deters children from playing outdoors.

Pollution

Conventional farming practices create environmental hardships for residents living in Central Valley. Irrigation and harsh chemical treatments used on crops have produced pollutants that have led to both poor water and air quality for those who live there. A 2010 American Lung Association study ranked seven Central Valley cities in the top 15 out of 25 most polluted by short-term particles. Merced was ranked number 11.⁶ The production of cotton within the region has worsened these emissions, creating adverse effects like “dust devils,” miniature tornadoes carrying dust and debris throughout the region. Unfortunately, farming practices are slow to change, due to the powerful influence of agri-business. This has created a sense of hopelessness among organizations like CCROPP who wants to effect change. Furthermore, it is challenging to encourage residents to advocate for safer practices when the population largely consists of undocumented residents who are fearful of deportation.

Crime/Violence

Gangs and gang violence are a major concern in Earlimart (Tulare County). At one point, there were 18 different gangs represented in a town of around 7,000.

Challenges in Madera are similar: illicit drug activity, gangs, and crime are prevalent and make it difficult for residents to access outdoor physical activities. In an effort to address crime and the complex issues associated with it, the Madera County Police Department holds Town Hall-style meetings two to three times a year on safety concerns. There are also neighborhood watch programs in the community.

CENTRAL VALLEY HKHC PARTNERSHIP

Lead Agency and Leadership Teams

The Central California Regional Obesity Prevention Program (CCROPP) was developed in 2006 through the collaboration of six public health departments within the Central California region, with a vision of addressing obesity prevention from a policy and environmental change perspective. CCROPP focused on two major initiatives: increasing access to healthy food and beverages and improving opportunities for physical activity. Initiatives are carried out by partnerships between public health departments, community-based organizations, and grassroots community members in eight counties: Fresno, Kern, Kings, Madera, Merced, San Joaquin, Stanislaus, and Tulare counties. The program was developed by the Central California Public Health Partnership and housed under the Public Health Institute.³ Since many of CCROPP's partners were unfamiliar with the policy arena before the partnership, they had to learn how to overcome challenges associated with community engagement, in relation to obesity and diabetes prevention. The partnership's initial workplan implemented a region-wide effort to make policy and environmental changes that promoted healthy eating and active living behaviors.



“health departments do have practical challenges that limit the level of engagement that they can have with grassroots community members. They can't pay for childcare, give people transportation, or provide meals at meetings; the types of things that really add value to the opportunity of bringing people together and creating dialogue. So that's how CCROPP began.” -HKHC Staff

See Appendix C for a list of all partners.

Organization and Collaboration

Staff assigned to the Central Valley HKHC partnership consisted of a Project Director, a Project Coordinator (PC), and Community Leads, who worked together to organize and facilitate program activities related to HKHC. Funding from HKHC provided full compensation for the Project Coordinator's salary and a portion of the Project Director's salary. The community leads were paid through funding provided by The California Endowment, which has been CCROPP's primary source of funding since inception.

The PC began as a community lead before transitioning into the role. That experience helped to understand the needs of the community and leverage connections and relationships with community organizations and members. The Project Coordinator was primarily responsible for recruiting participants from within the eight counties to begin leadership development training sessions. The PC disseminated the leadership development curriculum to active sites throughout the region and explored different options for sustainability of the program.

Community Leads (residents from the eight counties), represented community-based organizations in tandem with Public Health Leads (full-time health department staff members from each county). This combination led to a strong partnership in terms of community development. The Leads from all eight counties convened monthly to provide updates and collaborate on strategy work.

During HKHC, there was crossover with personnel who worked on obesity prevention (e.g., Communities for a New California) and other professionals (e.g., legal services, development).

Project staff had the opportunity to work on other grants while working on HKHC, when allowed CCROPP to expand its reach into other rural communities in Fresno County and areas of the valley that were not reached through HKHC.

Political Support

Prior to HKHC, there was a lack of grassroots community involvement in politics in Central Valley. The voices of low-income community members were not often heard at the table. Working with HKHC changed that dynamic. It allowed CCROPP to develop stronger relationships with key decision-makers. HKHC enabled the partnership to take constituents on office visits, creating a stronger relationship and awareness of CCROPP's

mission among a greater number of decision-makers, in both the school arena as well as with locally- and county-elected officials. In the state legislature, there was more support from politicians who were considering health in their decision-making process. Due to the skills taught through the Leadership Training Program, graduates were more active in politics and won seats on School Boards and wellness committees.

“It’s been a tremendous help—having had those relationships already established—and my connections with the lead [has] certainly made my work a lot easier.” -HKHC Staff

A challenge for Earlimart was that it did not have a town council, due to being unincorporated in the county. This challenge, coupled with the lack of representation at Tulare County Board of Supervisor’s meetings, often led to the town being forgotten and left out of decision-making processes.

Partnership Successes

Outside of HKHC efforts, CCROPP worked on statewide policy efforts to decrease the consumption of sugar-sweetened beverages within schools, childcare settings, and other community spaces. This policy stated that there would be no high sugary beverages at any meetings, and no access to vending machines with high sugary beverages, the only beverages allowed were low-fat milk, water, and 100% juice.

Partnership Challenges

A decrease in funding from the largest matched-funds contributor, The California Endowment, led to a loss of Community Leads. At one time, only five of the eight counties had leadership representation.

Although there was a cohort of graduates from Kettleman City, Kings County, there was no engagement for well over a year because no organizations were able to take over the role of the Community Lead. Therefore, no Community Leads were recruited for Cohort II of the Leadership Development Program.

There was also a deficit of non-profit organizations operating in many of the counties in Central Valley, making it difficult to find a group to act in place of a Community Lead. In other cases, the only non-profit organizations were not health-related organizations and, therefore, had to step into an unfamiliar role.

LEADERSHIP DEVELOPMENT PROGRAM

The Leadership Development program, *Powerful People: Building Leadership for Healthy Communities*, was created by CCROPP in 2009 to increase community engagement of residents within the region. The program provided opportunities for sustainability of CCROPP's preventive efforts by developing a team of advocates within the community who would remain dedicated to the effort. During the first year of HKHC, CCROPP established a dynamic process for training curriculum development.

Accomplishments

One of the most important objectives was to successfully implement the Community Leadership and Advocacy Program with two cohorts of participants. A total of 76 Leaders from Cohort I completed the program and were eligible to graduate. The graduation took place on May 23, 2010. These graduates were predominately Spanish-speaking women from low-income rural communities and urban neighborhoods, many of who were new immigrants with no previous training in advocacy or leadership. By March 2012, all of the seven Central Valley counties in Cohort II implemented the 12 sessions of the Leadership Development Training. A total of 127 residents from two cohorts graduated from the program.

Between both cohorts, the Leadership program successfully built the capacity of leaders from the following communities: Stockton, Ceres, Modesto, Riverbank, Merced, Winton, Fairmead, Madera, Fresno, Kettleman City, Pixley, Earlimart, and Bakersfield.

Complementary Programs & Promotions

The Project Coordinator worked with the Web Manager to design the recruitment flyer, a marketing piece for HKHC that included the annual calendar, mission, and map of all the communities involved in the HKHC project. All of the pieces were distributed among Community Leaders and stakeholders in May 2009.

Curriculum Development

The efforts during the first year of the project provided the foundation for the regional community Leadership Development Program. The HKHC Project Coordinator met with the eight CCROPP Community Leads in April 2009 to discuss their expectations and recommendations for the training curriculum, obtain commitments to recruit local leaders for the training program, and facilitate logistics for local trainings. It also afforded CCROPP the opportunity to explore models of creative capacity building strategies. These model strategies are the direct result of input from the "Emerging Leaders" and staff involved in the project.

The Project Coordinator, Project Director, and Evaluation Liaison, along with the CCROPP Community Leads regularly reviewed and revised curriculum activities to assure that they were developed in a manner that truly built the capacity of participants to advocate for policy and environmental changes around healthy eating and active living. In some instances, updating curriculum modules was about simplifying languages, there was an activity to "identify assets and liabilities in the community" which was changed to "what advantages and disadvantages shape your community environment?" The latter was easier to understand and translate into Spanish. Ultimately, changes to the curriculum that made it more accessible to participants helped them to apply it to organizing within their own neighborhoods, mostly by informing participants that the concepts were from people's experiences.

All curriculum modules were drafted and implemented by the HKHC Project Coordinator and based in literature research and best practices. The influence of the CCROPP Community Leads and the HKHC Community Leaders (i.e., participants) in the development of the activities was key to adapting them to local needs, projects, literacy levels, and logistical challenges. Monthly meetings with CCROPP Community Leads were instituted to review curriculum modules and provide input on the improvement of the modules.

Observational assessments prior to the beginning of each training were built into the curriculum to evaluate participants' comprehension. A recommendation for the next cohort was to increase the frequency of the classes to every two weeks instead of four, as it was for the first cohort. Written assessments were not recommended for the first cohort, rather, oral and casual evaluations, which were successful in confirming that concepts were adequately grasped.

Implementation

HKHC funding gave CCROPP the opportunity to develop a curriculum for its Leadership development program. The curriculum was published in both English and Spanish versions. CCROPP owned the copyright for the curriculum, however, the curriculum royalties were owned by RWJF.

Beginning in December 2010 with the support of the Project Coordinator, CCROPP Community Leads recruited participants for Cohort II of the Leadership Development program in seven sites, totaling 76 participants region-wide:

- San Joaquin County community members were recruited from Southeast Stockton.
- Stanislaus County community members were recruited from Ceres, Modesto, and Riverbank.
- Merced County community members were recruited from Southeast Merced.
- Madera County community members were recruited from the Fairmead Community and Friends (FCF) committee.
- Fresno County community members were recruited from Southwest Fresno and parents were recruited from John Burroughs Elementary School.
- Tulare County community members were recruited from Earlimart and from members of their park committee.
- Kern County community members were recruited among members of the Greenfield Walking Group.

Participating residents were expected to continue advocacy efforts by passing what they learned onto the next cohort. Community members who participated in the Leadership development program and attended all of the training classes received a \$100 gift card stipend at graduation.

Monitoring

A method for tracking trainings and attendance was developed. The Administrative Support Coordinator and Research/Training Assistant worked diligently to keep training statistics (e.g., attendance, records, homework, contact information, reminders) and activities updated and accurate. Attendance statistics were submitted to the Community Leads to minimize attrition rates and measure participation. This assessment was very successful in the Counties where the Community Leads were highly involved in the monthly trainings. The Project Coordinator compiled attendance statistics and created a list of candidates for graduation.

Evaluation

CCROPP developed a multi-level evaluation method that assessed: 1) the effectiveness of each curriculum session, 2) the personal transformation of participants to leaders, and 3) the achievement of community transformations to healthy communities.

Session evaluations allowed participants to continuously reflect on the value of the sessions, as well as offer comments and suggestions for enhancing the program. Participants completed a one-page form with a set of questions designed to measure course objectives at the end of each session. A rating system was used to facilitate and tabulate participants' responses. There were also two open-ended questions that allowed participants an opportunity to indicate what the most important aspect of each session was and provide other suggestions for enhancing the session.

CCROPP also designed an appreciative inquiry (pre- and post- interview) that focused on the personal transformation of participants. The pre-interview tool assessed how participants perceived themselves in terms of leadership in their community; the post-interview tool assessed whether there was a change in self-perception as a leader. The tool was designed to be conducted in audio or video format. Cohort I participated in only the post interviews, whereas Cohort II participated in the full appreciative inquiry, completing both pre- and post-interviews.

Curriculum Dissemination

There were several layers of review for the curriculum. One level was the review committee, and the second level was with the Communications Specialist and Project Director, along with the Program Officer. Each

review found new changes and edits, as well as a generation of more ideas for inclusion. Electronic versions of the curriculum were made available to sites with working agreements and contracts.

Population Impact

Four members of the Fresno County Leaders group were elected by the Fresno Mayor to the City Neighborhoods Redevelopment Advisory Committee. Their posts enabled Leaders to advocate for building healthy neighborhoods where healthy eating and active living has promoted. From August 2010 until April 2011, two Leadership Program graduates served on the City of Fresno Downtown Neighborhood Advisory Committee where they had the opportunity to provide the city with direction for future developments in Southeast Fresno.

“What CCROPP has done with this program is given us the knowledge we need to take this work into our own hands and make our neighborhood healthier even when they're gone.” - CCROPP Community Leader

A Leadership Program graduate from Stockton joined the resident council within the U.S. Department of Housing and Urban Development (HUD) housing complex where she resided. This graduate advocated for more healthy eating and active living opportunities for residents. She was also involved in the Mothers Taking Action Program, where mothers and grandmothers discussed in small groups how to improve their children's nutrition and increase their physical activity opportunities.

Another Leadership Program graduate became a board member for the San Joaquin County HeadStart Program. She used her position to advocate for increasing healthy eating and active living opportunities at HeadStart sites.

A Leadership Program graduate from Cohort I became a Program Evaluator for United Way. She joined a review committee that evaluated and determined which community programs would receive United Way funding.

The HKHC Leadership Advocacy training has had a long lasting positive impact on graduates. In at least three counties—Kern, Stanislaus, and Fresno—graduates sought and received full-time employment. In Kern, one of the graduates began working as a promotora with Vision y Compromiso. In Stanislaus, one of the graduates from Cohort II began working closely with the CCROPP Lead on several projects as a full-time employee. And, in Fresno, one of the graduates from Cohort I went on to pursue self-employment.

Lessons Learned

The Leadership Development program has given many of the graduates confidence, skills, and support to take on leadership positions they would not have taken on otherwise. Graduates from Cohort I became members of their school district wellness committee; joined various city- and county-wide advisory boards; became involved in program development and fundraising activities around obesity prevention in their community; and provided technical assistance to other communities locally, regionally, and nationally. One of the graduates was so motivated by her experience in the program that she decided to continue her education, which she did not have a chance to do earlier in life.

The primary lesson learned was that community members are the experts of their context. They are the primary source to identify the challenges that impact their ability to lead healthier lifestyles. They also have the most viable solutions to their challenges.

Effective promotion, such as, conveying the need for policy and environmental change by identifying with different audiences, helped increase interest among key decision makers and the community.

Challenges

Staffing fluctuations affected the project implementation. The loss of the original HKHC Project Coordinator during year two of the project was a setback to curriculum development activities as well as delaying the implementation of the Leadership Development program's second cohort. Logistical tasks, originally the responsibility of one position, spanned across two positions due to the loss of the Administrative Assistant in year three.

A decrease in funding to Regional CCROPP Leads impacted the program at several points. The Community Building Specialist was the only staff person providing the trainings, which made spreading out sessions a

necessity. Consequently, sessions were delivered once per month in each county, and the month-long lag between each session made it difficult for the group to connect the session topics together. Providing support and technical assistance to the first cohort while the second cohort was undergoing the training was also challenging, since the Community Building Specialist was implementing lessons instead of developing curriculum.

The challenge of engaging a community primarily consisting of undocumented residents pervaded throughout the initiative. Having a largely undocumented population made it difficult for CCROPP to convince residents to advocate for their well-being.

With respect to the Community Leads, gaps have existed in this role between counties (e.g., Kings County).

Each county had different funding timelines, which impeded the stability of the project. Matched funding from The California Endowment went individually to each community-based organization in each community. There were different start dates, and as such, some communities ran out of money, whereas others were able to implement the program more consistently and for a long period of time.

Logistics to transport Leaders to the more remote sites was a significant challenge due to the extensive geographical area that HKHC served.

Sustainability

CCROPP plans to seek funding and resources to continue leadership development, be more active in marketing the curriculum, and educate elected officials about policy and environment changes. To this effect, CCROPP hopes to evaluate the intermediate effects of their work (e.g., increased physical activity, increased consumption of healthy foods) in order to show decision makers its effectiveness.

There is an opportunity to provide training and technical assistance to groups who are interested in implementing the Leadership Training program in their areas; specifically, four rural communities in Fresno County.

CCROPP desires to continue adding value to obesity prevention in the Valley with other organizations working on similar issues and to branch out into efforts not previously explored, such as Complete Streets.

“the beauty of this leadership training...is that even though it is coming from a frame of obesity prevention in terms of trying to really support efforts that promote access to healthy food and promote more opportunities for physical activity, these are skills that community residents can take and apply to a number of issues in their community; social issues or environmental justice issues. So in that way, we're building this idea of leadership and civic engagement within the eight county region that could have implications for a lot of other things.” -HKHC Staff

PARTNERSHIP FUNDING

The California Endowment (TCE) provided matched funds for CCROPP throughout the first three years of the initiative. CCROPP's first year of funding focused on developing relationships with community organizations by making connections with existing public health coalitions and organizations within the region.

STRATEGY FUNDING

Funding for the environmental changes in parks, corner stores, and community gardens came from a variety of different sources:

- Sci-Arc (South California Institute of Architecture) used state funding for a corner store conversion.
- CCROPP partnered with First 5 California (a government-based organization dedicated to improving the lives of youth ages 0 to 5) to receive funds in support of a policy dedicated to decreasing the consumption of sugar sweetened beverages. The policy was passed and implemented by San Joaquin County.
- Catholic Health Care West awarded a \$25,000 dollar grant to support active living initiatives in Merced.
- In Merced, Flanigan Park received a \$200,000 grant for renovation and the city added \$400,00 for a basketball court and walkways.
- The Greenfield Walking group received a \$500 grant from TCE to purchase an iPod and amplifier, which were needed to conduct physical activity programs at the park.
- A mini-grant with the Fresno Council of Governments was used to develop a training for teaching leaders how to participate in and conduct community advocacy around an impending regional transportation plan.
- United Way of Merced applied for a \$25,000 grant and received funding to engage residents in physical activity.
- Chowchilla School District, on behalf of Fairmead Community and Friends, received \$69,000 from Chukchansi Casino to build a fence, per a joint use agreement requirement.
- The HKHC partnership received a technical assistance award for \$20,000 from the California Convergence, which provided them with resources to help other areas of California to regionalize.
- The James Irvine Foundation awarded a grant that built local civic engagement.

In 2010, 14 San Joaquin Valley cities made a formal contract for sustainable growth, called Smart Valley Places.¹¹ A U.S. Department of Housing and Urban Development (HUD) - U. S. Department of Transportation (DOT) - U.S. Department of Environmental Protection Agency (EPA) grant (Smart Valley Places) provided funding to conduct community leadership in the communities, specifically to build capacity to become involved in land use and built environment issues. CCROPP was funded to provide outreach and help leaders become active participants in the city planning process. This corresponded well with the regional work CCROPP was already doing as an objective for its TCE grant (e.g., conducting workshops for public health department staff). Three community workshops were funded by TCE as a kick-off for the Smart Valley Places work.

Funding Challenges

It was difficult to persuade certain funders to follow through with initiatives, since they wanted to see immediate results. CCROPP struggled with identifying indicators which measured the impact of the Leadership Development program in a way that convinced funders to follow through.

Funders did not seem to appreciate the cost of community engagement, and often cut their funding, which in some cases resulted in disrupting organizational structure and leadership capacity.

The HKHC partnership struggled to convey that HKHC work takes time: time to engage with communities, time to build relationships with decision makers, and time to build capacity with those most likely to make changes.

The philosophical alignment of the funder did not always correspond to the initiative.

The core funder for CCROPP was The California Endowment; however, funding levels decreased over time, which affected CCROPP's ability to continue community engagement and have a lead in each of the counties. At one time, CCROPP only had community leads in five of the eight counties it served.

Because CCROPP was initiated and largely funded by TCE, other funders identified CCROPP only as a California Endowment project and were sometimes hesitant to provide additional funding.

See Appendix D for sources and amounts of funding leveraged.

COMMUNITY ASSESSMENT

Cohort II of the Leadership Development program was instrumental in implementing nearly 200 neighborhood surveys, of which they reported findings back to the community. The Leaders helped design the survey, which asked residents of Southeast Stockton to share their experiences accessing healthy food in their neighborhoods. The survey also asked where they currently shopped for groceries, how much they spent every week, and whether or not they saw a need for healthier food options closer to their homes.

Parks and Play Spaces

Community Surveys

Burroughs Community Leaders worked with the Fresno CCROPP Lead to develop a survey that forum participants completed to determine which amenities should be installed in Ray Riley park. Responses indicated that amenities such as soccer posts, basketball courts, and toddler parks would be much better utilized than what was in the current proposal (i.e., dog park).

HKHC Leaders and residents joined County Parks and Recreation staff and provided feedback on what they would like to see improve in and around parks in their community. Nearly 150 people provided valuable feedback via a community outreach survey for a park infrastructure grant.

The CCROPP Community Leader in Tulare County organized a survey of Pixley residents to identify which improvements the residents wanted most at Pixley Park. Residents were invited to a Picnic in the Park event at which people voted on specific improvements they wanted the county to make. Among the many opportunities for park improvements, residents requested that goal posts be installed on the large open space to create a soccer field.

Direct Observation—Enhanced Evaluation

In order to better understand the impact of their work in parks and play spaces, representatives of CCROPP participated in completing direct observation to assess individuals' behaviors in their natural setting. Data were collected between April and June 2013 at the following eight parks: Lions Town and County Park, Madera County Courthouse Park, Madera Sunrise Rotary Park, McNally Park, Pan America Park, Romaine Park, Rotary Park, and Smyrna Park. Observations were collected between 9:00 AM and 7:30 PM. See Key Takeaways Direct Observation (Parks and Play Spaces) for a summary of the results.

<p style="text-align: center;">Key Takeaways</p> <p style="text-align: center;">Direct Observation (Parks and Play Spaces)</p> <p>For most parks, very active behavior was observed among children, adolescents, and adults.</p> <p>Playground games were the most common activity type observed among children.</p> <p>Adults were sedentary, moderately active, and very active. They participated in a wide variety of activities from supervising to playing basketball.</p> <p>Adolescents were mostly moderately and very active.</p>

Environmental Audit—Enhanced Evaluation

In order to better understand the impact of their work in parks and play spaces, representatives of CCROPP participated in completing an environmental audit to assess the presence or absence of different features, as well as the quality or condition of the physical environment. The audit tools were completed for seven parks in Fresno County and Madera County. The tools captured the setting, accessibility, vending machines, signage, barriers to entry, playground features (swings, slides, monkey bars, sandboxes, ground games), sports and recreation features (fields, courts, pools, tracks, trails), aesthetic features and amenities, trash, and vandalism. The following parks were included in the assessment: Romain Park (Fresno County), Lions Town and Country

<p style="text-align: center;">Key Takeaways</p> <p style="text-align: center;">Environmental Audit (Parks and Play Spaces)</p> <p>Five of the seven parks (71%) were multi-featured and publically -accessible.</p> <p>Almost all of the parks had a parking area on-site and on-street parking next to a play space.</p> <p>None of the parks had broken glass and only one had graffiti and tagging.</p> <p>Six of the parks had signage indicating the park or play space name.</p> <p>Only one park charged an entrance fee.</p> <p>Two parks showed signs of alcohol or other drug use and one park had a some sex paraphernalia present.</p>

Park, Rotary Park, Madera County Courthouse Park, Madera Sunrise Rotary Park, Pan-Am Park, and McNally Park (Madera County). See Key Takeaways Environmental Audit (Parks and Play Spaces) for a summary of the results.

Corner Stores and School Farm Stands

Environmental Audit—Enhanced Evaluation

In order to better understand the impact of their work in corner stores, representatives of CCROPP participated in completing an environmental audit to assess the presence or absence of different features, as well as the quality or condition of the physical environment. Six stores were audited in two counties of Central Valley. Three auditors assessed the following stores in Fresno County: Easton Market, Lee's Market, Main General Store, Latino Market, and La Tiendita between May and June 2013. Three auditors assessed La Placita Michoacana in Stanislaus County in May 2013. See Key Takeaways Environmental Audit (Corner Stores and School Farm Stands) for a summary of the results.

Community Surveys

Leaders assisted with the implementation of a community survey in Spanish in rural Fresno County in December 2012. The purpose of the survey was to assess the community's support for a Healthy Corner Store Makeover/ Small Distribution Project in the communities of Fowler, Easton, Sanger, and Del Rey.

HKHC Leaders assisted with the design and implementation of a community survey for the full-scale grocery store in Stockton. The survey assessed whether or not the community would support the establishment of a new grocery store; specifically, how much people were willing to spend at the store weekly and monthly, and what specific items they would most likely buy.

HKHC Leaders from Cohort II with support from Cohort I were determined to tackle school breakfast participation and quality as one of their main projects. As a starting point, a breakfast survey consisting of seven questions was developed and completed by parents in 2012. In November 2012, the breakfast survey was piloted at the John Burroughs Elementary Fall Festival. CCROPP hosted a resource table with information and HKHC Community Leaders assisted with the implementation of the survey. Approximately, 100 parents completed the survey during one afternoon. At this event, the Principal of Burroughs indicated interest in having the survey sent home with all 850 children enrolled. Nearly 400 completed surveys were received. The information from the surveys informed the need for alternative breakfast models, such as universal school breakfast and changes to the menu, and incorporating more wholesome foods (e.g., fresh fruits and vegetables).

CX³

HKHC Community Leaders from Cohorts 1 and II conducted CX³, a tool that captured and communicated neighborhood-level data to promote healthier communities,⁸ by assessing the overall nutrition environment of the community. Specifically, Leaders assessed outdoor marketing, mobile vending around

Key Takeaways

Environmental Audit (Corner Stores and School Farm Stands)

About half of the stores lacked accessibility with three stores lacking an accessible entrance and two stores lacking wide aisles to accommodate strollers and wheelchairs.

All six corner stores accepted a form of WIC, SNAP, or EBT, and two stores (Lee's Market and La Placita Michoacana) had WIC/SNAP signs near WIC/SNAP approved products.

Fresh fruits (3-8 types per store) were available at five of the six corner stores. Fresh vegetables (3-15 types per store) were available at all six stores. Latino Market was the only store without fresh fruits available.

La Tiendita had the highest number of fresh fruits listed on the audit tool (8). La Placita Michoacana had the highest number of fresh vegetables listed on the audit tool (15).

The only two stores that identified produce by name and clearly labeled both the price and unit were Lee's Market and La Placita Michoacana.

Canned fruits and vegetables were available at all six corner stores, but frozen fruits and vegetables were not available in any store.

Two-percent and whole or vitamin D milk was available at all the corner stores; however, skim milk was not available at any store.

Four of the six stores sold both tobacco and alcohol products.

schools, walkability, food stores, fast food outlets, farmers markets and other alternative food sources, food banks, and pantries. Findings were presented to the community. Intervention strategies that emerged included working on a healthy corner store project, with M&M store as a potential solution to increasing access to local produce. Given the city's bankruptcy state and its focus on other priorities, Stockton could not move forward with a full-scale supermarket. In the meantime, it moved strategically to establish relationships with the store owner at M&M Store where a successful healthy corner store convergence project was established. After one year of implementation, the store remained EBT- and WIC-authorized and sales were profitable.

Farmers' Markets

Environmental Audit—Enhanced Evaluation

In order to better understand the impact of their work in farmers' markets, representatives of CCROPP participated in completing an environmental audit to assess the presence or absence of different features, as well as the quality or condition of the physical environment. The tool captured overall market operations (e.g., months, days and hours of operation, accessibility, government nutrition assistance programs), vendor display areas (e.g., space, equipment), product signage and pricing (e.g., clear signs, unit and price labeled, discounts for larger sales), frozen and canned fruits and vegetables (e.g., quantity and variety of frozen or canned fruits and vegetables), other foods (e.g., availability of healthier options, foods with minimal nutritional value) and the availability, pricing, quality, and quantity of fresh fruits and vegetables. Fifteen markets were selected throughout Fresno, Madera, and Stanislaus counties in Central Valley for data collection. An Evaluation Officer from Transtria LLC trained community members and partnership staff on proper data collection methods. Data collection was completed between May 19, 2013 and June 8, 2013. See Key Takeaways Environmental Audit (Farmers' Markets) for a summary of the results.

Key Takeaways

Environmental Audit (Farmers' Markets)

Nine farmers' markets were open year-round, five markets were open between five-ten months per year, and one market was open three months per year.

One market was open five days per week, seven markets were open one day per week, and seven markets were open between two and three days per week.

Seven markets opened as early as 5:30-7:00 AM, and two markets closed as late as 6:00 PM.

Ten farmers' markets accepted WIC,SNAP, and EBT (CalFresh) benefits.

Other markets offered discounts for larger bulk sales, double dollar discounts, matched voucher discounts, wholesale discounts, and reduced prices for over-ripened produce.

Healthier food items, such as frozen vegetables; high-fiber, whole grain foods: lean meats, fish, poultry; nuts, seeds, beans, and low-fat, prepared meals were available at several markets.

Milk was available at two markets, one market offered a variety of milk options, while the other market only offered whole milk and flavored whole milk.

Foods with minimal nutritional value were available at fifteen markets, including salty foods, ice cream and frozen desserts, sweet foods, candy and chocolate, and regular to high-fat prepared meals.

A wide variety of fresh produce was available across all fifteen farmers' markets, including 31 different types of fresh fruits and 64 different types of fresh vegetables.

All fresh produce was of 'good' quality, except peaches at one market.

See Appendix E for the full Enhanced Evaluation Reports.

PLANNING AND ADVOCACY EFFORTS

Historically, the Central Valley region has struggled with creating changes that benefit residents because of its largely undocumented population. Without citizenship, residents perceived advocacy efforts as a threat to their ability to work within the region. Therefore, efforts dedicated to community engagement and empowerment were the primary focus within Central Valley even before CCROPP's existence. Once CCROPP was established, the organization provided residents with the resources necessary to improve upon the region's effort to increase community empowerment and engagement.

Community Outreach and Engagement

Derived from the introduction of Leaders from Kern and Tulare Counties, Pixley Leaders accepted an invitation from the Greenfield Walking Group Leaders to exchange expertise at a convening. The two groups requested the support of HKHC, and the Project Coordinator accepted. This was an excellent opportunity that encouraged networking and event organizing. The event was a great success in terms of inclusion and all the Leaders' families were invited. The Leaders' spouses were highly encouraged to be part of the next cohort and to support their partners in Leadership endeavors.

After several meetings and conversations with Burroughs Community Leaders in Southeast Fresno, City of Fresno Planning and Parks staff held a community forum to discuss the schematic design of Ray Riley Park. Burroughs Leaders, several of whom were graduates from the Leadership Development program, helped organize parents and community members to attend and share their perspective about what type of park Ray Riley needed to become in order to increase physical activity for local families.

Cub scouts were a key partner in park revitalization in Stockton. Additionally, high school youth involved with CCROPP and the City of Stockton assisted with supplies (i.e., materials to paint over graffiti, landscaping) and community members helped with clean-up. The youth spearheaded this initiative.

Throughout 2012, Fairmead Community and Friends (FCF) worked to receive donations from grocery stores in Madera to hold a Thanksgiving feast for those unable to provide a meal for their families. This event was well-received by the community. FCF held several other community events, which they used as opportunities to connect with the community and share in English and Spanish some of the community issues and how residents could help. Over 100 people of all ages participated in these events.

Advocacy

FCF organized and advocated for additional resources at the county level in Madera. Fairmead was an unincorporated community and lacked a governing body from which to petition help. The county officials were supportive and started to work with FCF on upgrading physical activity opportunities.

CCROPP joined the Health in All Policies Task Force, a collaborative project focused on improving population health by incorporating health considerations into decision-making across sectors and policy areas, with partners from the Public Health Institute, the California Department of Public Health, and the California Strategic Growth Council.⁹ CCROPP also participated in statewide advocacy groups such as the Latino Coalition for a Healthy California, whose goal is to improve the health of all Californians through legislative advocacy, community education, training and research¹⁰ and California Food Policy Advocates, a statewide policy and advocacy organization dedicated to improving the health and well-being of low-income Californians by increasing their access to nutritious, affordable foods.¹¹

In Kern County, CCROPP advocated for funding to approach a local partner, The Center on Race, Poverty, and the Environment, to support the Greenfield Walking Group, since there was no longer a Community Lead.

In Madera County, Community Leads worked on securing joint use agreements. The parents of HeadStart students were key advocates in unlocking the gates at Burroughs Elementary School. Their advocacy plan included presenting to the School Board, driving a signature campaign, and meeting with the local Sheriff to gain support.

One of the Fresno Community Leads was confirmed to represent the Southeast Fresno HKHC leaders on a statewide group called California Convergence. This was an opportunity for the Central Valley resident

representative to meet and share lessons learned and success stories with other residents across California.

Media Advocacy

Valley Public Television created a “Corporate Video” filmed in the HKHC communities that highlighted CCROPP and its successes and marketed the need for viewers to work at the policy and environmental level.

The graduation ceremony that culminated the Leadership Development program of Cohort I was held on May 23, 2010. A weekend day was selected to make this a family event and many TV and printed media outlets attended the ceremony to showcase the accomplishments of the HKHC Leaders.

One of the Leadership Development program graduates was interviewed by Valley PBS on healthy eating and active living opportunities in Southeast Fresno.

Youth in Stockton developed a public service announcement (PSA) around the loose dog issue in their community. The PSA was developed with a mini-grant from the city and was not receiving much air time until one of the City Councilman was bitten by a dog while jogging.

Valley Public Television (VPT) produced three videos for CCROPP that received airtime on VPT and on the CCROPP website for broadcast.

In celebration of a year-long effort, on March 16, 2013, a media event was planned in Stockton to highlight the success of the M&M corner store, recognizing the store owner's great leadership and attracting other store owners to follow suit.

PARKS AND PLAY SPACES

Unincorporated communities present a host of challenges when it comes to accessing healthy eating and active living opportunities. When the county is the primary governing body for these communities, resources are scarce and often shared among multiple communities. Park access is an example of an amenity that often suffers.

Policy, Practice, and Environmental Changes

The San Joaquin County Community Lead helped develop a community center, similar to a recreation center, and involved neighbors in the decision-making process.

Community Leads were able to plant two trees in Stiern Park, Bakersfield, as well as building a toddler playground, installing public lighting throughout the park, paving the periphery of the park as a walking trail, painting over graffiti, and cleaning up the park on a regular basis. The park has been transformed into a place where many local families walk, run, dance, play sports, and enjoy recreation with their families. The Greenfield Walking Group mothers were successful in requesting new swings be added at the park where many of their children enjoyed daily visits. Mothers have worked closely with city officials, including the police department, to help patrol the area where kids are crossing to and from Stiern Park and a neighboring school. As a result, there was one officer stationed at the Family Resource Center, across from Stiern Park, who helped monitor speed and other traffic violations.



Source: CCROPP

The Greenfield Walking Group worked closely with the community of Rexland, including city officials, to increase safety at Rexland Park. They were successful in replacing lights. The group was also successful in Kern Park; where they installed flood lights for soccer games at night and helped pave sidewalks in half of an unpaved area. Soccer fields, a new playground, volleyball nets, and basketball courts were also installed. As a result of adding these amenities, more people visited the park.

After nearly 12 months of negotiations, the Tulare County's Department of Parks and Recreation approved and installed the goal posts at Pixley Park.

A new park, Ray Riley, was developed in Southeast Fresno. The location, although plagued by noise and air pollution, was approximately 1½ miles from the neighborhood school.

Complementary Programs and Promotions

CCROPP partners in Madera County developed the “Vern McCullough River Trail Map and Park Resource Guide” to promote the park and trail system. The guide includes park addresses, amenities, and a map of the river trail. The Madera County Police department worked with residents and the Parks and Recreation Department to develop a neighborhood watch program.



Source: CCROPP

The Greenfield Walking Group met daily at Stiern Park and held morning aerobic and Zumba classes with other community residents. The group partnered with AmeriCorps youth to ensure that Stiern Park was clean, free from trash, and free from attraction to negative activity.

Implementation

In Bakersfield, the Greenfield Walking Group members, many of whom were graduates or participants in the Leadership Development program, transformed Stiern Park in a way that facilitated physical activity for the entire community. The group developed a very productive working relationship with the Parks and Recreation Department, the City Mayor, and the County Public Health Department, and other key local government officials, in order to make much needed changes to the local park.

The Kern County Leaders of the Greenfield Walking Group held neighborhood meetings. At the first meeting, they had 36 people in attendance and among the attendees was the Parks and Recreation Manager. As a result, lighting requests were fulfilled by the Department at Stiern Park.

To complete the development of Ray Riley Park, Community Leads worked diligently with their City Council member and other city staff from the Parks and Recreation Department to ensure that the park reflected the amenities and appearance they envisioned. They also conducted a community assessment to determine desired amenities. Upon the City's recent request, a committee of parents was formed to select the colors of the playground and the appropriate structures.

Population Reach and Impact

Youth, ranging from Kindergarten through high school, approached the city of Stockton and formally adopted the park. They worked weekly on improvements and maintenance.

The Greenfield Walking Group continued using Stiern Park for physical activity after improvements began. Within two years, individuals experienced weight loss, reported stress loss, and increased self-esteem. The group has impacted other communities by joining forces with advocacy organizations such as the Central Valley Air Quality Coalition to promote policy changes on a regional, state, and national level.

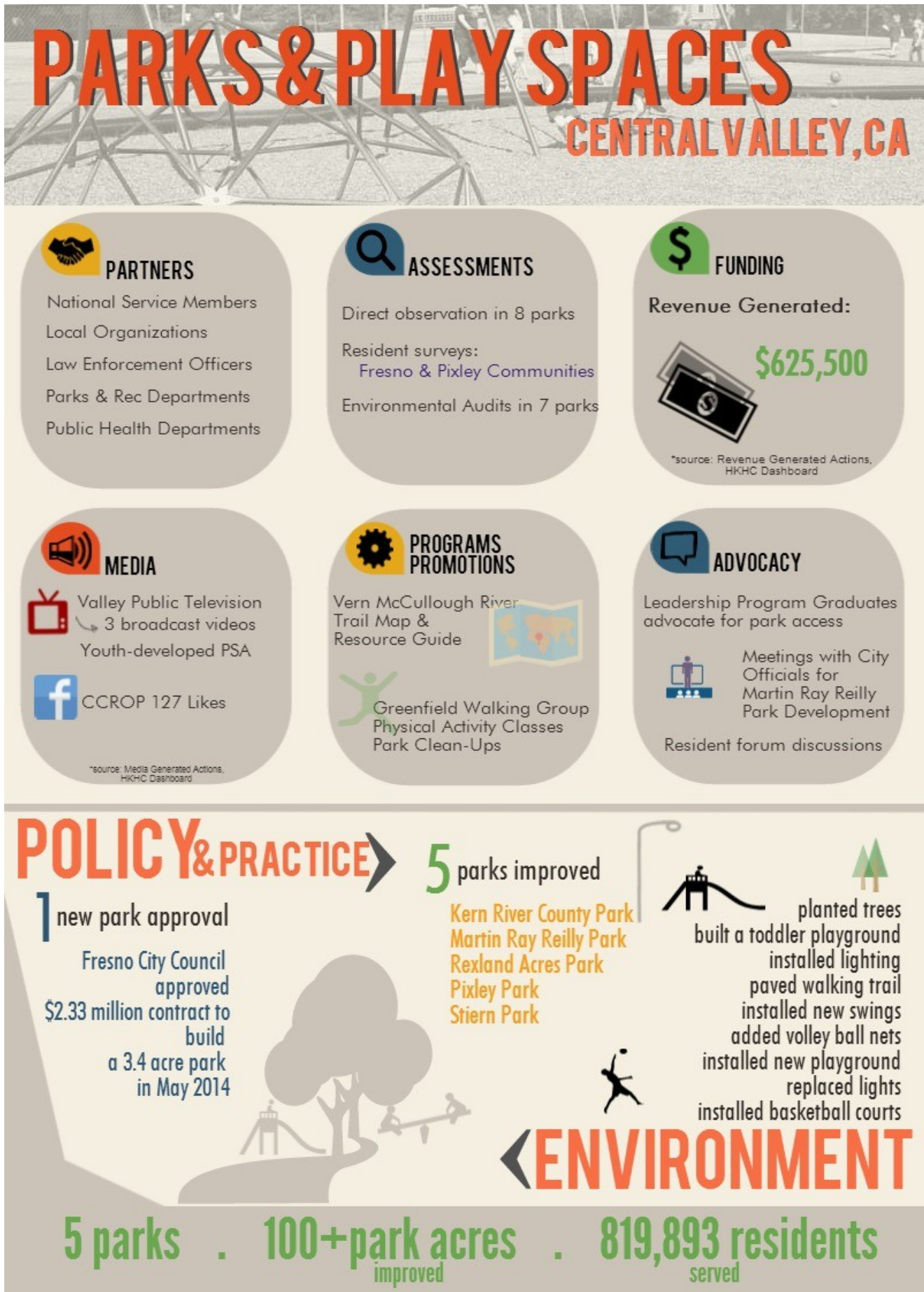
Challenges

Unincorporated areas are county-governed, which presents challenges for promoting change for communities like Pixley. Continuous ground-up advocacy efforts seemed to be the only strategy the residents could use to effect change in these areas. However, finding residents to engage in advocacy efforts was difficult, since most of the population consisted of undocumented residents. Residents have to take initiative if they want changes to be made within the park. If advocacy is not present, persistent, and effective, then the park is neglected by the county.

“There [were] five and six year olds who really took ownership of the park and, of course, their parents too. Years ago no one went to [the park] in the summertime. On a good afternoon there could be several hundred people in the park; people are playing soccer. Teens are playing basketball, there are guys at the hand-ball court, mothers are walking around the perimeter of the park, and there's kids at the playground. There's just people everywhere; cars are doubled parked. Years ago that just would not [have] happened.” - Community Member

See Figure 3: Parks and Play Spaces Infographic for more information.

Figure 3: Parks and Play Spaces Infographic



JOINT USE

Policy, Practice, and Environmental Change

Fairmead Community and Friends (FCF) in Fresno had success in securing a joint use agreement between John Burroughs Elementary and parents. Burroughs became the first school among 103 schools in the Fresno Unified School District to unlock its school gates to the community after school hours and on weekends. This agreement facilitated both organized as well as informal physical activity for parents, children, youth, and the rest of the community.

In Stockton, a city-owned, multi-use gymnasium was opened to the public, due in large part to the development of a joint use agreement with the Community Partnership for Families of San Joaquin.

Merced recently launched its joint use efforts in August 2012 at Farmdale Elementary, with a partnership between Weaver School District, Dignity Health Foundation, United Way of Merced, and Make it Happen Wellness Center.

In December 2011, after three years of advocating for the Chowchilla School District to sign a joint use agreement, Community Leads from Cohorts I and II and partners from Chukchansi Casino, Fairmead Family and Friends, Chowchilla School District, and Madera County succeeded in signing the agreement. As a requirement to separate the classrooms from the open green space, a fence was installed.

CCROPP facilitated a joint use agreement between the community and Pixley Elementary School in Tulare County. The school Principal said that opening the school grounds after hours and on weekends helped reduce vandalism in the park.

In June 2011, Tulare County entered into a joint use agreement with the Earlimart School District. The agreement stated that, upon receiving grant funds for construction of the neighborhood park, shared use of the grounds would be in effect for the next 30 years.¹² The agreement allowed community members to use the athletic facilities after school hours. The athletic facilities (e.g., track, basketball court) were left unlocked and the lights remained on after school hours and in the summer.



Source: Community Commons

Complementary Programs and Promotions

Effective September 22, 2012, parents began Zumba classes every Saturday morning out in the open green space at Stiern Park.

Stockton Community Leads have taken significant strides in advocating for increased joint use of existing community assets, such as a gymnasium. There were numerous ongoing activities that attracted people of all ages and racial/ethnic groups such as indoor soccer, indoor basketball, line dancing, and Filipino martial arts.

More than 100 people attended the Safe Places to Play Summit. Community Leads from counties working on joint use and parks and recreation efforts served as panelists.

Fresno residents have conducted aerobics classes in Burroughs gym and children have used the outdoor facilities after school.

Every Monday and Wednesday evening, Merced residents received one hour of yoga and, on Tuesdays and Thursdays, an hour of Zumba. Daily, nearly 400 residents of all ages have turned out to participate in these free community activities.

Community Leads in Bakersfield (Kern County) were able to develop no-cost physical activities such as solo line dancing, Zumba, Filipino dance, youth indoor soccer, and youth basketball. A group of adult community residents also played soccer every evening and one of the Community Leads' spouse volunteered as the coach. Additionally, a group of youth have adopted their neighborhood park and have painted over graffiti.

Implementation

Board members from Chowchilla School District in Madera County held a facilities-use workshop with

Fairmead Community Leads, School Board members, Fairmead Elementary School and High School Principals, and County Planners. The Superintendent itemized requirements that would permit the School District to enter into a joint use agreement with community members to use the elementary school on evenings and weekends. Requirements were to:

- build a facilities-use fence around the school buildings to separate them from the playground;
- institute a security plan; and
- devise a plan for insurance liability to limit the school district's responsibilities.

The CCROPP Community Lead in Tulare County facilitated a series of meetings at Pixley Elementary School with the Principal and School Board members and a risk management expert who specialized in liability issues. Through the process, they learned that the school, district, and region were sufficiently covered by an existing insurance policy for joint use agreements. The administrators had originally thought that keeping their gates locked was protective, but in reality they were fully protected. As a result, the joint use agreement at Pixley Elementary School in Earlimart was easily secured.

Challenges

Working with the City of Stockton to establish joint use agreements was a process that took time. Community Leads were advised to be upfront with community members about this. The City had never secured joint use agreements with community-based organizations before. All of the previous agreements were secured with the School District. With the lengthy process broken into attainable objectives, community members were motivated to stay involved in the initiative. Their participation was key in securing joint use agreements.

Sustainability

The CCROPP Lead in Merced advocated for replicating their joint use agreement model in other low-income areas of Merced and began by holding conversations with Golden Valley High School. A partnership with University of California, Merced transpired and they committed to do a participant study with a group from the physical activity classes to assess biometrics (i.e., cholesterol, blood pressure, diabetes).

COMMUNITY GARDENS and SCHOOL FARM STANDS

CCROPP completed a community food assessment in Madera County in 2005, which uncovered that many low-income communities did not have access to healthy food items and transportation was a problem. No farmers' markets were present and groceries were limited to one supermarket. In turn, the assessment inspired the school farm stands initiative to increase access to healthy foods in low-income communities. Although not implemented region-wide, community gardens supported the lead agency's goal of increasing consumption of produce at the local level (i.e. avoiding the use of "big box stores").

Policy, Practice, and Environmental Changes

In Pixley, Community Leads from Cohort I worked with the local elementary school to establish a community garden, providing fresh fruits and vegetables for the community throughout the year. In addition, a weekly farm stand was established at Pixley Elementary School.

One of the requirements from the City of Bakersfield included a fence around the perimeter of the community garden site, which cost approximately \$5,000. Due to the Greenfield Walking Group's diligence and strong relationships with elected officials, they were able to secure funding from the Board of Supervisors.

Farm stands in Ceres expanded into two new sites in 2012, Adkison (in Modesto) and Sinclear Elementary. The success of the school farm stands was attributed to several things: the schools' great promotion; encouraging staff; increased awareness by the school and local community to purchase healthy drinks and fresh fruit and vegetables; innovative marketing strategies by the farmer; good selection of fruits and vegetables, smoothies, milkshakes, and prepared fruit; and parents' heavy involvement in promoting these events in the community.

A school farm stand was established at John Burroughs Elementary. Farmer Rubertina Pacheco began accepting EBT as a method of payment, which allowed more parents the opportunity to purchase fruits and vegetables.

Complementary Programs and Promotions

On July 31, 2012, a "Re-think Your Drink" community kick-off campaign event was held with strong community resident participation from San Joaquin County.

The Greenfield Walking Group worked diligently on the community garden at Jonah and Langston streets in Bakersfield, near Stiern Park. They established a committee, delegated roles and responsibilities for the garden, and canvassed the neighborhood to recruit volunteers. During the first week of October 2012, the Greenfield Walking Group partnered with AmeriCorps youth to clean the garden site free from trash and other incivilities.

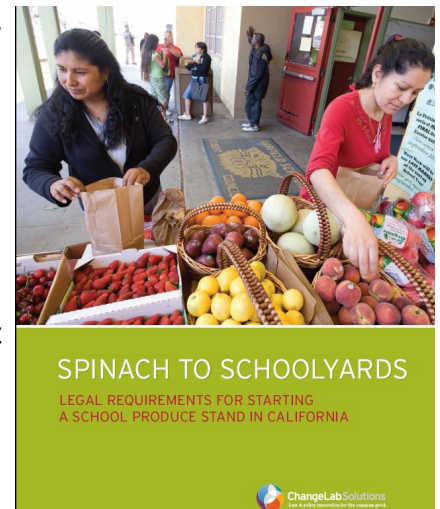
CCROPP staff informed the latest publication on school farm stands developed and published by Change Lab Solutions. The publication entitled, *Spinach to Schoolyards*, provides invaluable information on the basic legal requirements for starting a school farm stand in California.

Implementation

CCROPP gave the Weaver School District (Merced County) a mini grant to break ground on a school garden. A science teacher spearheaded the initiative. The middle school is in the process of writing a small proposal for a greenhouse farm.

At Pixley Elementary School, affordable fruits and vegetables were available to families for purchase at the weekly school fruit and vegetable stand. The pilot project proved to be beneficial to the students, the community, and the school. Students were involved in bagging and parents were involved in selling the produce. Both groups learned multiple skills relevant to future employment. Funds were earned for after-school activities and the relationship between community and school was enhanced. As a result, children, their families, and community members consumed more fresh fruits and vegetables.

In the Summer 2012, FCF held a farm stand in front of John Burroughs Elementary School. This one-time



Source: HKHC Dashboard

event came months after working with the district's Superintendent, Principal, and partners. The produce sold was all local. Residents in the neighborhood donated a variety of produce such as peppers, strawberries, watermelon, tomatoes, and squash that were grown in their backyards. Additional produce was purchased from Madera Produce Company at a discounted price.

Two Community Leads, one from Cohort I, and the other from Cohort II represented parents from Southeast Fresno in Fresno Unified School District's (FUSD) School Meals Committee. At the monthly meeting, parents have the opportunity to voice their concern and offer solutions about improving school meals.

Challenges

Although the farm stand was held only once at Burroughs, Fairmead Family and Friends were determined to hold the stand consistently in 2013 with strong support from the community.

FARMERS' MARKETS

In some areas of the Valley, high prices of local products sold by farmers within the region has inhibited residents living in low-income areas from purchasing local goods. Farmers that sold locally-grown produce often positioned themselves at higher-income markets in order to generate profits, thus disregarding the smaller, low-income communities.

Policy, Practice, and Environmental Changes

A policy definition for a farmers' market in the municipal code in the city of Fresno was passed.

Electronic Benefit Transfer (EBT) was accepted at the Merced flea and farmers' market and Atwater flea market in 2008. Users could put up to \$50 on each EBT token. Shopping for produce at flea markets is part of Hispanic cultural tradition.

Kern County farmers' market was re-established in 2008 and accepted of Women, Infants and Children (WIC) vouchers.

Complementary Programs and Promotions

In 2011, The Community Alliance with Family Farmers (CAFF) and CCROPP developed the first edition of *Buy Fresh, Buy Local: The Eater's Guide to Local Food*. This free San Joaquin Valley Eater's Guide was designed to be a useful tool in identifying local, fresh, and affordable food from the rich agricultural region. The guide was developed in an effort to help improve access to healthy food and raise awareness about the importance of buying local. The guide highlighted produce vendors who accepted WIC vouchers and EBT cards. Components of the guide included: seasonality chart of local fruit and vegetable crops, schedule and location information of 53 farmers' markets in the region, list of CSA programs, food system editorials, organizations and websites that supported sustainable food systems and healthy food access; and a list of CCROPP partners who were working on obesity prevention.¹³

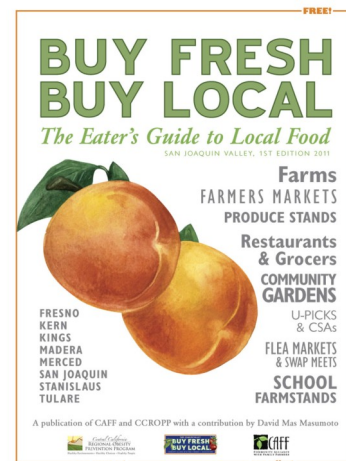
In 2011, Merced County CCROPP partners released a new toolkit, *10-Step Guide to Establishing Electronic Benefit Transfer (EBT) at Your Local Produce Market*. This toolkit was developed to improve access to healthy, affordable food in communities throughout the San Joaquin Valley. It was intended to serve as a useful resource for farmers, growers, market managers, produce vendors, school administrators, food service directors, community organizations, faith-based groups, and others who might be interested in establishing EBT at an outdoor fresh produce market.

The Merced market hosted the area's bi-national health week events, which provided free health screenings to migrant and seasonal farm worker families who lacked routine health care.

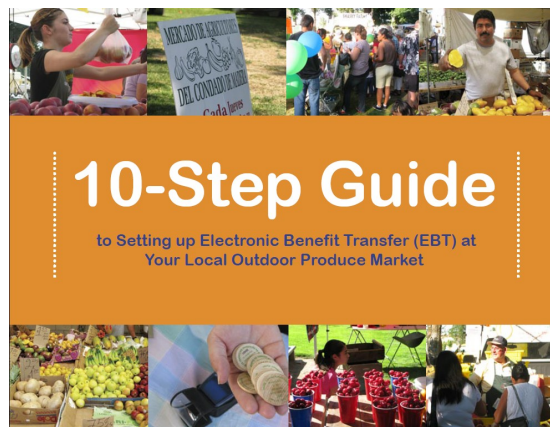
Implementation

Health educators and nutrition advocates tried for many years to establish a farmers' market in the city of Fresno. Because there was no policy definition for a farmers' market in the municipal code, this task was completed first. An advisory committee was formed, consisting of farmers, nutrition advocates, residents, and City Planning Department employees. After one year, the policy was created and passed unanimously by the City Council.

Merced County CCROPP increased access to healthy food by implementing EBT at the local food markets, including the Merced and Atwater flea markets. It took four and a half months to install the EBT machines at the market. Community Leads had to create a co-op of the vendors at the market to inform them of the procedures of accepting the tokens, since many of the vendors sold items other than food (e.g., make-up, clothes). Non-food vendors were discouraged from accepting tokens for their goods and they would be removed from the market.



Source: HKHC Dashboard



Source: HKHC Dashboard

The farmers' market in Kern County started in 2007, but after the initial interest and excitement dissipated, the market languished from a shortage of vendors and customers. For the 2008 market season, the Kern County Community Lead secured approval to promote the market through flyers, banners, radio, television spots, and online publicity. Other bureaucratic steps remained, such as obtaining a site permit from the County Department of Environmental Health Services, covering access to public restrooms, and establishing food safety regulations and measures. Vendors were required to prove to the Kern County Agriculture Commission that the foods they were selling were grown on their property and not purchased elsewhere. Vendors paid \$10 for a Certified Producer's Application, which could be used to obtain a California Certified Farmers' Market certificate from the California State WIC Association, qualifying them to redeem WIC vouchers.

Population Reach

Within the first three weeks of implementing EBT, sales were \$700 between the Merced and Atwater markets. The following six weeks, the sales were over \$5,000. In one year (2008-2009), EBT food sales doubled at the markets. At one point, there were 5,000 people that visited the markets every weekend.

Establishing the Kern County Farmers' Market within walking distance of a WIC clinic increased the clinic's redemption rate nearly 30% within two years. The more vouchers that were redeemed in a season, the more vouchers the WIC agency could receive the following year for distribution.

Challenges

It has been difficult to get other farmers' markets off the ground. This could be due to the cost of starting a market since a city permit can cost \$6,000.

CORNER STORES

San Joaquin Valley is largely a food desert where residents rely on corner stores for access to common foods. The stores mostly resemble liquor stores. Few fast food places are in existence in San Joaquin Valley. As a result, the re-design initiative—creating a healthier corner store—was a necessary step toward providing residents with healthier options.

Policy, Practice, and Environmental Change

Due to Stockton's bankruptcy status, there was a hold on moving forward with building a supermarket. Instead, the community chose to work on converting an existing corner store into a healthy store, called the M&M market. This store was able to accept WIC and EBT.

Complementary Programs and Promotions

The CCROPP newsletter was the main catalyst in promoting the corner store redesign as an effective promotion strategy that other stores were able to use. CCROPP members designed the sign for the M&M market.

In April 2013, the community of Southeast Stockton united to recognize the M&M market as a leading healthy store. The small store maintained its commitment to the community by providing fruits and vegetables as well as accepting WIC and EBT. The hope for the event was to draw attention and encourage more small stores to follow M&M's lead. A ribbon cutting ceremony, taste testing, free recipes, and naturally-flavored water samples were some of the activities and incentives offered at the event.

Implementation

San Joaquin leaders purchased shelving and baskets for the corner store, and the owner was responsible for restocking. Within two weeks, the owner's sales increased, and the store gained valuable media attention (newspaper article).

Challenges

In the process of starting corner store assessments in San Joaquin, violence increased and a murder occurred near the store. Community Leads decided the timing was not ideal to implement interventions, rather they focused on developing relationships with the community members.

A corner store owner in Earlimart refused assistance from the HKHC partnership, indicating that fruits and vegetables would not sell at his facility.

SUSTAINABILITY OF THE PARTNERSHIP AND INITIATIVE

CCROPP plans to continue the work of reversing the obesity epidemic in the San Joaquin Valley. CCROPP's goals are to continue to increase access to healthy foods and beverages as well as continue to increase opportunities for physical activity. CCROPP is also interested in continuing the work of building the capacity of grassroots community members to be advocates for healthy communities.

CCROPP's success as an organization has inspired other groups to follow suit. They have provided technical assistance to HKHC sites in California (i.e., Rancho Cucamonga, Watsonville-Pajaro Valley) and in New Mexico (i.e., Grant County). CCROPP has also presented its work at least three times at national American Public Health Association meetings and has been asked to present on the value of non-clinical community-based programs by the Institute of Medicine.

Two Community Leads were invited to sit on a Board of Supervisors' Advisory Committee.

The network of leaders that emerged from the program has made it easier for CCROPP to identify key policy and environmental change priorities, as well as mobilize residents to action. According to the Project Leaders, this greatly facilitates the development of regional policy priorities, and provides an organized voice that can represent the Central Valley in statewide efforts to prevent obesity and create healthier communities.

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APPENDIX A: CALIFORNIA'S CENTRAL VALLEY EVALUATION LOGIC MODEL

In the first year of the grant, this evaluation logic model identified short-term, intermediate, and long-term community and system changes for a comprehensive evaluation to demonstrate the impact of the strategies to be implemented in the community. This model provided a basis for the evaluation team to collaborate with the Central Valley HKHC partnership to understand and prioritize opportunities for the evaluation. Because the logic model was created at the outset, it does not necessarily reflect the four years of activities implemented by the partnership (i.e., the workplans were revised on at least an annual basis).

The healthy eating and active living strategies of the Central Valley HKHC partnership included:

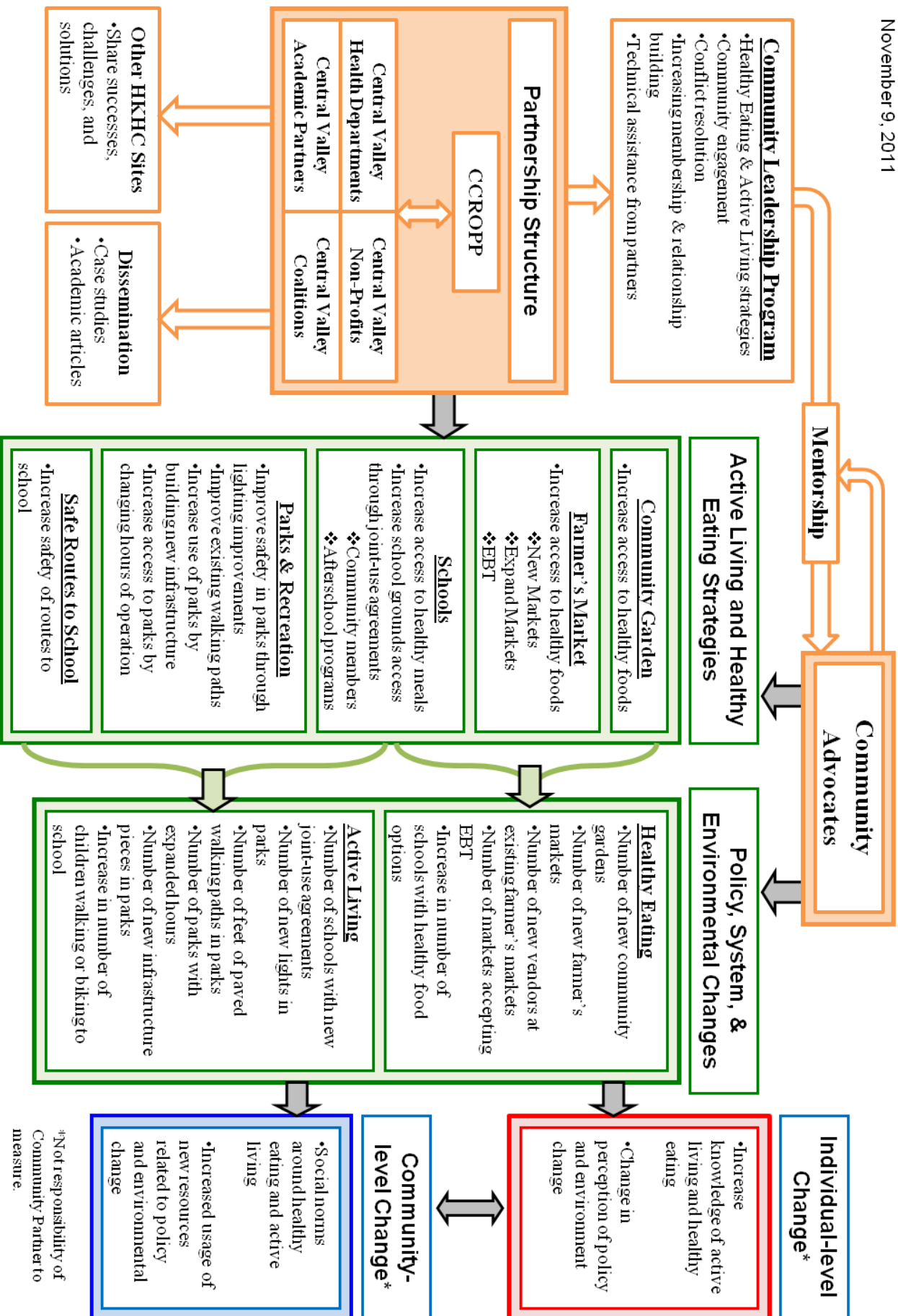
- *Active Transportation:* Leaders advocated for Safe Routes To School in Stockton, Ceres, and Merced, resulting in improved pedestrian and bicycling access around two schools. The partnership also implemented a Walking School Bus and secured additional funding to improve pedestrian and bicycling environments.
- *Parks and Play Spaces:* HKHC partners improved safety and park amenities (e.g., installed lighting, planted trees, repaired swings) in Bakersfield and increased secured joint use agreements in Fresno, Fairmead, and Stockton between neighborhood schools and the community, for example.
- *Healthy Eating:* Graduates of the Power People program established school farm stands in Fresno and Ceres solidified Electronic Benefit Transfer (EBT) acceptance at a flea market in Merced, increased access to fruits and vegetables at a corner store in Stockton, and started community gardens in Pixley and Bakersfield.

APPENDIX A: CALIFORNIA'S CENTRAL VALLEY EVALUATION LOGIC MODEL

Central Valley, CA HKHC Logic Model

Central California Regional Obesity Prevention Program (CCROPP)

November 9, 2011



APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

Partnership and Community Capacity Survey

To enhance understanding of the capacity of each community partnership, an online survey was conducted with project staff and key partners involved with California's Central Valley- HKHC during the final year of the grant. Partnership capacity involves the ability of communities to identify, mobilize, and address social and public health problems.¹⁻³

Methods

Modeled after earlier work from the Prevention Research Centers and the Evaluation of Active Living by Design⁴, an 82-item partnership capacity survey solicited perspectives of the members of the California's Central Valley- HKHC partnership on the structure and function of the partnership. The survey questions assisted evaluators in identifying characteristics of the partnership, its leadership, and its relationship to the broader community.

Questions addressed respondents' understanding of California's Central Valley- HKHC in the following areas: partnership capacity and functioning, purpose of partnership, leadership, partnership structure, relationship with partners, partner capacity, political influence of partnership, and perceptions of community members. Participants completed the survey online and rated each item using a 4-point Likert-type scale (strongly agree to strongly disagree). Responses were used to reflect partnership structure (e.g., new partners, committees) and function (e.g., processes for decision making, leadership in the community). The partnership survey topics included the following: the partnership's goals are clearly defined, partners have input into decisions made by the partnership, the leadership thinks it is important to involve the community, the partnership has access to enough space to conduct daily tasks, and the partnership faces opposition in the community it serves. The survey was open between December 2012 and April 2013 and was translated into Spanish to increase respondent participation in predominantly Hispanic/Latino communities.

To assess validity of the survey, evaluators used SPSS to perform factor analysis, using principal component analysis with Varimax with Kaiser Normalization (Eigenvalue >1). Evaluators identified 15 components or factors with a range of 1-11 items loading onto each factor, using a value of 0.4 as a minimum threshold for factor loadings for each latent construct (i.e., component or factor) in the rotated component matrix.

Survey data were imported into a database, where items were queried and grouped into the constructs identified through factor analysis. Responses to statements within each construct were summarized using weighted averages. Evaluators excluded sites with ten or fewer respondents from individual site analyses but included them in the final cross-site analysis.

Findings

Five of the project staff and key partners involved with California's Central Valley-HKHC completed the survey. See Partnership and Community Capacity Survey Results starting on page 39.

References

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APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

Partnership and Community Capacity Survey

Respondent Summary

Community Partnership

Central Valley

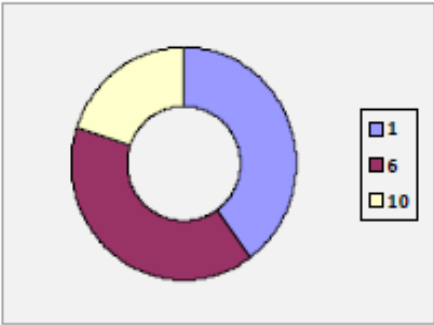
Respondents (n= 5)

Respondent Characteristics

Gender		Identified Race/Ethnicity				Identified Role	
Female	5	American Indian or Alaskan Native	0	Hispanic or Latino	3	Community Partnership Lead	2
Male	0	Asian	0	Not Hispanic or Latino	0	Community Partnership Partner	1
No response	0	White	1	Don't know/ Unsure ethnicity	0	Community Leader	2
Age Range		African American/ Black	1	Refused to identify ethnicity	0	Community Member	0
18-25	0	Pacific Islander/ Native Hawaiian	0	Other ethnicity	0	Public Official	0
26-45	4					Other role	1
46-65	0						
66+	1						
No response	0						

Type of Affiliated Organization

Faith- or Community Based Organization	2	40.0%	(1)
School (district, elementary, middle, high)	0	0.0%	(2)
Local Government Agency (city, county)	0	0.0%	(3)
University or Research/Evaluation Organization	0	0.0%	(4)
Neighborhood Organization	0	0.0%	(5)
Advocacy Organization	2	40.0%	(6)
Health Care Organization	0	0.0%	(7)
Child Care or Afterschool Organization	0	0.0%	(8)
Other	1	20.0%	(10)
No response	0	0.0%	(999)



Partnership and Community Capacity Data

Provision of required space and equipment

Participants provided level of agreement to statements indicating the community partnership provided adequate space, equipment, and supplies to conduct business and meetings.

Strongly agree	26.67%	Strongly disagree	0.00%
Agree	40.00%	I don't know	0.00%
Disagree	13.33%	No response	20.00%

Partner skills and communication

Participants provided level of agreement to statements supporting partner skills and ability to communicate with and engage multiple types of people (e.g., public officials, community leaders).

Strongly agree	20.00%	Strongly disagree	0.00%
Agree	47.27%	I don't know	1.82%
Disagree	3.64%	No response	27.27%

APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

Community Partnership

Community and community members			
Participants provided level of agreement to statements suggesting the communities are good places to live, and that community members are helpful, can be trusted, and share the same goals or values.			
Strongly agree	30.91%	Strongly disagree	0.00%
Agree	29.09%	I don't know	5.45%
Disagree	14.55%	No response	20.00%
Partner and community involvement			
Participants provided level of agreement to statements indicating partners and the community were actively involved in partnership activities, meetings, and decisions.			
Strongly agree	28.00%	Strongly disagree	0.00%
Agree	44.00%	I don't know	4.00%
Disagree	4.00%	No response	20.00%
Partner and partnership development			
Participants provided level of agreement to statements suggesting the partnership and its partners seek ways learn, develop, and enhance sustainability.			
Strongly agree	12.00%	Strongly disagree	4.00%
Agree	36.00%	I don't know	4.00%
Disagree	24.00%	No response	20.00%
Partnership structure, organization, and goals			
Participants provided level of agreement to statements suggesting partnership has processes in place related to structure, meeting organization, and goals.			
Strongly agree	20.00%	Strongly disagree	0.00%
Agree	40.00%	I don't know	3.33%
Disagree	16.67%	No response	20.00%
Relationship between partners and leadership			
Participants provided level of agreement to statements indicating the leadership and partners trust and support each other.			
Strongly agree	35.00%	Strongly disagree	0.00%
Agree	60.00%	I don't know	0.00%
Disagree	0.00%	No response	5.00%
Community members intervene			
Participants provided level of agreement to statements indicating that community members can be counted on intervene in instances where someone is disrespectful, disruptive, or harmful to another community member.			
Strongly agree	26.67%	Strongly disagree	6.67%
Agree	13.33%	I don't know	6.67%
Disagree	26.67%	No response	20.00%
Leadership motivation			

APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

Community Partnership

Participants provided level of agreement to statements suggesting the leadership is motivated to help others, work with diverse groups, shows compassion, and follows through.

Strongly agree	40.00%	Strongly disagree	0.00%
Agree	30.00%	I don't know	5.00%
Disagree	5.00%	No response	20.00%

Community member and partner participation

Participants provided level of agreement to statements indicating that community members and partners have opportunities to serve in leadership roles and participate in group decision-making.

Strongly agree	26.67%	Strongly disagree	0.00%
Agree	53.33%	I don't know	0.00%
Disagree	0.00%	No response	20.00%

Involvement in other communities

Participants provided level of agreement to statements suggesting leadership and partners are involved in other communities and various community groups, and help communities work together.

Strongly agree	10.00%	Strongly disagree	0.00%
Agree	45.00%	I don't know	5.00%
Disagree	0.00%	No response	40.00%

Community member willingness to assist

Participants provided level of agreement to statements suggesting most community members help neighbors and solve community problems. It also suggested some community members may take advantage of others.

Strongly agree	20.00%	Strongly disagree	0.00%
Agree	60.00%	I don't know	0.00%
Disagree	0.00%	No response	20.00%

Core leadership and leadership skills

Participants provided level of agreement to statements suggesting the community partnership has a core leadership group organizing efforts, and that leaders have the skills to help the partnership achieve its goals.

Strongly agree	40.00%	Strongly disagree	0.00%
Agree	60.00%	I don't know	0.00%
Disagree	0.00%	No response	0.00%

Partner motivation

Participants provided level of agreement to statements indicating that partners won't give up in their efforts to create change and increase sense of community through the partnership.

Strongly agree	13.33%	Strongly disagree	0.00%
Agree	40.00%	I don't know	20.00%
Disagree	6.67%	No response	20.00%

Visibility of leadership

Participants provided level of agreement to statements suggesting the leadership is known in the community and works with public officials.

Strongly agree	10.00%	Strongly disagree	0.00%
Agree	50.00%	I don't know	0.00%
Disagree	0.00%	No response	40.00%

APPENDIX B: PARTNERSHIP AND COMMUNITY CAPACITY SURVEY RESULTS

Community Partnership

Leadership lives in the community				
Participants provided level of agreement to a statement indicating that at least one member of the leadership resides within the community.				
Strongly agree	40.00%	Strongly disagree	0.00%	
Agree	40.00%	I don't know	0.00%	
Disagree	0.00%	No response	20.00%	
Leadership has a respected role in the community				
Participants provided level of agreement to a statement that suggests at least one member of the leadership team has a respected role in the community.				
Strongly agree	40.00%	Strongly disagree	0.00%	
Agree	40.00%	I don't know	0.00%	
Disagree	0.00%	No response	20.00%	
Community partnership initiatives are known				
Participants provided level of agreement to a statement suggesting that community members are aware of the partnership's initiatives and activities.				
Strongly agree	0.00%	Strongly disagree	0.00%	
Agree	40.00%	I don't know	0.00%	
Disagree	20.00%	No response	40.00%	
Division of resources				
Participants provided level of agreement to a statements suggesting that resources are equally divided among different community groups (e.g., racial/ethnic, lower income).				
Strongly agree	0.00%	Strongly disagree	0.00%	
Agree	40.00%	I don't know	20.00%	
Disagree	20.00%	No response	20.00%	

APPENDIX C: CENTRAL VALLEY HKHC PARTNER LIST

Members of California’s Central Valley—HKHC Leading Site Partnership	
Organization/Institution	Partner
Advocacy/Policy Organizations	California Convergence
	Public Health Institute (PHI)
	Public Health Law and Policy (PHLP)
Colleges/Universities	California State University, Fresno College of Health and Human Services
Community Development/Organizing	The California Endowment
	United Way of Merced County
Foundation	James Irvine Foundation
Government/Civic Organizations	City of Bakersfield Parks and Recreation
	City of Ceres, California
	Darrin M. Camarena Health Centers
	First 5 California
	Fresno County Department of Public Health
	Kern County Public Health Department
	Kings County Public Health Department
	Healthy San Joaquin Collaborative
	Madera County Public Health Department
	Pixley Chamber of Commerce
	San Joaquin County Public Health Services
	Stanislaus County Health Services Agency
	Tulare County Public Health Department
Other Community-Based Organizations	Central California Public Health Partnership
	Central California Regional Obesity Prevention Program (CCROPP)*
	Ceres Partnership for Healthy Children
	Community Partnership for Families of San Joaquin
	Fairmead Community and Friends (FCF)
	Fresno Metro Ministry
	Greenfield Walking Group
	Kern County Network for Children/Get Moving Kern
	Madera in Motion
	Tulare Nutrition Network/Healthy for Life
School	Chowchilla School District
	Fairmead School
	Fresno Unified School District
	Merced County Office of Education
	Stockton Unified School District
	Weaver School District

*Denotes HHKHC lead agency

APPENDIX D: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Sources of Revenue			
Community Partnership	Central Valley		
Resource source	Year	Amount	Status
National government			
Other			
	2010		Annual total \$250,000.00
		\$250,000.00	Accrued
	2013		Annual total \$180,000.00
		\$180,000.00	Accrued
Sum of revenue generated by resource source		\$430,000.00	
Foundation			
HKHC funds			
	2008		Annual total \$100,107.00
		\$5,666.00	Accrued
		\$11,991.00	Accrued
		\$12,603.00	Accrued
		\$59,121.00	Accrued
		\$10,726.00	Accrued
	2009		Annual total \$121,437.00
		\$14,486.00	Accrued
		\$78,212.00	Accrued
		\$28,739.00	Accrued
	2010		Annual total \$85,326.00
		\$62,935.00	Accrued
		\$13,249.00	Accrued
		\$9,142.00	Accrued
	2012		Annual total \$96,091.00
		\$10,295.00	Accrued
		\$37,460.00	Accrued
		\$48,336.00	Accrued
Matching funds			
	2010		Annual total \$465,000.00
		\$465,000.00	Accrued
	2011		Annual total \$468,000.00

APPENDIX D: SOURCES AND AMOUNTS OF FUNDING LEVERAGED

Community Partnership		Central Valley		
Resource source			Amount	Status
			\$468,000.00	Accrued
	2013			Annual total
				\$590,000.00
			\$590,000.00	Accrued
		Other		
	2013			Annual total
				\$300,000.00
			\$300,000.00	Accrued
Sum of revenue generated by resource source			\$2,225,961.00	
Non-profit organization		Year		
		Matching funds		
	2010			Annual total
				\$150,000.00
			\$75,000.00	Accrued
			\$75,000.00	Accrued
	2011			Annual total
				\$75,000.00
			\$75,000.00	Accrued
			\$75,000.00	Accrued
	2012			Annual total
				\$50,000.00
			\$50,000.00	Accrued
		Other		
	2013			Annual total
				\$100,000.00
			\$100,000.00	Accrued
Sum of revenue generated by resource source			\$375,000.00	
Other		Year		
		Other		
	2011			Annual total
				\$600,000.00
			\$100,000.00	Accrued
			\$500,000.00	Accrued
	2013			Annual total
				\$500,000.00
			\$500,000.00	Accrued
Sum of revenue generated by resource source			\$1,100,000.00	
Grand Total				\$4,130,961.00

APPENDIX E: ENHANCED EVALUATION REPORTS

Parks and Play Spaces Direct Observation

Parks and Play Spaces Environmental Audit

Corner Stores Environmental Audit

Farmers' Market Environmental Audit

California's Central Valley - Healthy Kids, Healthy Communities Leading Site

Parks and Play Spaces Direct Observation

Summary Report

Prepared by Transtria LLC



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OVERVIEW

California's Central Valley Healthy Kids, Healthy Communities Leading Site, one of 49 Healthy Kids, Healthy Communities partnerships, is part of a national program of the Robert Wood Johnson Foundation whose primary goal is to implement healthy eating and active living policy, system, and environmental change initiatives. In order to better understand the impact of their work on parks and play spaces, partnership representatives collected direct observation data around units of measurement (i.e. corner store, street segment, park) throughout the Partnership's catchment area, including: (1) Lions Town and County Park, (2) Madera County Courthouse Park, (3) Madera Sunrise Rotary Park, (4) McNally Park, (5) Pan America Park, (6) Romaine Park, (7) Rotary Park, (8) Smyrna Park.

BACKGROUND

Healthy Kids, Healthy Communities (HKHC) is a national program of the Robert Wood Johnson Foundation (RWJF) whose primary goal is to implement healthy eating and active living policy, system, and environmental change initiatives that can support healthier communities for children and families across the United States. Healthy Kids, Healthy Communities places special emphasis on reaching children who are at highest risk for obesity on the basis of race/ethnicity, income, and/or geographic location.

Central Valley, California was selected as one of 49 communities to participate in HKHC, and the Central California Regional Obesity Prevention Program (CCROPP) is the lead agency for their community partnership, California's Central Valley Healthy Kids, Healthy Communities Leading Site. Central Valley has chosen to focus its work on farmers' markets, corner stores, and parks and play spaces. Transtria LLC, a public health evaluation and research consulting firm located in St. Louis, Missouri, is funded by the Robert Wood Johnson Foundation to lead the evaluation and dissemination activities from April 2010 to March 2014. For more information about the evaluation, please visit www.transtria.com.

In order to better understand the impact of their work in parks and play spaces, partnership representatives chose to participate in the enhanced evaluation data collection activities. This supplementary evaluation focuses on the six cross-site HKHC strategies, including: parks and play spaces, active transportation, farmers' markets, corner stores, physical activity standards in childcare settings, and nutrition standards in childcare settings. Communities use two main methods as part of the enhanced evaluation, direct observation and environmental audits. Central Valley chose to collect data on parks and play spaces using the direct observation method.

METHODS

Parks and Play Spaces Direct Observation

The parks and play spaces direct observation tool was adapted from the System for Observing Play and Leisure Activity (SOPLAY) and System for Observing Play and Recreation in Communities (SOPARC) tools, protocols, and operational definitions. Direct observation is a method used to assess individuals' behaviors in their natural setting. An Evaluation Officer from Transtria LLC trained representatives of Central Valley's community partnership on proper data collection methods using the tool.

Data were collected between April 30 and June 7, 2013 at the following eight parks: (1) Lions Town and County Park, (2) Madera County Courthouse Park, (3) Madera Sunrise Rotary Park, (4) McNally Park, (5) Pan America Park, (6) Romaine Park, (7) Rotary Park, (8) Smyrna Park. Observations were collected between 9:00 AM and 7:30 PM.

The observations were all conducted on nine separate days by seven different observers. Observers collected data at single points in time sometimes making several observations per day. For some parks observers made several observations, but did not specify times. Each observation represents an individual's activity level in the area at the specified time. Because individuals may have exited and re-entered the area during observation periods, the individuals observed in each time period were not the same. This method allowed observers to capture overall changes in activity level as time lapsed, but it did not allow observers to record individual behavior changes. However, for some of the parks, observers recorded the total number of individuals observed at a particular time point or time interval, sometimes reporting a range. During the scan, the observer completed the observation tool by tallying children in the designated area by age group (i.e., preschool = 3-5 years; elementary school = 6-10 years; middle school = 11-14 years; high school = 15+ years) and activity level (i.e., sedentary, moderate, or very active behaviors).

- **Sedentary** behaviors are defined as activities in which children are not moving (e.g., standing, sitting, playing board games).
- **Moderate** intensity behaviors require more movement but no strenuous activity (e.g., walking, biking slowly).
- **Very active** behaviors show evidence of increased heart rate and inhalation rate (e.g., running, biking vigorously, playing basketball).

Observers also reported the activity codes for the children in the designated area, including:

No Identifiable Activity	Aerobics	Baseball/Softball	Basketball
Dance	Football	Gymnastics	Martial Arts
Racquet Sports	Soccer	Swimming	Weight Training
Playground Games	Walking	Jogging/Running	None of the Above
		Volleyball	Biking

The activity code "No Identifiable Activity" was used to indicate no movement. The activity code "None of the Above" was used when an individual was engaging in an activity not included in the other activity codes.

In addition to recording individuals' activity levels, observers created maps of the parks. The maps included a form for the setting, location, type of park area, condition of the area, any permanent modifications (the specific permanent alterations present that assist children in participating in physical activity such as lines painted on courts or basketball poles and nets; this does not include temporary improvements such as chalk lines and portable nets.), the presence of overlap modifications (e.g., the space has multiple improvements that overlap but cannot be used simultaneously such as a space that is used for both volleyball and basketball), and the surface type (e.g., gravel, grass).

One Transtria staff member entered the data and a second staff member conducted validity checks on 10% of observations (i.e., every tenth observation) to ensure accuracy of the data. Of the 10% checked, zero errors were found among the 273.6 observations (100% correct).

RESULTS

Overall Results

Park Direct Observations

Direct observations were conducted at eight parks including (1) Lions Town and County Park, (2) Madera County Courthouse Park, (3) Madera Sunrise Rotary Park, (4) McNally Park, (5) Pan America Park, (6) Romaine Park, (7) Rotary Park, (8) Smyrna Park. Observations were collected between April 30 and June 12, 2013. Activity levels were collected over a total of 76 observation periods with a range of 1 to 38 observation periods collected per park (Table 1).

Table 1. Number of Observation Periods Collected per Park	
Lions Town and County Park	5
Madera County Courthouse Park	11
Madera Sunrise Rotary	1
McNally Park	1
Pan America Park	2
Rotary Park	12
Romaine Park	6
Smyrna Park	38
Total	76

Results by Park

Fresno County

Romain Park

At Romain Park, observers collected data for six observation time points on May 27, 2013 between 5:15 PM and 6:30 PM. Six different play space areas were observed including the toddler play structure, the ramp and skate park, the baseball field, the basketball courts, and an 'adult area', primarily used to play cards. Each play space was observed once at one point in time. Observers counted the total number of children, adolescents, and adults in each play space and the type of activity with which they were engaged.

Between 68 and 89 individuals were observed in the park (see Table 1). The first play space observed was the toddler play structure where 12 children were very active, and 6 adults were sedentary. Next, the ramp and skate park were observed where 12-14 children and 4 adolescents were very active. At the baseball field four to six children were moderately active and two adolescents were very active. Five adolescents and four adults were very active at the basketball courts. At an 'adult area', primarily used to play cards, 15-20 sedentary adults were observed. When observations were made from the middle of the play field, four to six sedentary adults were observed.

Table 1. Activity Levels Observed by Age Group at Romain Park

Age	Activity Level	Individuals Observed
Children	Sedentary	0
	Moderate	4-6
	Very Active	24-26
Adolescents	Sedentary	0
	Moderate	0
	Very Active	11
Adults	Sedentary	25-32
	Moderate	0
	Very Active	4
Total	All activity levels	68-89

A total of five activity types (see Table 2) were observed in Romain Park including other playground games, biking, baseball/softball, basketball, and no identifiable activity (i.e. not moving). Children were observed participating in other playground games, biking, and baseball/softball. Adolescents were observed participating in other playground games, baseball/softball, and basketball. Adults were observed participating in basketball, and no identifiable activity.

Table 2. Types of Activity Observed at Romain Park

Activity Type	Present/absent in Park	Age Group Participating
No identifiable Activity (i.e. not moving)	present	adults
Aerobics	absent	
Baseball/softball	present	children, adolescents
Basketball	present	adolescents, adults
Dance	absent	
Football	absent	
Gymnastics	absent	
Martial Arts	absent	
Racquet sports	absent	
Soccer	absent	
Swimming	absent	
Volleyball	absent	
Weight training	absent	

Other playground games	present	children, adolescents
Walking	absent	
Jogging/Running	absent	
Biking	present	children
None of the above	absent	

Madera County

Lions Town and Country Park

At Lions Town and Country Park, observers collected data on four different days (April 30, May 15, 18, and 21, 2013). Data were collected over a total of five observation time points. Each day data were collected at one point, except for May 21, when data were collected at two time points. Activity levels observed among each age group, and types of activity observed were recorded, but the number of individuals was not indicated.

On April 30 at 3:00 PM, very active children and moderately active adults were observed (see Table 3). On May 15 at 6:00 PM very active adolescents were observed. On May 18, 2013 at 6:00 PM very active children, very active adolescents and moderately active adults were observed. On May 21 at 11:00 AM very active children and moderately active adults were observed. On May 21 at 7:00 PM very active adolescents were observed.

Table 3. Activity Levels Observed Among Each Age Group at Lions Town and Country Park

Age	Activity Level	Activity Level Observed in Park?
Children	Sedentary	no
	Moderate	no
	Very Active	yes
Adolescents	Sedentary	no
	Moderate	no
	Very Active	yes
Adults	Sedentary	no
	Moderate	yes
	Very Active	yes

Park goers were observed participating in five different types of activity (see Table 4) at Lions Town and Country Park including baseball/softball, volleyball, walking, jogging/running, other playground games. Observers also noted that none of the activities listed on the observation tool appropriately described the observed activity. Children were exclusively observed playing other playground games. Adolescents played baseball/softball, and volleyball. Adults jogged/ran, walked, and played volleyball.

Table 4. Types of Activity Observed at Lions Town and County Park

Activity Type	Present/absent in Park	Age Group Participating
No identifiable Activity (i.e. not moving)	absent	
Aerobics	absent	
Baseball/softball	present	adolescents
Basketball	absent	
Dance	absent	
Football	absent	
Gymnastics	absent	
Martial Arts	absent	
Racquet sports	absent	
Soccer	absent	
Swimming	absent	
Volleyball	present	adolescents, adults
Weight training	absent	
Other playground games	present	children
Walking	present	adults
Jogging/Running	present	adults
Biking	absent	
None of the above	present	adolescents, adults

Madera County Courthouse Park

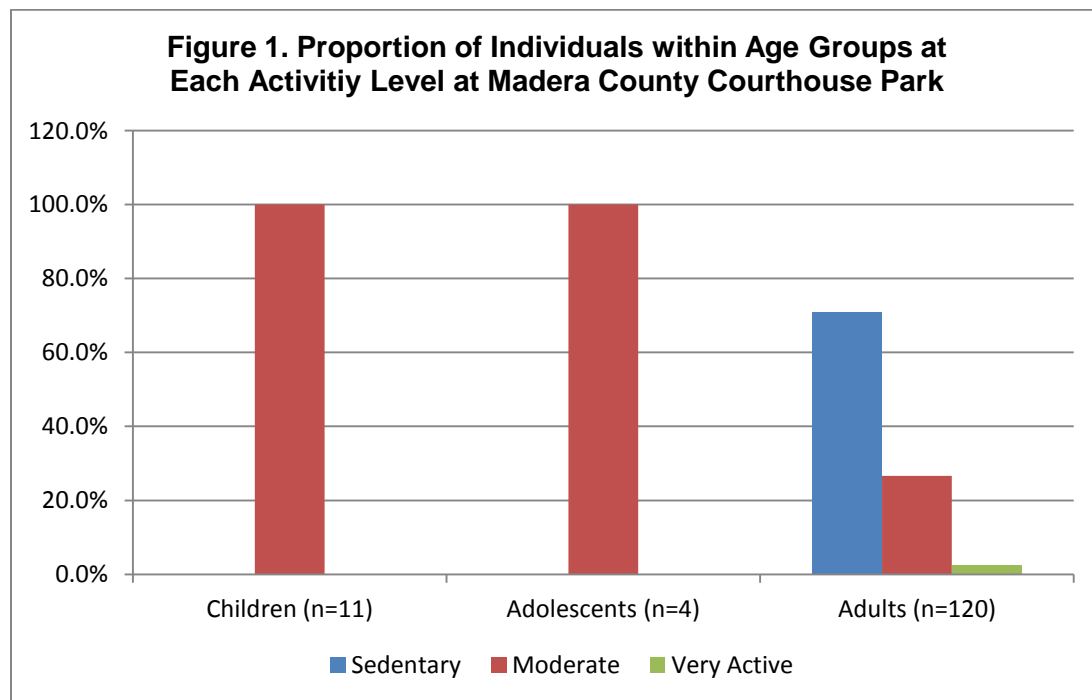
Madera County Courthouse Park was observed on June 7, 2013 between 9:30 AM and 12:00 PM. Observers collected data over a total of eleven observation periods (the length of the observation periods was not specified). Starting at 9:30 AM, three observation periods were conducted. At 11:00 AM, six observation periods were completed. At 12:00 PM, an additional three observation periods were completed. Observers counted the total number of children, adolescents, and/or adults during each observation period as well as the type of activity with which park goers were engaged.

Of the 135 individuals observed at Madera County Courthouse Park, the majority (88.9%) of individuals observed at the park were adults (see Table 5), followed by children (8.1%), and adolescents (3.0%). Across all age groups, adults were the only group observed being very active (2.2%), and the only group observed being sedentary (63.0%).

Table 5. Overall Activity Levels Observed by Age Group at Madera County Courthouse Park (N=135)

	Sedentary	Moderate	Very Active	All Activity Levels
Children	0 (0%)	11 (8.1%)	0 (0%)	11 (8.1%)
Adolescents	0 (0%)	4 (3.0%)	0 (0%)	4 (3.0%)
Adults	85 (63.0%)	32 (23.7%)	3 (2.2%)	120 (88.9%)
All Age Groups	85 (63.0%)	47 (34.8%)	3 (2.2%)	135 (100%)

When we look at activity levels within each age group, we see that all children and adolescents observed were moderately active (see Figure 1). Among the adults observed, most (70.8%) were sedentary, about one-quarter of adults (26.7%) was moderately active, and few (2.5%) were very active.



A total of four different types of activity (see Table 6) were observed among all 135 individuals at the park on the day of the observation. Children and adolescents walked. Adults participated in walking, biking, and no identifiable activity. Observers also noted that none of the activities listed on the observation tool appropriately described the observed activity for some adults.

Table 6. Types of Activity Observed at Madera County Courthouse Park

Activity Type	Present/absent in Park	Age Group Participating
No identifiable Activity (i.e. not moving)	present	adults

Aerobics	absent	
Baseball/softball	absent	
Basketball	absent	
Dance	absent	
Football	absent	
Gymnastics	absent	
Martial Arts	absent	
Racquet sports	absent	
Soccer	absent	
Swimming	absent	
Volleyball	absent	
Weight training	absent	
Other playground games	absent	
Walking	present	children, adolescents, adults
Jogging/Running		
Biking	present	adults
None of the above	present	adults

Madera Sunrise Rotary

Madera Sunrise Rotary Park was observed on May 24, 2013 at 5:00PM. One observation was made that noted the activity level among age groups and the type of activity with which park goers were engaged, though the total number of individuals observed was not specified.

Children were moderately active participating in other playground games. Adults were also moderately active engaged in basketball. No adolescents were observed.

McNally Park

At McNally Park, one observation was made on May 25, 2013 at 6:30 PM. Activity levels observed among each age group, and types of activity observed were recorded, though the number of individuals was not indicated.

Observers noted very active children participating in other playground games and very active adults engaged in dancing.

Pan America Park

Pan America Park was observed at two points in time on May 18, 2013. One observation was at 11:00 AM, the other at 7:30 PM. Activity levels observed among each age group, and types of activity observed were recorded, but the number of individuals was not indicated. At both time points very active children were observed participating in other playground games. At 7:30 PM adults were observed engaged in moderate activity, specifically playing basketball.

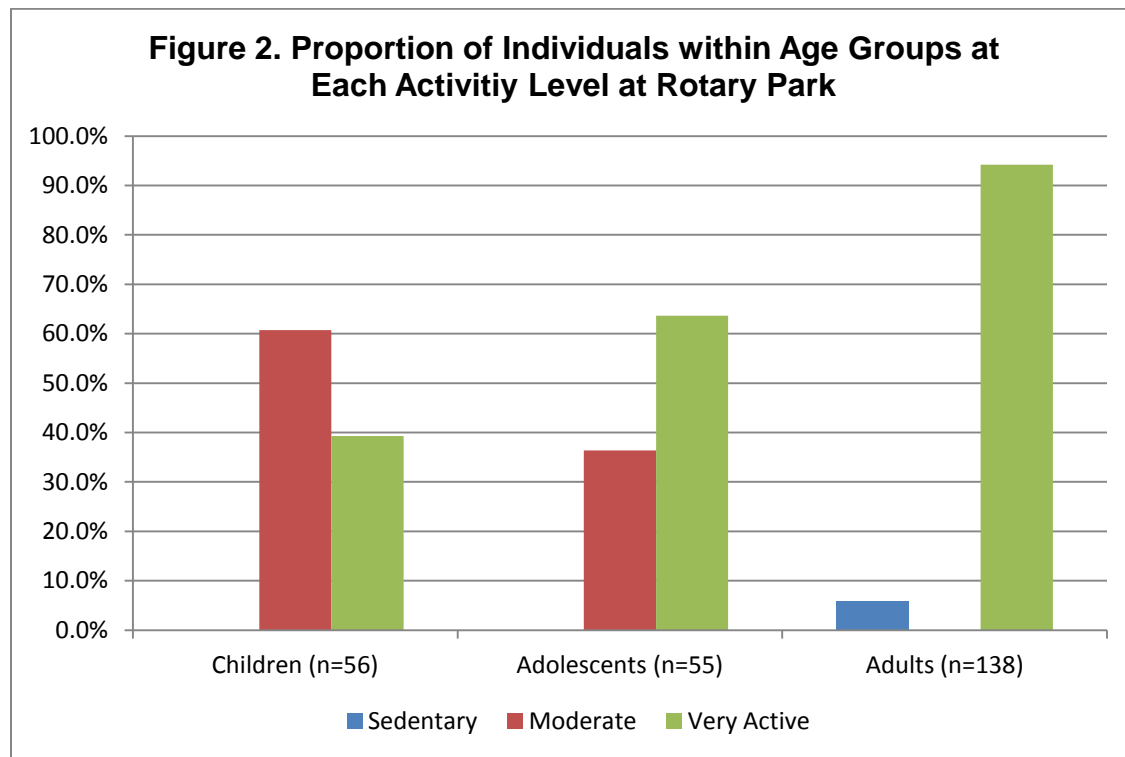
Rotary Park

Rotary Park was observed on two separate days. Data were collected for a total of 12 observation periods. The length of the observation period is not specified. On May 19, 2013, data were collected at 6:00 PM and 9:00 PM for seven observation periods. On May 27, 2013, data were collected at 2:00 PM and 4:00 PM for five observation periods. Observers counted the total number of children, adolescents, and/or adults during each observation period as well as the type of activity with which park goers were engaged.

The majority (55.4%) of park goers on both days the park was observed were adults, followed by children (22.5%) and adolescents (22.1%) (see Table 7). Of all 249 individuals observed, most were very active (75.1%). About one-fifth (21.7%) of all individuals were moderately active, while only a few were sedentary (3.2%).

Table 7. Overall Activity Levels Observed by Age Group at Rotary Park (N=249)				
	Sedentary	Moderate	Very Active	All Activity Levels
Children	0 (0.0%)	34 (13.7%)	22 (8.8%)	56 (22.5%)
Adolescents	0 (0.0%)	20 (8.0%)	35 (14.1%)	55 (22.1%)
Adults	8 (3.2%)	0 (0.0%)	130 (52.2%)	138 (55.4%)
All Age Groups	8 (3.2%)	54 (21.7%)	187 (75.1%)	249 (100.0%)

When we look at activity levels within each age group, we see that about one-third of children (39.3%), over half of adolescents (63.6%), and the majority of adults (94.2%) were very active (see Figure 2). Over half of the observed children (60.7%) and over one-third of observed adolescents (36.4%) were moderately active. A small proportion of adults was sedentary (5.8%), but they were the only group observed at this activity level.



Among the 249 individuals observed at Rotary Park, a total of eight different types (see Table 8) of activities were observed including soccer, volleyball, walking, jogging/running, biking, skating, other playground games and no identifiable activity. Children participated in other playground games, and biking. Adolescents were engaged in volleyball, walking, jogging/running, biking, and skating. Adults participated in soccer, volleyball, other playground games, walking, jogging/running, biking, and skating.

Table 8. Types of Activity Observed at Rotary Park

Activity Type	Present/absent in Park	Age Group Participating
No identifiable Activity (i.e. not moving)	present	adults
Aerobics	absent	
Baseball/softball	absent	
Basketball	absent	
Dance	absent	
Football	absent	
Gymnastics	absent	
Martial Arts	absent	
Racquet sports	absent	
Soccer	present	adults
Swimming	absent	
Volleyball	present	adolescents, adults
Weight training	absent	
Other playground games	present	children, adults
Walking	present	adolescents, adults
Jogging/Running	present	adolescents, adults
Biking	present	children, adolescents, adults
Skating	present	adolescents, adults

Stanislaus County

Smyrna Park

Three different observers collected data at Smyrna Park on May 27, 2013 from 9:00 AM to 9:50 AM. Various play space areas of the park including a playground, green space, a skate park, a walkway, and 'around the park' were observed for multiple observation periods, but not observation time interval was specified.

Table 9. Play Spaces Observed and Number of Observations at Smyrna Park

Play Space Area Observed	Number of Observations
Playground	9
Green Space	13
Around the Park	4
Skate Park	9
In the walkway	3
Total	38

On the day of observation children were observed being moderately and very active at the playground. Their activity level was moderate on the walkway and in the green space. Their activity level was very active at the skate park and ‘around the park’. No sedentary children were observed.

Adolescents were moderately active on the walkway and in the green space. ‘Around the park’ they were moderately and very active. No sedentary adolescents were observed.

Sedentary adults were observed at the playground, in the green space, at the skate park, and on the walkway. Adults were moderately active at the playground, in the green space, and at the skate park. Adults were very active ‘around the park’.

Table 10. Activity Levels Observed at Smyrna Park

Play Space Area Observed	Children			Adolescents			Adults		
	Sed-entary	Mod-erate	Very Active	Sed-entary	Mod-erate	Very Active	Sed-entary	Mod-erate	Very Active
Playground		x	x				x	x	
Green Space		x			x		x	x	
Around the Park			x		x	x			x
Skate Park			x				x	x	
On the walkway		x			x		x		

A total of seven types of activity were observed at Smyrna Park. Children participated in other playground games, walking, biking, and skating. Walking was the only activity type observed among adolescents. Adults were observed walking, sitting, playing at the skate park and green space, supervising, and cleaning.

Table 11. Types of Activity Observed at Smyrna Park

Activity Type	Present/absent in Park	Age Group Participating
No identifiable Activity (i.e. not moving)	absent	
Aerobics	absent	
Baseball/softball	absent	
Basketball	absent	
Dance	absent	
Football	absent	
Gymnastics	absent	
Martial Arts	absent	
Racquet sports	absent	
Soccer	absent	
Swimming	absent	
Volleyball	absent	
Weight training	absent	
Other playground games	present	children
Walking	present	children, adolescents, adults
Jogging/Running	absent	
Biking	present	children
Skating	present	children
Supervising	present	adults
Sitting	present	adults
Playing at skate park, green space	present	adults
Cleaning	present	adults

Key Takeaways

- For most parks, very active behavior was observed among children, adolescents, and adults.
- Playground games were the most common activity type observed among children.
- Adults were sedentary, moderately active, and very active. They participated in a wide variety of activity from supervising to playing basketball.
- Adolescents were mostly moderately and very active.

Central California Regional Obesity Prevention Program (CCROPP)

Parks and Play Spaces Environmental Audits

Summary Report

Prepared by Transtria LLC



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OVERVIEW

Central California Regional Obesity Prevention Program (CCROPP), one of 49 Healthy Kids, Healthy Communities partnerships, is part of a national program of the Robert Wood Johnson Foundation whose primary goal is to implement healthy eating and active living policy, system, and environment change initiatives. In order to better understand the impact of their work around parks and play spaces, representatives of the Central California Regional Obesity Prevention Program (CCROPP), located in Central Valley, CA collected Environmental Audits around parks and play spaces throughout Fresno and Madera Counties. The following seven parks and play spaces were included in the assessment: Romain Park, Lions Town and Country Park, Rotary Park, Madera County Courthouse Park, Madera Sunrise Rotary, Pan-Am Park, and McNally Park.

Results

- There were no vending machines at any of the seven audited parks.
- Two parks were located adjacent to schools.
- Two parks had parking for bicycles.
- Madera County Courthouse Park had no playground or sports and recreation features and was the only park where sex paraphernalia was found. There was also some evidence of alcohol or other drug use in this park.
- One park reported the presence of a lot of garbage/litter and two parks noted no garbage/litter present.
- Two parks reported the presence of three or more sports and recreation features of the same type (i.e., Lions Town and County Park had nine baseball fields and Madera Sunrise Rotary Park had five soccer fields)

BACKGROUND

Healthy Kids, Healthy Communities (HKHC) is a national program of the Robert Wood Johnson Foundation (RWJF) whose primary goal is to implement healthy eating and active living policy, system, and environmental change initiatives that can support healthier communities for children and families across the United States. HKHC places special emphasis on reaching children who are at highest risk for obesity on the basis of race/ethnicity, income, and/or geographic location. For more information about HKHC, please visit www.healthykidshealthycommunities.org.

Located in Fresno, California, California Regional Obesity Prevention Program (CCROPP) was selected to lead the local HKHC partnership. CCROPP has chosen to focus its work on farmers' markets, safe routes to school, parks and recreation, joint-use of facilities, corner stores, community gardens, and school nutrition programs.

Transtria LLC, a public health evaluation and research consulting firm located in St. Louis, Missouri, is funded by the Robert Wood Johnson Foundation to lead the evaluation and dissemination activities from April 2010 to March 2014. For more information about the evaluation, please visit www.transtria.com/hkhc.

This supplementary enhanced evaluation component focuses on six cross-site HKHC strategies, including: parks and plays spaces, street design, farmers' markets, corner stores, physical activity standards in childcare settings, and nutrition standards in childcare settings. Communities are trained to use two main methods as part of the enhanced evaluation, direct observation and environmental audits. Tools and training are provided by Transtria staff (see www.transtria.com/hkhc).

In order to better understand the impact of their work in parks and play spaces, representatives of CCROPP chose to participate in the enhanced evaluation data collection activities. The partnership completed their enhanced evaluation activities for parks and play spaces using the environmental audit method.

METHODS

The Parks and Play Spaces Environmental Audit Tool was used to collect data (see Appendix B). This tool and protocol were adapted from the Physical Activity Resource Assessment and the BTG-COMP Park Observation Form 2012. An Evaluation Officer from Transtria LLC trained members of Central Valley's community partnership on proper data collection methods using the tool.

Environmental audits assess the presence or absence of different features as well as the quality or condition of the physical environment. This tool captures the setting, accessibility, vending machines, signage, barriers to entry, playground features (swings/slides/monkey bars/sandboxes/ground games), sports and recreation features (fields/courts/pools/tracks/trails), aesthetic features and amenities, and trash and vandalism.

In this case, the audit tools were completed for seven parks in Fresno County and Madera County. The following parks were included in the assessment:

- Fresno County: Romain Park
- Madera County: Lions Town and Country Park, Rotary Park, Madera County Courthouse Park, Madera Sunrise Rotary, Pan-Am Park, and McNally Park.

Four auditors completed the assessments between May 18, 2013 and June 7, 2013. Transtria staff performed data entry and validation. Double data entry was performed to ensure accuracy of data. Agreement of data entry was 100%.

RESULTS

Overall Results

Setting and accessibility

Four of seven parks (57%) had both outdoor and indoor settings, one park (14%) had only an outdoor setting, and two parks (29%) did not report the presence of either indoor or outdoor facilities. One park was a publically accessible green space, one park was a single-feature publically accessible park, and five parks (71%) were multi-feature, publically accessible parks; three of these five multi-feature parks were also reported to have publically accessible green space. Two parks were located adjacent to a school.

Almost all of the parks had a parking area on-site (86%) and on-street parking next to the play space (86%). Lighted parking areas were present at three parks (43%) and sidewalk/pedestrian lighting was present at six parks. A sidewalk on the street leading to the entrance was present in two parks and wheelchairs and strollers were easily able to enter play spaces in six of the parks. Five parks had crosswalks present at all intersections. Two parks had designated space for bicycle parking and three parks had a bus/transit stop on site. Three parks had a restroom/portable toilet.

Vending machines

There were no vending machines in the seven audited parks.

Signage and barriers to entry

Six parks had signage indicating the name of the park or play space. Two parks had a gate/fence partially restricting access to play space and two parks had a locked fence or other barrier preventing access to the park. One park charged an entrance fee.

Playground features

Six parks had playground features present in the play space, five of which had foam/rubber as the play surface.

Three parks had toddler swings and two parks had youth swings. Five parks had slides and four parks had a climbing feature. One of the parks had both a marked four-square court and a marked hopscotch area. Two parks had other play areas not already specified, one of which was a noted to be a well-lit toddler specific play area.

Key Takeaways

- Five of the seven parks (71%) were multi-featured and publically accessible.
- Almost all the parks had a parking area on-site and on-street parking next to a play space.
- None of the parks audited had broken glass and only one had some graffiti/tagging.
- Six of the parks had signage indicating the park or play space name.
- Only one park charged an entrance fee.
- Two parks showed signs of alcohol or other drug use and one park had a little/some sex paraphernalia present.

Sports and recreation features

Six of the parks audited had sports or recreation features. One park had two baseball fields and five soccer fields and another park had nine baseball fields. Three parks had basketball courts and two parks had volleyball courts. Two parks had skateboarding features and two other parks had running/walking tracks. Trails were found at five of the parks, with the surface of these trails being either gravel, cement and gravel, or a mixture of asphalt and cement.

Table 1, Sports and Recreation Features Across All Parks

Sports and Recreation Features	Totals Across All Parks
Soccer Field	5
Baseball Field	11
Multi-use Field	1
Basketball Court	4
Volleyball Court	3
Skateboarding features	2
Running /Walking Track	2
Trail	5*

*The surface of trails was noted in five parks but the presence of the trail itself was noted for three.

Aesthetic features and amenities

The green spaces at five parks were reported to be in good condition and two were reported to be in poor condition. Three parks had drinking fountains, shelters, benches, and grills/fire pits, all in good condition. Four parks had picnic tables and trash containers, all in good condition. Six parks had shade trees in good condition and one park had shade trees in poor condition. Four parks did not have other gardens and/or plants.

Trash and vandalism

Four parks had a little/some garbage/litter present and one park had a lot of garbage present. None of the parks had broken glass present and one park had graffiti/tagging present. Two parks showed evidence of a little/some alcohol or other drug use and one park had a little/some sex paraphernalia present at the time of the audit.

RESULTS BY PARK- FRESNO COUNTY

Romain Park

Setting and accessibility

Romain Park was a multi-feature, publically accessible space with both indoor and outdoor play settings. The park had lighted on-site parking and on-street parking near the play space. The park covered ten acres and was open from 8:00 AM to 10:00 PM. There was a fence around the perimeter of the park and an open park gate. The park was easily accessible by wheelchair or stroller.

There was a sidewalk with lighting on the street leading to the entrance to the park and a bus/transit stop present. The park did not have designated bicycle parking on-site or crosswalks at intersections. There were no vending machines present at the park. There was a restroom on site; the auditor noted it was extremely dirty and in poor condition.

Playground features

The park had playground equipment including one toddler swing, two slides, monkey bars/climbing bars, and four play areas not otherwise specified. One of the not otherwise specified play spaces, the toddler specific play area, was very well lit with four large lights at each corner. The auditor noted the presence of 18 lights in the playground area and throughout the park.

Sports and recreation features

One multi-use field, two basketball courts (one large and one small), one baseball field, and one skate park were present. The skate park had a ramp that was also used by children to ride their bikes. The park also had one gravel walking trail all around the park. All sports and recreation features were well lit and in average/good condition.

Aesthetic features and amenities

Green space, drinking fountains, benches, trash containers, grills/fire pits, and shade trees were present and in poor condition. There were no shelters, picnic tables, or other gardens and plants in the park.

RESULTS BY PARK- MADERA COUNTY

Lions Town and Country Park

Setting and accessibility

Lions Town and Country Park was a 50 acre, multi-feature, publically accessible park in an outdoor setting. It also had publically accessible green space. The park had lighted on-site parking and on-street parking near the play space. The park had sidewalk/pedestrian lighting and crosswalks present at all intersections. The park had easy wheelchair/stroller entrance to the play space and bicycle parking was available.

Playground features

The park had a playground with slides and climbing equipment. The surface area for the playground was foam/rubber. Sixteen lights were present.

Sports and recreation features

Nine baseball fields and two volleyball courts were present. There was one running/walking track and one cement/gravel trail. The auditor noted that a portion of the path was in bad condition, it was not noted if this referred to the running/walking track or the cement/gravel trail.

Aesthetic features and amenities

The auditor noted the following, "There are no benches, nor tables, nor grills. There aren't enough places to rest in the park's center area. There are no water fountains or trash cans. There are places that are very dry."

Rotary Park

Setting and accessibility

Rotary Park was a multi-feature, publically park in an outdoor setting. It also had publically accessible green space. The park had lighted on-site parking and on-street parking near the play space. The park also had a restroom/portable toilet present. The ten acre park was free to the community.

Playground features

The park had a playground with an unspecified climbing feature, a marked four-square court, a marked hopscotch area, an area for dogs, and an area for refreshments. The auditor noted that the playground surface was black and "gummy" and rubbed off on children while they played. The fabric underneath this surface was out of place.

Sports and recreation features

The park had one volleyball court and a skateboarding feature. The skateboarding feature was noted to be in poor condition. The indoor skate rink was closed but accessible to the community. The auditor noted that adults were seen playing in a very small area with trees and recommended the need for adult play space or a space to play soccer. A trail surface of asphalt/cement was noted, although the auditor did not indicate the presence of a trail.

Aesthetic features and amenities

Green space, drinking fountains, benches, picnic tables, trash containers, grills/fire pits, and shade trees were present and in good condition. Gardens/plants were present and noted to be in poor condition. The auditor noted that the park had rentable space for parties. The auditor

also noted that a small running/walking path was next to the party space, the path was not wide enough for people to pass.

Madera County Courthouse Park

Setting and accessibility

Madera County Courthouse Park was a publically accessible green space with both outdoor and indoor settings. The park had lighted on-site parking and on-street parking near the play space. The park had easy wheelchair/stroller access to the play space, sidewalk/pedestrian lighting, and crosswalks at all intersections. The park also had a bus/transit stop and a restroom/portable toilet.

Playground features

There were no playground features noted at Madera County Courthouse Park.

Sports and recreation features

There were no sports and recreation features noted at Madera County Courthouse Park.

Aesthetic features and amenities

Green space, drinking fountains, benches, trash containers, shade trees, and other gardens and plants were present and in good condition. Picnic tables were present and in poor condition. There were no shelters or grills/fire pits present.

Madera Sunrise Rotary Park

Setting and accessibility

The Madera Sunrise Rotary Park was a multi-feature, publically accessible park adjacent to a school. The park also had publically accessible green space. The park had lighted on-site parking and on-street parking near the play space. Crosswalks were present at all intersections and lighting was present on sidewalks. Wheelchairs and/or strollers were easily able to enter play space.

Playground features

The park had a playground with swings for toddlers and youth. Slides were also present. The surface area of the playground was foam/rubber.

Sports and recreation features

The park had five soccer fields, two baseball fields, and a running/walking track. A trail surface of asphalt/cement was noted, although the auditor did not indicate the presence of a trail. The auditor noted that there was a basketball court next to the school and people often had issues with the police for using it without permission.

Aesthetic features and amenities

Green space, shelters, picnic tables, trash containers, grills/fire pits, and shade trees were present and in good condition. Drinking fountains were present and were noted to be old and in poor condition.

Pan-Am Park

Setting and accessibility

Pan-Am Park was a multi-feature publically accessible park with outdoor and indoor settings and an on-site parking area. The sidewalk was lighted and crosswalks were present at all intersections. Wheelchairs and strollers were easily able to access play space.

Playground features

The park had slides; no other playground features were noted. The surface area of the playground was foam/rubber.

Sports and recreation features

The park had one basketball court and one asphalt/cement trail. The auditor noted the presence on an additional basketball court next to a sitting area; the court had a steel bar with signage that noted information about entry and closing.

Aesthetic features and amenities

Shelters, picnic tables, and shade trees were present and in good condition. Green space, drinking fountains, benches, trash containers, and grills/fire pits present and in poor condition. The auditor noted that the benches were only located in front of the playground. The auditor noted the presence of numerous trash cans in the playground area and two trash cans located outside of the playground area.

McNally Park

Setting and accessibility

McNally Park was a single-feature, publically accessible park adjacent to a school. The park had on-street parking located next to the play space and bicycle parking. There were crosswalks present at all intersections and a lighted sidewalk for pedestrians. Wheelchairs and strollers were easily able to access play space.

Playground features

The park had a playground with swings for both toddlers and youth, slides, and monkey bars/climbing bars. The surface area of the playground was foam/rubber.

Sports and recreation features

The park had one basketball court.

Aesthetic features and amenities

All features present (i.e. green space, drinking fountains, shelters, benches, picnic tables, trash containers, grills/fire pits, and shade trees) were in good condition.

Appendix A: Data tables

Table 2. Park Characteristics (Setting, Accessibility, Signage and barriers to entry)

Park Characteristics	Romain Park	Lions Town and Country Park	Rotary Park	Madera County Courthouse Park	Madera Sunrise Rotary	Pan-Am Park	McNally Park
Setting							
Single-feature publically accessible park							X
Multi-feature publically accessible park	X	X	X		X	X	
Publically accessible green space		X	X	X	X		
Adjacent to a school					X		X
Outdoor setting		X					
Outdoor and indoor setting	X		X	X		X	
Accessibility							
Parking area on-site	X	X	X	X	X	X	
Lighted parking area	X	X			X		
On-street parking next to play space	X	X	X	X	X		X
Sidewalk on street leading to entrance	X	X					
Sidewalk/pedestrian lighting present	X	X		X	X	X	X
Wheelchair or stroller can easily enter play space	X	X		X	X	X	X
Bicycle parking		X					X
Bus/transit stop present	X			X		X	
Crosswalks present at all intersections		X		X	X	X	X
Restroom/portable toilet	X		X	X			
Signage and barriers to entry							
Signage that indicates the park or play space name	X	X	X		X	X	X
Entrance fee			X				
Gate/fence partially restricting access to play space			X		X		
Locked fence or other physical barrier that prevents access					X	X	

Table 3. Playground features

Playground Features	Romain Park	Lions Town and Country Park	Rotary Park	Madera Sunrise Rotary	Pan-Am Park	McNally Park
Swings, toddler	X (1)			X		X
Swings, youth				X		X
Slides	X (2)	X		X	X	X
Monkey bars/climbing bars	X (2)					X
Other climbing feature		X	X			
Marked four-square court			X			
Marked hopscotch area			X			
Other play area	X (4)		X			

Note: The auditors of Lions, Rotary, Sunrise Rotary, Pan-Am, and McNally Parks did not tally the number of features present or the condition of the features in the parks. Instead, the auditors only indicated presence/absence of playground features. It was also unclear whether there was lighting present at these playground areas.

Table 4. Sports and recreation features

Features	Romain Park*	Lions Town and Country Park	Rotary Park	Madera Sunrise Rotary	Pan-Am Park	McNally Park
Fields, soccer only				X (5)		
Fields, baseball only		X (9)		X (2)		
Fields, multi-use	X (1)					
Courts, basketball only	X (2)				X (1)	X (1)
Courts, volleyball only		X (2)	X (1)			
Skateboarding features	X (1)		X**			
Running/walking tracks		X (1)		X (1)		
Trails	X (1)	X (1)	***	***	X (1)	
Trail surface	Gravel	Cement and gravel	Asphalt/cement	Asphalt/cement	Asphalt/cement	

*Romain Park: All features were noted to be in good condition

**Rated in "poor condition" by the auditor

***Did not indicate presence of trail, but selected trail surface

Note: The auditors of Lions, Sunrise Rotary, Pan-Am, and McNally Parks did not indicate the condition of the features or presence of lighting in the parks.

Table 5. Aesthetic features and amenities by condition

Aesthetic features and amenities	Romain Park	Lions Town and Country Park**	Rotary Park	Madera County Courthouse Park	Madera Sunrise Rotary	Pan-Am Park	McNally Park
Green Space	Poor	Good	Good	Good	Good	Poor	Good
Drinking fountains	Poor	Poor	Good	Good	Poor	Poor	Good
Shelters	None	Poor	*	None	Good	Good	Good
Benches	Poor	Poor	Good	Good	*	Poor	Good
Picnic tables	None	Poor	Good	Poor	Good	Good	Good
Trash containers	Poor	Poor	Good	Good	Good	Poor	Good
Grills/fire pits	Poor	Poor	Good	None	Good	Poor	Good
Shade trees	Poor	Good	Good	Good	Good	Good	Good
Other gardens and plants	None	None	Poor	Good	*	None	None

*No response by auditor

** Condition of drinking fountains, shelters, benches, picnic tables, trash containers, and grills/fire pits were noted to be in poor condition and green space and shade trees were noted to be in good condition

Table 6. Trash and vandalism

Trash and vandalism	Romain Park	Lions Town and Country Park	Rotary Park	Madera County Courthouse Park	Madera Sunrise Rotary	Pan-Am Park	McNally Park
No garbage/litter present		X		X			
A little/some garbage/litter	X		X			X	X
A lot garbage/litter					X		
No broken glass present	X	X	X	X	X	X	X
No graffiti/tagging present		X	X	X	X	X	X
A little/some graffiti/tagging	X						
No evidence of alcohol or other drug use	X	X			X	X	X
A little/some evidence of alcohol or other drug use			X	X			
No sex paraphernalia present	X	X	X		X	X	X
A little/some sex paraphernalia				X			

Appendix B: Environmental Audit Tool

Parks and Play Spaces Environmental Audit Tool

Play space ID (*Transtria use only*): _____

"Play spaces" may refer to parks as well as other play spaces (e.g., playgrounds, pools, greenways).

Play space name: _____

Community partnership: _____

Address: _____

Date: _____

Hours of operation: Open _____ Close _____

Weather conditions: _____

No posted hours

Start time: ___ : ___ ○ AM ○ PM

Size of play space (acres): _____

End time: ___ : ___ ○ AM ○ PM

Auditor name: _____

Auditor name 2: _____

Section A: Setting, accessibility, vending machines, signage and barriers to entry

Setting			Accessibility (cont.)		
1. What type of park or play space is this? (<i>Select only one.</i>)			13. Is there a shower/locker room on-site?		
1.a. Single-feature publically accessible park			<input type="checkbox"/>	No	<input type="checkbox"/>
1.b. Multi-feature publically accessible park			<input type="checkbox"/>	No	<input type="checkbox"/>
1.c. Publically accessible green space (i.e., no features such as sports fields or jungle gyms)			<input type="checkbox"/>	No	<input type="checkbox"/>
1.d. Other publically accessible space (e.g., street with temporary play equipment)			<input type="checkbox"/>	No	<input type="checkbox"/>
2. Is the play space adjacent to a school? <i>(If yes, print school name):</i>			<input type="checkbox"/>	No	<input type="checkbox"/>
3. What is the setting of the play space? (<i>Circle one.</i>)			14. Are there vending machines that sell beverages? (<i>If no, skip to Question 15</i>)		
Indoor	Outdoor	Indoor and Outdoor	14.a. Water (no additives)		
			<input type="checkbox"/>	No	<input type="checkbox"/>
			14.b. 100% Juice		
			<input type="checkbox"/>	No	<input type="checkbox"/>
			14.c. Skim milk		
			<input type="checkbox"/>	No	<input type="checkbox"/>
			14.d. Sports or energy drinks		
			<input type="checkbox"/>	No	<input type="checkbox"/>
			14.e. Diet soda		
			<input type="checkbox"/>	No	<input type="checkbox"/>
			14.f. Sugar sweetened beverages (e.g., soda, fruit punch)		
			<input type="checkbox"/>	No	<input type="checkbox"/>
4. Is there a parking area on-site? <i>(If no, skip to Question 4)</i>			<input type="checkbox"/>	No	<input type="checkbox"/>
4.a. Is the parking area lighted?			<input type="checkbox"/>	No	<input type="checkbox"/>
5. Is there on-street parking next to the play space?			<input type="checkbox"/>	No	<input type="checkbox"/>
6. Is there a sidewalk on the street leading to the entrance?			<input type="checkbox"/>	No	<input type="checkbox"/>
6.a. Is sidewalk/pedestrian lighting present?			<input type="checkbox"/>	No	<input type="checkbox"/>
7. Can a wheelchair or stroller easily enter into the play space? (No curbs or other barriers)			<input type="checkbox"/>	No	<input type="checkbox"/>
8. Is there bicycle parking?			<input type="checkbox"/>	No	<input type="checkbox"/>
9. Is there a bike lane, sharrow, or bike signage on the street(s) adjacent to the play space?			<input type="checkbox"/>	No	<input type="checkbox"/>
10. Is there a bus/transit stop on a street adjacent to the play space?			<input type="checkbox"/>	No	<input type="checkbox"/>
11. Are there crosswalks present at all of the intersections next to the play space?			<input type="checkbox"/>	No	<input type="checkbox"/>
12. Is there a restroom/portable toilet?			<input type="checkbox"/>	No	<input type="checkbox"/>
			15. Are there vending machines that sell food items? (<i>If no, skip to Question 16</i>)		
			<input type="checkbox"/>	No	<input type="checkbox"/>
			15.a. Chips/crackers/pretzels (baked, low-fat)		
			<input type="checkbox"/>	No	<input type="checkbox"/>
			15.b. Granola bars/cereal bars		
			<input type="checkbox"/>	No	<input type="checkbox"/>
			15.c. Nuts/trail mix		
			<input type="checkbox"/>	No	<input type="checkbox"/>
			15.d. Reduced fat cookies or baked goods		
			<input type="checkbox"/>	No	<input type="checkbox"/>
			15.e. Candy, chips, cookies, snack cakes (sugar, salt, or fat)		
			<input type="checkbox"/>	No	<input type="checkbox"/>
			Signage and barriers to entry		
			16. Is there signage that indicates the park or play space name?		
			<input type="checkbox"/>	No	<input type="checkbox"/>
			17. Is there an entrance fee?		
			<input type="checkbox"/>	No	<input type="checkbox"/>
			18. Is there a gate/fence partially restricting access to the play space?		
			<input type="checkbox"/>	No	<input type="checkbox"/>
			19. Is there a locked fence around the perimeter or other physical barrier that prevents access?		
			<input type="checkbox"/>	No	<input type="checkbox"/>

Comments?

Section B: Playground features

For the following items, please take note and document each feature by condition and whether or not there is lighting.	Number of features by condition								Number of features with lighting*	
	Poor				Average/Good				Tally	Total
	Tally		Total		Tally		Total			
	Indoor	Outdoor	Indoor	Outdoor	Indoor	Outdoor	Indoor	Outdoor	Outdoor Only	
20. Check if no playground features are present in the play space. <input type="checkbox"/> No playground features <i>(Skip to Section C.)</i> <i>(Leave the items below blank if there are no playground features present.)</i>										
Swings/slides/monkey bars/sandboxes/ground games										
21. Swings, toddler										
22. Swings, youth										
23. Slides										
24. Monkey bars/climbing bars										
25. Other climbing feature Specify:										
26. Sandboxes										
27. Marked four-square courts										
28. Marked hopscotch areas										
29a. Other play areas Specify:										
29b. Other play areas Specify:										

*Do not tally the number of lights. Tally the number of playground features with lighting present.

30. What is the surface for the playground *(check all that apply)*?
- Foam/rubber
 - Woodchip/mulch
 - Sand
 - Grass or dirt
 - Paved spaces (concrete or asphalt)
 - Other, specify: _____

Comments?

Section C: Sports and recreation features

For the following items, please take note and document each feature by condition and whether or not there is lighting.	Number of features by condition								Number of features with lighting*	
	Poor				Average/Good				Tally	Total
	Tally		Total		Tally		Total			
	Indoor	Outdoor	Indoor	Outdoor	Indoor	Outdoor	Indoor	Outdoor	Outdoor Only	
31. Check if no sports or recreation features are present in the play space. <input type="checkbox"/> No sports or recreation features <i>(Skip to Section D.)</i> <i>(Leave the items below blank if there are no sports or recreation features present.)</i>										
Fields/Courts/Pool/Tracks/Trails										
32. Fields, soccer only										
33. Fields, football only										
34. Fields, baseball only										
35. Fields, multi-use										
36a. Other fields Specify:										
36b. Other fields Specify:										
37. Courts, basketball only										
38. Courts, tennis only										
39. Courts, volleyball only										
40. Courts, multi-use										
41a. Other courts Specify:										
41b. Other courts Specify:										
42. Pools (> 3ft deep)										
43. Wading pools/spray grounds (≤ 3ft deep)										
44. Skateboarding features (e.g., ramps, etc.)										
45. Exercise stations with signage										
46. Running/walking tracks										
47. Trails <i>(If no trails, skip Questions 47a and 50 below.)</i>										
47a. Two-way traffic on trails?										
48. Other features Specify:										
49. Other features Specify:										

*Do not tally the number of lights. Tally the number of sports/recreation features with lighting present.

50. What is the surface for the trails *(choose one)*?

- Asphalt/concrete
- Wood chips/mulch
- Gravel
- Dirt or grass
- Other, specify: _____

Comments?

Section D: Aesthetic features and amenities (outdoor play spaces only)

For each aesthetic feature and amenity below, document the presence and condition.	Condition of feature or majority of features?		
	Poor	Average/Good	Not present
51. Green space			
52. Beach			
53. Decorative water fountains			
54. Drinking fountains			
55. Shelters			
56. Benches			
57. Picnic tables			
58. Trash containers			
59. Grills/fire pits			
60. Fruit and vegetable gardens			
61. Shade trees			
62. Other gardens and plants			
63. Other features Specify:			

Section E: Trash and vandalism (outdoor play spaces only)

Indicate the amount of the following types of trash or vandalism.	None	A little/Some	A lot
64. Garbage/litter			
65. Broken glass			
66. Graffiti/tagging			
67. Evidence of alcohol or other drug use			
68. Sex paraphernalia			

Comments?

Please be sure to complete end time for the data collection at the beginning of this form.

California's Central Valley – HKHC Leading Site

Corner Store Environmental Audit

Summary Report

Prepared by Transtria LLC



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Background

Healthy Kids, Healthy Communities (HKHC) is a national program of the Robert Wood Johnson Foundation (RWJF) whose primary goal is to implement healthy eating and active living policy, system, and environmental change initiatives that can support healthier communities for children and families across the United States. HKHC places special emphasis on reaching children who are at highest risk for obesity on the basis of race/ethnicity, income, and/or geographic location. For more information about HKHC, please visit www.healthykidshealthycommunities.org.

Located in Fresno, California, the Central California Regional Obesity Prevention Program (CCROPP) was selected to lead the local HKHC partnership. CCROPP has chosen to focus its work on developing community advocates for policy and environment change through a community leadership program.

Transtria LLC, a public health evaluation and research consulting firm located in St. Louis, Missouri, is funded by the Robert Wood Johnson Foundation to lead the evaluation and dissemination activities from April 2010 to March 2014. For more information about the evaluation, please visit www.transtria.com/hkhc.

This supplementary enhanced evaluation component focuses on six cross-site HKHC strategies, including: parks and plays spaces, street design, farmers' markets, corner stores, physical activity standards in childcare settings, and nutrition standards in childcare settings. Communities are trained to use two main methods as part of the enhanced evaluation, direct observation and environmental audits. Tools and training are provided by Transtria staff (see www.transtria.com/hkhc).

In order to better understand the impact of their work in corner stores, representatives of CCROPP chose to participate in the enhanced evaluation data collection activities. CCROPP completed their enhanced evaluation activities for corner stores using the environmental audit method.

Methods

The corner stores environmental audit tool was adapted from the Nutrition Environment Measurement Survey in Stores (NEMS-S), an evidence based tool designed to assess nutrition environments including the availability and pricing differences between healthier and less-healthy options. Environmental audits assess the presence or absence of different features as well as the quality or condition of the physical environment. Overall, this audit attempts to determine the quality of specific corner stores pertaining to the availability of healthy food options, particularly access to fruits and vegetables. An Evaluation Officer from Transtria trained community members on proper data collection methods using the tool.

In this case, the audits were developed to assess the healthy eating supports and barriers that increase access to foods contributing to a healthy lifestyle in corner stores in Central Valley. Six stores were audited in two counties of Central Valley. Three auditors assessed the following stores in Fresno County: Easton Market, Lee's Market, Main General Store, Latino Market, and La Tiendita. These audits were conducted between May 24, 2013 and June 6, 2013. Three auditors assessed La Placita Michoacana in Stanislaus County on May 30, 2013. Transtria staff performed data entry

and validation. Double data entry was performed to ensure accuracy of data; percent agreement was 99.9% and all errors were fixed.

Latino Market in Fresno, CA

Results

Overall Store, Store Exterior, Store Interior

All six stores were open daily with operating hours of between 13 (8:00 am-9:00 pm) and 14 hours (7:00 am-9:00 pm). Operating hours for La Placita Michoacana were not provided in the audit. The majority of stores (4) had a legible sign; however, only three stores had an accessible entrance and only four had wide aisles to accommodate strollers and wheelchairs. Three stores (e.g.,



Easton Market, Lee's Market, and La Placita Michoacana) were located near a public transit stop. A sidewalk was adjacent to the store entrance of four stores, while five stores had a parking lot adjacent to the entrance. None of the stores had bicycle parking.

All six corner stores accepted a form of WIC, SNAP, or EBT. Five of the six stores had at least one exterior sign advertising the availability of WIC, SNAP, and/or EBT use. Easton Market was the only store that lacked WIC, SNAP, or EBT signage on its exterior. In addition, Lee's Market and La Placita Michoacana were the only two stores that had WIC/SNAP signs near WIC/SNAP approved products inside the store.

All stores lacked visible security features (e.g., cameras or guards), and the windows were blocked by bars, signs, or tinting at four of the stores (sometimes a concern to parents or community members who cannot see into the store from the outside). A school was visible from two of the stores, suggesting students of these schools may be able to walk to the corner store to access foods and beverages sold.



Produce at Main Street General Store

Fresh fruits and vegetables

Fresh vegetables were available at all corner stores, and fresh fruits were available at five of the six corner stores. Latino Market was the only store without fresh fruits available. The location of fresh produce within the stores varied some of the stores carrying produce in the front of the store and others locating produce in the back of the store. In addition, some stores had produce in both the front and back of the store. Fruit was most often located on a middle or high shelf, whereas vegetables were more often located on a middle or low shelf. La Tiendita displayed fresh produce on a table in the store. The only two stores that identified produce by name and clearly labeled both the price and unit were Lee's Market and La Placita Michoacana.

The most frequently available fruit (found in at least four of the five stores with fruit available) were apples, bananas, and lemons. The most frequently available vegetables (found in at least five of the six stores) were avocados, onions, tomatoes, and cucumbers. La Tiendita had the highest number of unique fruits (8 types) and La Placita Michoacana had the highest number of unique vegetables (15 types). Of the stores with fresh fruits available, Easton Market and Main General Store had the least number of fruits (3 types). Main General Store also had the least number of vegetables available (3 types).

Store	Number of different fruits	Number of different vegetables
Easton Market	3	7
Lee's Market	7	7
Main General Store	3	3
Latino Market	0	5
La Tiendita	8	5
La Placita Michoacana	7	15

The overall quality of the fresh produce varied between stores. The quality of all produce at Lee's Market and La Placita Michoacana was found to be "average or good quality". Half of the produce at Easton Market was found to be "poor quality" by the auditor. The quantity of fresh produce also varied greatly between stores and produce item with the majority of produce items being available in medium (3-10 available per fruit or vegetable or large quantities (10 or more available per fruit or vegetable). The quality and quantity of produce was not provided by the auditors at Main General Store, Latino Market, or La Tiendita. Prices of produce items were not provided for La Placita Michoacana.

Price Comparison of Most Frequently Available Fruit

	Easton Market	Lee's Market	Main General Store	La Tiendita
Apples		\$1.49/lb.	\$0.99/lb.	\$0.89/lb.
Bananas		\$0.79/lb.	\$0.69/lb.	\$0.99/lb.
Lemons	4 for \$1.00	3 for \$1.00	7 for \$1.00	

As shown in the table above, apples were least expensive at La Tiendita, while bananas and lemons were most affordable at Main General Store. In the table below, a price comparison of vegetables was conducted. Avocados were least expensive at Lee's Market. Onions, tomatoes, and cucumbers cannot be directly compared because the unit in which the item was sold varied by store.

Price Comparison of Most Frequently Available Vegetables

	Easton Market	Lee's Market	Main General Store	Latino Market	La Tiendita
Avocados	\$1.49 each	\$0.99 each		\$1.50 each	\$2.00 each
Onions	\$0.60/lb.		\$0.49/lb.	\$1.00/bunch	\$0.99/lb.
Tomatoes	\$1.49/lb.	\$0.99/lb.	\$0.89/lb.	\$1.00/bunch	\$0.99/lb.
Cucumbers	3 for \$1.00	\$0.79 each		\$2.00/lb.	\$0.50 each

Canned and frozen fruits and vegetables

In addition to fresh produce, all six corner stores had both canned fruits and vegetables available, but none of the stores had frozen fruits or vegetables. Three stores (e.g., Easton Market, Latino Market, and La Tiendita) had a limited selection (1-3 types) of canned fruit available, while the remaining three stores had a varied selection (4+ types). All six stores had a varied selection of canned vegetables available.

Other foods

Nuts, seeds, or dry beans and grain products were available in all six corner stores. Four of the stores carried whole grain products and low-fat or non-fat dairy products, and lean meats, fish, and poultry and low-fat prepared meals (e.g., baked chicken) were available in three of the six stores.

Sweet and salty snack (e.g., potato chips, cakes, and candy) were available in all of the corner stores. In addition, ice cream and frozen desserts were found in four of the stores, and regular to high-fat prepared meals, like fried chicken, were available at three stores.

All stores had at least two varieties of milk available. Two-percent and whole or vitamin D milk was available at all the corner stores. Lee's Market and La Tiendita were the only two stores that carried Lactaid™. None of the stores had skim, rice, or soy milk available for purchase. In addition to milk, water, 100% juice, and sugar sweetened beverages were available in all corner stores.

Tobacco and alcohol

Two stores, La Tiendia and La Placita Michoacana, did not sell tobacco or alcohol products. The remaining four stores sold both tobacco and alcohol products with tobacco products located behind the counter and alcohol products located in the freeze/cooler section in all four of the stores. These four stores also all had alcohol product advertisements present both inside and outside the store. Only Main General Store and Latino Market had tobacco product advertisements present at the store. Both stores had tobacco advertising inside, while Latino Market was the only store to have tobacco advertising outside the store.



Easton Market in Fresno, CA

Key Takeaways

- About half of the stores lacked accessibility with three stores lacking an accessible entrance and two stores lacking wide aisles to accommodate strollers and wheelchairs.
- All six corner stores accepted a form of WIC, SNAP, or EBT, and two stores (Lee's Market and La Placita Michoacana) had WIC/SNAP signs near WIC/SNAP approved products.
- Fresh fruits (3-8 types per store) were available at five of the six corner stores. Fresh vegetables (3-15 types per store) were available at all six stores. Latino Market was the only store without fresh fruits available.
- La Tiendita had the highest number of fresh fruits listed on the audit tool (8). La Placita Michoacana had the highest number of fresh vegetables listed on the audit tool (15).
- The only two stores that identified produce by name and clearly labeled both the price and unit were Lee's Market and La Placita Michoacana.
- Canned fruits and vegetables were available at all six corner stores, but frozen fruits and vegetables were not available in any store.
- Two-percent and whole or vitamin D milk was available at all the corner stores; however, skim milk was not available at any store.
- Four of the six stores sold both tobacco and alcohol products.

Appendix A. Store characteristic tables

Vendor Characteristic	Easton Market	Lee's Market	Main General Store	Latino Market	La Tiendita	La Placita Michoacana
	Fresno County	Fresno County	Fresno County	Fresno County	Fresno County	Stanislaus County
<i>Overall Store</i>						
Hours of operation: Sunday	7am-9pm	8am-10pm	8am-9pm	8am-10pm	7am-9pm	*
Hours of operation: Monday	7am-9pm	8am-10pm	8am-9pm	8am-10pm	7am-9pm	*
Hours of operation: Tuesday	7am-9pm	8am-10pm	8am-9pm	8am-10pm	7am-9pm	*
Hours of operation: Wednesday	7am-9pm	8am-10pm	8am-9pm	8am-10pm	7am-9pm	*
Hours of operation: Thursday	7am-9pm	8am-10pm	8am-9pm	8am-10pm	7am-9pm	*
Hours of operation: Friday	7am-9pm	8am-10pm	8am-9pm	8am-10pm	7am-9pm	*
Hours of operation: Saturday	7am-9pm	8am-10pm	8am-9pm	8am-10pm	7am-9pm	*
<i>Store exterior</i>						
Legible signs to identify store		X	X	X	X	
Accessible entrance		X	X		X	
Seating	X					
Windows blocked by bars, signs, or tinting	X	X		X	X	
Public transit stop visible from the store entrance	X	X				X
Sidewalk adjacent to store entrance		X		X	X	X
Parking lot adjacent to store entrance	X	X	X		X	X
Store accepts WIC/SNAP/EBT	X	X	X	X	X	X
Sign for WIC		X		X	X	
Sign for SNAP/Food stamps		X	X	X		X
Sign for EBT		X	X			X
A school is visible from the store	X					X
Type of school: Primary						X
Type of school: Secondary	X					X

*Store open on this day but hours of operation not given

Vendor Characteristic	Easton Market	Lee's Market	Main General Store	Latino Market	La Tiendita	La Placita Michoacana
	Fresno County	Fresno County	Fresno County	Fresno County	Fresno County	Stanislaus County
<i>Employee characteristics</i>						
Employee use gloves when handling food		X				
Employees greet customers	X	X	X		X	
<i>Store interior</i>						
ATM inside store				X		
Wide aisles to accommodate strollers and wheelchairs		X	X	X	X	
Licenses/permits visibly displayed		X				X
WIC/SNAP signs near WIC/SNAP approved products		X				X
<i>Tobacco and alcohol</i>						
Store sells tobacco products	X	X	X	X		
Tobacco advertisements present			X	X		
Tobacco advertisements inside the store			X	X		
Tobacco advertisements outside the store				X		
Tobacco products located behind counter	X	X	X	X		
Store sells alcohol products	X	X	X	X		
Alcohol advertisements present	X	X	X	X		
Alcohol advertisements inside the store	X	X	X	X		
Alcohol advertisements outside the store	X	X	X	X		
Alcohol products in the freezer/cooler section	X	X	X	X		

Vendor Characteristic	Easton Market	Lee's Market	Main General Store	Latino Market	La Tiendita	La Placita Michoacana
	Fresno County	Fresno County	Fresno County	Fresno County	Fresno County	Stanislaus County
<i>Fresh fruits</i>						
Fresh fruits available	X	X	X		X	X
Fresh fruits located at back of the store	X	X				X
Fresh fruits located at front of the store		X	X		X	
Fresh fruits located on a high shelf	X	X				
Fresh fruits located on a middle shelf		X	X			X
Fresh fruits located in other place in store			TABLE		TABLE	
<i>Fresh vegetables</i>						
Fresh vegetables available	X	X	X	X	X	X
Fresh vegetables located at back of the store	X	X	X		X	X
Fresh vegetables located in middle of the store			X			
Fresh vegetables located at front of the store		X	X	X	X	
Fresh vegetables located on a high shelf	X					
Fresh vegetables located on a middle shelf	X		X	X		X
Fresh vegetables located on a low shelf	X	X	X			
Fresh vegetables located in other place in store			FLOOR		TABLE	
<i>Product signage and pricing (for fresh fruits/vegetables only)</i>						
Products are identified by name		X		X		X
Clear signs document the price		X		X	X	X
Units are appropriately labeled		X				X

Vendor Characteristic	Easton Market	Lee's Market	Main General Store	Latino Market	La Tiendita	La Placita Michoacana
	Fresno County	Fresno County	Fresno County	Fresno County	Fresno County	Stanislaus County
<i>Canned/frozen fruits/vegetables</i>						
Limited canned fruits (1-3 types)	X			X	X	
Variety canned fruits (4+ types)		X	X			X
Variety canned vegetables (4+ types)	X	X	X	X	X	X
No frozen fruits available	X	X	X	X	X	X
No frozen vegetables available	X	X	X	X	X	X
<i>Other foods</i>						
Whole grains (e.g. bread, flour, oatmeal, brown rice, pasta)		X		X	X	X
Other grain products (e.g. white breads, rice, pasta)	X	X	X	X	X	X
Low-fat or non-fat dairy foods (e.g. low-fat yogurts or cheeses)	X	X	X			X
Lean meats, fish, poultry	X	X				X
Nuts, seeds, or dry beans	X	X	X	X	X	X
Low-fat prepared meals (baked chicken)	X	X				X
Potato chips/corn chips/popcorn	X	X	X	X	X	X
Ice cream/frozen desserts	X	X		X		X
Cakes/cookies/doughnuts	X	X	X	X	X	X
Candy/chocolate	X	X	X	X	X	X
Regular to high-fat prepared meals (e.g. fried chicken)	X	X				X
Milk available at store	X	X	X	X	X	X
1% milk					X	X
2% milk	X	X	X	X	X	X
Whole or Vitamin D milk	X	X	X	X	X	X
Flavored whole milk						X
Flavored skim, 1%, or 2% milk	X					X
Lactaid		X			X	
Water	X	X	X	X	X	X
100% juice	X	X	X	X	X	X
Sugar sweetened beverages	X	X	X	X	X	X

Appendix B. Fruit and vegetable availability, price, quality, and quantity

Produce Item	Easton Market				Lee's Market				Main General Store		La Tiendita		La Placita Michoacana		
	Fresno County				Fresno County				Fresno County		Fresno County		Stanislaus County		
	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit	Price	Unit	Unit	Quality	Quantity
Fruits:															
Apples					\$1.49	Per lb.	Good	A lot	\$0.99	Per lb.	\$0.89	Per lb.	Per lb.*	Good*	A lot*
Bananas					\$0.79	Per lb.	Good	Some	\$0.69	Per lb.	\$0.99	Per lb.	Per lb.	Good	A lot
Cantaloupe	\$3.50	Each	Poor	Few									Each	Good*	Some*
Mangos					\$1.49	Each	Good	A lot			\$1.50	Each	Each	Good	A lot
Nectarines	3/\$1.00	Each	Good	A lot											
Oranges					2/\$1.00	Each	Good	A lot			\$0.50	Per lb.	Per lb.	Good	A lot
Papayas											\$0.99	Per lb.			
Pineapples											\$3.99	Each	Each	Good	Some
Watermelon					\$5.99	Each	Good	Some							
Lemons	4/\$1.00	Each	Poor	A lot	3/\$1.00	Each	Good	A lot			7/\$1.00		Per lb./Each	Good	A lot
Limes					3/\$1.00	Each	Good	A lot	\$1.00	Bunch					
Plutan											\$0.99	Per lb.			

*Only one of three auditors indicated this selection

Produce Item	Easton Market				Lee's Market				Main General Store		Latino Market		La Tiendita		La Placita Michoacana		
	Fresno County				Fresno County				Fresno County		Fresno County		Fresno County		Stanislaus County		
	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit	Price	Unit	Price	Unit	Unit	Quality	Quantity
Vegetables:																	
Avocados	\$1.49	Each	Good	A lot	\$0.99	Each	Good	Some			\$1.50	Each	\$2.00	Each	Each	Good	A lot
Broccoli															Per lb.	Good	Few
Cabbage															Per lb. or box/bag	Good	*
Carrots	\$0.65	Per lb.	Poor	A lot	\$0.99	Box/bag	Good	A lot							Box/bag or Each	Good	*
Cauliflower															Each	Good	A lot
Celery															Bunch or box/bag	Good	Few
Green peppers	\$1.49	Per lb.	Poor	A lot	\$0.99	Per lb.									Per lb. or each	Good	A lot
Lettuce - Romaine					\$0.99	Each	Good	Some							Each	Good	Few
Onions	\$0.60	Per lb.	Good	A lot					\$0.49	Per lb.	\$1.00	Bunch	\$0.99	Per lb.	Per lb.	Good*	A lot
Radishes															Per lb. or box/bag	Good	A lot
Red peppers	\$1.49	Per lb.	Good	A lot											Per lb.	Good	Some*
Summer squash													\$0.99	Per lb.	Per lb.	Good	A lot
Tomatoes	\$1.49	Per lb.	Good	Some	\$0.99	Per lb.	Good	A lot	\$0.89	Per lb.	\$1.00	Bunch	\$0.99	Per lb.	Per lb.	Good	A lot
Cucumber	3/\$1.00	Each	Poor	A lot	\$0.79	Each	Good	A lot			\$2.00	Per lb.	\$0.50	Each	Per lb.	Good	A lot
Potatoes					\$1.99	Box/bag	Good		\$3.00	Box/bag	\$1.99	Box/bag			Per lb.	Good	A lot
Other produce found at corner stores: tomatillo, jalapeño, zucchini, chayote, Serrano pepper, pasilla, cilantro, ginger																	

*Disagreement between three auditors

California's Central Valley Healthy Kids, Healthy Communities

Farmers' Markets Enhanced Evaluation

Summary Report

Prepared by Transtria LLC



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BACKGROUND

Healthy Kids, Healthy Communities (HKHC) is a national program of the Robert Wood Johnson Foundation (RWJF) whose primary goal is to implement healthy eating and active living policy, system, and environmental change initiatives that can support healthier communities for children and families across the United States. Healthy Kids, Healthy Communities places special emphasis on reaching children who are at highest risk for obesity on the basis of race/ethnicity, income, and/or geographic location.

Central Valley, California was selected as one of 49 communities to participate in HKHC, and the Central California Regional Obesity Prevention Program (CCROPP) is the lead agency for their community partnership, California's Central Valley Healthy Kids, Healthy Communities. Central Valley has chosen to focus its work on farmers' markets, corner stores, and parks and play spaces. Transtria LLC, a public health evaluation and research consulting firm located in St. Louis, Missouri, is funded by the Robert Wood Johnson Foundation to lead the evaluation and dissemination activities from April 2010 to March 2014. For more information about the evaluation, please visit www.transtria.com.

In order to better understand the impact of their work in farmers' markets, representatives from California's Central Valley Healthy Kids, Healthy Communities chose to participate in the enhanced evaluation data collection activities. This supplementary evaluation focuses on the six cross-site HKHC strategies, including: parks and play spaces, active transportation, farmers' markets, corner stores, physical activity standards in childcare settings, and nutrition standards in childcare settings. Communities use two main methods as part of the enhanced evaluation, direct observation and environmental audits. Central Valley chose to collect data on farmers' markets using the environmental audit method.

METHODS

The farmers' market environmental audit tool was modified from three existing environmental audit tools including the Farmers' Market Vendor Evaluation (created by Monika Roth), Farmers' Market Evaluation, Mystery Shopping-Farmers' Market (created by marketumbrella.org), and Nutrition Environment Measurement Survey-NEMS (created by Glanz et al.). Environmental audits assess the presence or absence of different features as well as the quality or condition of the physical environment. The tool captures overall market operations (e.g., months, days and hours of operation, accessibility, government nutrition assistance programs), vendor display areas (e.g., space and equipment), product signage and pricing (e.g., clear signs, unit and price labeled, discounts for larger sales), frozen/canned fruits and vegetables (e.g., quantity and variety of frozen or canned fruits and vegetables), other foods (e.g., availability of healthier options and foods with minimal nutritional value) and the availability, pricing, quality, and quantity of fresh fruits and vegetables.

Each audit tool was completed for one farmers' market. Fifteen markets were selected throughout Fresno, Madera, and Stanislaus counties in Central Valley, California for data collection. An Evaluation Officer from Transtria LLC trained community members and partnership staff on proper data collection methods. Data collection was completed between May 19, 2013 and June 8, 2013. One Transtria staff member entered the data and a second Transtria staff member conducted validity checks to ensure accuracy and validity of the data. A total of 8787 data points were checked and no errors were found (100% correct).

RESULTS

Operations

Across Central Valley, farmers' markets were open between three and twelve months of the year, and between one and five days per week. Nine farmers' markets were open year round (January through December), one farmers' market was open three months of the year (April through June), and five markets were open between five and ten months of the year. Five farmers' markets were not open during January through March, four markets were not open during November and December, and one market was not open during July and August (see Appendix A, Table 1).

The number of days and hours of operation per week varied across the fifteen farmers' markets. Farmers' markets were open one day per week (n=7), two days per week (n=5), three days per week (n=2), or five days per week (n=1). Seven farmers' markets were open on Wednesdays, six markets were open on Saturday, and five markets were open on Fridays. Three markets were open on Sunday, Tuesday, and Thursday. Only one farmers' market was open on Monday (see Appendix A, Table 2).

The hours of operation for the fifteen farmers' markets ranged from 2-12.5 hours per day and from 2-37.5 hours per week. Markets opened as early as 5:30 AM and closed as late as 6:00 PM. El Rematito was open the most hours per week, with hours of operation between 5:30 AM and 6:00 PM, three days per week (total of 37.5 hours per week). The Mayfair School Farm Stand was open the fewest hours per week, with hours of operation between 2:00 PM and 4:00 PM, one day per week (total of 2 hours per week). Seven farmers' market opened early between 5:30 AM and 7:00 AM, two markets opened at 8:00 AM, and two markets opened at 10:00 AM. Two other markets did not open until later in the afternoon at 2:00 PM and 3:00 PM, respectively. Four farmers' markets stayed opened as late as 3:30 PM or 4:00 PM, and five markets closed between 12:00 PM or 2:00 PM, respectively. El Rematito and the Vineyard were the only markets that remained open extended hours until 6:00 PM. It should be noted that the Vineyard was only open until 6:00 PM on Wednesdays, while the Saturday hours of operation were between 7:00 AM and 12:00 PM. The Manchester Center Farmers' Market was reported open one day per week from 10:00 AM until dusk. Ruiz Produce operated as a mobile farmers' market was open five days per week; hours of operation were not available. As a mobile

farmers' market, Ruiz Produce operated Monday through Friday at one of five selected local elementary schools (see Appendix A, Table 2).

Market Features

Features available at all fifteen farmers' markets included an accessible entrance, room to maneuver around the market, and a parking lot adjacent to each market. Security features were available at seven farmers' markets; security at one market was reported as school cameras, and security at one market was reported as four guards and ten staff. An on-site market manager was available at twelve markets, market maps were available at two markets, seating was available at eight markets, an information booth was available at ten markets, and ten markets provided legible signs identifying their market name. The signage for one market included the market schedule, regulations, and hours and days. Six markets held additional events or activities (e.g., live music, yoga); auditors reported that additional events or activities were not always available at one farmers' market. An automated teller machine (ATM) was available at six markets; the ATM access at one market included credit accepted from phone apps. A public transit stop was visible from each of ten markets, however public transportation service was not available on Sundays near one market. Other features reported at three markets included: parking/parking garage, ample parking, access through vendors, multiple entries, and access to the vendors (see Appendix A, Table 3).

Purchasing Discounts for Low Income Customers

Ten farmers' markets accepted WIC/SNAP/EBT benefits. Seven of the ten markets provided signs for SNAP/food stamp benefits; only three of the ten markets provided signs for WIC benefits. A token system was used by WIC/SNAP/EBT customers for purchases at seven markets. Six markets accepted a variety of other discounts. As reported for the Fresno Farmers' Market, if an EBT/SNAP customer swipes \$5.00, the customer will receive a \$2.00 credit. The Fresno Farmer's Market also offered a Double Dollar discount for EBT/SNAP/CalFresh recipients, where every \$1.00 spent yields a \$0.40 match/voucher for produce. The SNAP/EBT customers used a debit card system and not tokens at the Fresno Farmer's Market. The discount offered at the Market on Kern was reported as a market match program and SNAP/EBT customers used cards similar to tokens. Some vendors offered bulk purchases at the Kaiser Permanente Farmers' Market. At the Flea Market, customers were able to ask for a wholesale discount; and vendors sold produce at reduced prices if/when the fruit had ripened in the heat. Ruiz Produce offered coupons for students (see Appendix A, Table 3).

Vendor Characteristics

Across the fifteen farmers' markets in Central Valley, the total number of participating vendors ranged from one to over seven hundred. Fresh produce vendors made up at least 50-100% of participating vendors at eight markets, 26-49% of participating vendors at one market, and ≤25% of participating vendors at six markets. Between one and ten vendors sold both produce and other products at eleven markets. At eight markets, all fresh produce vendors offered a

sufficient amount of produce for their space. Most of the fresh produce vendors at six markets offered a sufficient amount of produce for their space. An insufficient amount of produce was reported for vendor space at one market. Signage and pricing were provided to identify all fresh fruit and vegetable products at one farmers' market, and most or some fresh fruit and vegetable products at twelve markets. Signage and pricing to identify fresh fruit and vegetable products was not available at two markets. Discounts for larger sales were available from all vendors at four markets and some vendors at eight markets. Vendors at three markets did not offer discounts for larger sales (see Appendix A, Table 4).

Visible signs that displayed farmer's/business' name were available for most or all of the vendors at nine markets, some of the vendors at three markets, and none of the vendors at three markets. Power cords were taped down to prevent tripping for all vendor spaces at four markets, some vendor spaces at three markets, and none of the vendor spaces at six markets (data for power cords were not available for two markets). Most or all of the vendor displays at thirteen farmers' markets provided clean and well-organized displays (data was not reported for two farmers' markets).

Additional (translated) comments reported specifically for the Flea Market stated that the tables and floor area near a Chinese food stall were not clean, and that the people responsible for providing service at the Chinese food stall were not able to provide change for purchases. In other areas where food was sold, vendors were not available. There was poor hygiene and a lack of accessible trash cans at another vendor stall where gifts type items were sold. Benches were not available and there was a lack of shade along walkways in the Flea Market.

Availability of nutrient-dense and minimally nutritious food

Canned fruits, canned vegetables, and frozen fruits were not offered at any of the fifteen farmers' markets in Central Valley. Two markets offered four or more types of frozen vegetables and thirteen markets did not offer frozen vegetables. Nutrient-dense and healthier foods available at the markets included high-fiber, whole grain foods (n=9 markets), lean meats/fish/poultry (n= 3 markets), nuts/seeds/dry beans (n=12 markets), and low-fat prepared meals (n=6 markets). Lentils, garbanzo beans, peanuts, almonds, walnuts, and semilla de caladade (seed) were specifically identified as the types of nuts/seeds/dry beans available at three markets. Cheese would soon be available in one market. Auditors reported other available nutrient-rich and healthier food at eight markets, such as roasted corn on the cob, dried fruit, chopped fruit, sevice, café/pies, abas, polen, and avas, roasted chicken, clam chowder, lumpia (type of Asian spring roll), cranberry beans, black beans, pumpkin seeds, pecans, walnuts, and peanuts (see Appendix A, Table 5 and Table 6)

Milk was sold at two farmers' markets. Several types of milk were available for sale at one market, including skim, 2%, whole, flavored whole, rice, soy, and Lactaid[®] milk. The other market only sold whole milk or flavored whole milk (see Appendix A, Table 6).

Each of the fifteen farmers' markets sold at least one type of minimally nutritious food item, such as salty food, ice cream/frozen dessert, sweet foods, candy/chocolate, and/or regular to high-fat prepared meals. One farmers' market only sold salty foods and the remaining fourteen markets sold between three and six foods with minimal nutritional value. Eight markets offered other minimally nutritious foods, such as cotton candy, gorditas (small cake made with masa harina, stuffed with cheese, meat, or other fillings), pupusas (stuffed tortilla), tacos dorados, loncheras (lunch boxes), churros (Spanish donut), elotes (corn on the cob), frescas con crema (strawberries with cream), or yogurt. Auditors reported abas, lentil, pistachios, kettlecorn, hotdogs, fries, lemonade, smoothies, peanut brittle, café, cakes/pies, and peas as other minimally nutritious foods available at one market (see Appendix A, Table 6).

Availability and quality of fresh produce

A wide variety of fresh produce was available in Central Valley farmers' markets. Across all fifteen farmers' markets, as many as 31 different types of fresh fruits and 64 different types of fresh vegetables were available. All fresh fruit and vegetables sold in all farmers' markets were rated in 'good' quality, with the exception of peaches in one market. Twelve farmers' markets offered large quantities of most or all types of fresh fruits. Some fresh fruits, such as cantaloupes, papaya, bananas, oranges, and peaches were less available at four markets. The fewest quantities of pineapples, watermelon, cantaloupe, apples, or raspberries were available at three farmers' markets. Five markets offered large quantities of more or all types of fresh vegetables and six markets offered some limited quantities of fresh vegetables. One market offered eight types of vegetables, with the fewest quantities of carrots and broccoli. Quantity was not available for three markets. Additionally, five markets offered a variety of dried fruits (apricots, mango, raisins), coconut, chorimoya (custard), and/or cactus. Seven markets also offered a variety of fresh herbs, such as cilantro, basil, mint, rosemary, thyme, tarragon, garlic, ginger, and purslane (see Appendix A, Table 7 and Table 8).

Cost of produce

Produce prices varied greatly across ten of the farmers' markets in Central Valley; produce prices were not reported or available for five markets. Produce was sold by the bag or box, pound, or individual or multiple unit items, and ranged in price from \$0.50 - \$16.00 for fresh fruit, and \$0.05-\$3.00 for fresh vegetables. The least expensive fruits were nectarines, peaches, plums and bananas (each sold for \$0.50 per pound). Apples and peaches were also available individually for \$0.50 per each at two other markets. The most expensive fruits were strawberries (\$16.00 per four-two pound boxes), followed by blueberries (\$8.00 per pound) and raspberries (\$8.00 per bag/box). The least expensive vegetables were carrots (\$0.05 per each), onions (\$0.50 per pound), and sweet potatoes (\$0.75 per 3 pounds). Tomatoes and onions were also available for \$0.75 per pound, and individual artichokes for \$0.75 per each. The most expensive vegetables were avocados and spinach (each sold for \$3.00 per bag/box); beans, green peppers, and tomatoes (each sold for \$3.00 per pound); and kale (\$3.00 per bunch) (see Appendix A, Table 7 and Table 8).

Key Takeaways

- Nine farmers' markets were open year round, five markets were open between 5-10 months per year, and one market was open 3 months per year.
- One market was open 5 days per week, seven markets were open 1 day per week, and seven markets were open between 2-3 days per week.
- Seven markets opened as early as 5:30-7:00 AM, and two markets closed as late as 6:00 PM.
- Ten farmers' markets accepted WIC/SNAP/EBT (CalFresh) benefits.
- Other markets offered discounts for larger/bulk sales, double dollar discounts, matched voucher discounts, wholesale discounts, and reduced prices for over-ripened produce.
- Healthier food items, such as frozen vegetables; high-fiber, whole grain foods, lean meats/fish/poultry; nuts/seeds/beans, and low-fat prepared meals were available at several markets.
- Milk was available at two markets; one market offered a variety of milk options, while one market only offered whole milk and flavored whole milk.
- Foods with minimal nutritional value were available at fifteen markets, including salty foods, ice cream/frozen desserts, sweet foods, candy/chocolate, and regular to high-fat prepared meals.
- A wide variety of fresh produce was available across all fifteen farmers' markets, including 31 different types of fresh fruits and 64 different types of fresh vegetables.
- All fresh produce was of 'good' quality, except peaches at one market.

Appendix A: Farmers' Market Characteristics Tables

Table 1. Farmers' Market Operations

Months of Operation	Fresno Farmers' Market	Manchester Center Farmers' Market	Cherry Auction Flea Market	The Market on Kern	Old Town Clovis Farmers' Market	Kaiser Permanente Farmers' Market	"Healthy Habits" Farmers' Market	Farmers' Market on Park Place	Mayfair School Farm Stand	The Vineyard	Madera Flea Market Day 1	Madera Flea Market Day 2	El Rematito	Ruiz Produce
<i>Overall Market</i>														
Months of operation: January	X	X	X		X		X		X	X	X		X	X
Months of operation: February	X	X	X		X		X		X	X	X		X	X
Months of operation: March	X	X	X		X		X		X	X	X		X	X
Months of operation: April	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Months of operation: May	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Months of operation: June	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Months of operation: July	X	X	X	X	X		X	X	X	X	X	X	X	
Months of operation: August	X	X	X	X	X		X		X	X	X	X	X	
Months of operation: September	X	X	X	X	X		X	X	X	X	X	X	X	X
Months of operation: October	X	X	X	X			X	X	X	X	X	X	X	X
Months of operation: November	X	X	X				X		X	X	X	X	X	X
Months of operation: December	X	X	X				X		X	X	X	X	X	X
Days of operation: Sunday										X	X		X	
Days of operation: Monday														X
Days of operation: Tuesday	X		X											X
Days of operation: Wednesday				X	X	X			X	X	X			X
Days of operation: Thursday	X											X		X
Days of operation: Friday		X		X				X					X	X
Days of operation: Saturday	X		X				X		X		X	X		

Table 2. Hours and Frequency of Operation

Vendor Characteristic	Fresno Farmers' Market	Manchester Center Farmers' Market	Cherry Auction Flea Market	The Market on Kern	Old Town Clovis Farmers' Market	Kaiser Permanente Farmers' Market	"Healthy Habits" Farmers' Market	Farmers' Market on Park Place	Mayfair School Farm Stand	The Vineyard	Madera Flea Market Day 1	Madera Flea Market Day 2	El Rematito	Ruiz Produce
Sunday Hours													5:30AM-6PM	
Monday Hours														*
Tuesday Hours	7AM-2PM		6:30AM-3:30PM											*
Wednesday Hours				10AM-2:30PM		8AM-1:30PM				3PM-6PM	6AM-4PM	6AM-4PM		*
Thursday Hours	7AM-2PM											7AM-1PM		*
Friday Hours		10AM-DUSK						2PM-4PM					5:30AM-6PM	*
Saturday Hours	7AM-2PM		6:30AM-3:30PM				8AM-1PM		7AM-12PM			7AM-1PM	5:30AM-6PM	
Frequency of operation: 1 day a week		X		X	X	X	X	X						
Frequency of operation: 2-6 days a week	X		X						X	X	X	X	X	X

*Did not indicate hours of operation

Table 3. Market features

Vendor Characteristic	Fresno Farmers' Market	Manchester Center Farmers' Market	Cherry Auction Flea Market	The Market on Kern	Old Town Clovis Farmers' Market	Kaiser Permanente Farmers' Market	"Healthy Habits" Farmers' Market	Farmers' Market on Park Place	The Vineyard	Madera Flea Market Day 1	Madera Flea Market Day 2	El Rematito	Ruiz Produce
Accessible entrance	X	X	X	X	X	X	X	X	X	X	X	X	X
Room to maneuver around market	X	X	X	X	X	X	X	X	X	X	X	X	X
Security			X	X		X			X		X		X
On-site market manager	X		X	X	X	X		X	X	X	X	X	
Legible signs to identify market	X	X	X	X	X	X		X			X		X
Seating		X	X	X	X	X			X		X		
Events/activities			X	X	X				X		X	X	
ATM		X	X		X	X						X	X
Information booth/table		X	X	X	X	X				X	X	X	X
Market maps			X								X		
Public transit stop visible from the market	X	X		X	X	X	X		X	X	X	X	
Parking lot adjacent to market	X	X	X	X	X	X	X	X	X	X	X	X	X
On-street parking adjacent to market	X			X	X		X	X		X	X	X	X
Other										X	X		X
Market accepts WIC/SNAP/EBT	X	X	X	X		X			X	X	X	X	X
Sign for WIC						X						X	X
Sign for SNAP/Food stamps	X	X	X	X					X			X	X
WIC/SNAP/EBT customers use tokens to make purchases at the		X		X		X				X	X	X	X
Other discount	X			X		X				X	X		X

Table 4. Farmers' Market Vendor Characteristics

Vendor Characteristic	Fresno Farmers' Market	Manchester Center Farmers' Market	Cherry Auction Flea Market	The Market on Kern	Old Town Clovis Farmers' Market	Kaiser Permanente Farmers' Market	"Healthy Habits" Farmers' Market	Farmers' Market on Park Place	Mayfair School Farm Stand	The Vineyard	Madera Flea Market Day 1	Madera Flea Market Day 2	El Rematito	Ruiz Produce	
Number of vendors who sell only produce	4	28	110	8	19	17	1	10	1	14	24	9	35	40+	1
Number of vendors who sell produce and other products	1	6	10	4	9	1	0	3	0	2		1	0	10	1
Number of vendors who sell no produce	0	3	600	7	62	7	0	9	0	4	78	181	31	550	0
Amount of produce sufficient for vendor space: None							X								
Amount of produce sufficient for vendor space: Most	X			X	X			X		X	X				
Amount of produce sufficient for vendor space: All		X	X			X		X		X			X	X	X
Visible signs with name: None							X		X					X	
Visible signs with name: Some	X										X	X			
Visible signs with name: Most		X	X		X				X						
Visible signs with name: All				X		X		X					X		X
Clean and well-organized displays: Most			X		X				X		X	X			
Clean and well-organized displays: All		X		X		X		X		X			X	X	X
Power cords taped down to prevent tripping: None	N/A			X	X		X	X	X				N/A	X	
Power cords taped down to prevent tripping: Some		X	X							X					
Power cords taped down to prevent tripping: All						X					X	X			X

Table 5. Fresh, Canned, Frozen Produce and Signage

Vendor Characteristic	Fresno Farmers' Market	Manchester Center Farmers' Market	Cherry Auction Flea Market	The Market on Kern	Old Town Clovis Farmers' Market	Kaiser Permanente Farmers' Market	"Healthy Habits" Farmers' Market	Farmers' Market on Park Place	Mayfair School Farm Stand	The Vineyard	Madera Flea Market Day 1	Madera Flea Market Day 2	Modesto Farmers Market	El Rematito	Ruiz Produce
<i>Product signage and pricing (for fresh fruits/vegetables only)</i>															
Products identified by name: None								X							X
Products identified by name: Some	X						X			X	X	X	X		
Products identified by name: Most		X	X	X	X			X		X					
Products identified by name: All						X									
Clear signs document price: None							X	X							X
Clear signs document price: Some	X									X	X			X	
Clear signs document price: Most		X	X	X	X	X		X		X			X		
Units are appropriately labeled: None							X	X							X
Units are appropriately labeled: Some			X							X				X	
Units are appropriately labeled: Most		X		X	X	X		X							
Units are appropriately labeled: All										X	X	X			
Discounts for larger sales: None							X	X						X	
Discounts for larger sales: Some	X			X	X	X		X		X			X		X
Discounts for larger sales: Most		X	X							X	X				
<i>Canned/frozen fruits/vegetables</i>															
No canned fruits available	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
No canned vegetables available	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
No frozen fruits available	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
No frozen vegetables available	X	X	X	X	X	X	X	X	X	X	X				X
Variety frozen vegetables (4+ types)												X	X		

Table 7. Fresh Fruit: Availability, Price, Quality

Produce Item	Fresno Farmers' Market				Manchester Center Farmers' Market				Cherry Auction Flea Market				The Market on Kern			
	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity
<i>Fruits:</i>																
Apples	\$0.75	Per lb.	Good	A lot	\$1.00	Box/bag	Good	A lot	\$1.00	Box/bag	Good	A lot				
Bananas	\$1.00	Per lb.	Good	A lot	\$2/5 lbs.	Per lb.	Good	Some	\$0.50	Per lb.	Good	A lot				
Blackberries																
Blueberries	\$4.00	Per lb.	Good	A lot	\$4.00	Per lb.	Good	A lot	\$4.00	Per lb.	Good	A lot	\$8.00	Per lb.	Good	A lot
Cantaloupes	\$2.00	Each	Good	Some	\$2.00	Each	Good	A lot	\$1.50	Each	Good	A lot				
Cherries	\$1.00	Per lb.	Good	A lot	\$2/3 lbs	Per lb.	Good	A lot	\$2.00	Box/bag	Good	A lot	\$3.50	Box/bag	Good	A lot
Grapefruit													\$1.00	Per lb.	Good	A lot
Grapes					\$5/2 lbs	Per lb.	Good	A lot	\$2.00	Box/bag	Good	A lot				
Honeydews																
Kiwis																
Mangos	2/\$3.00	Each	Good	A lot	6/\$5.00	Each	Good	A lot	6/\$5.00	Each	Good	A lot	\$1.00	Each	Good	A lot
Nectarines	\$0.50	Per lb.	Good	A lot	\$1.00	Box/bag	Good	A lot	\$1.00				\$1.00	Per lb.		
Oranges	\$1.00/4 lb. bag	Per lb.	Good	A lot	\$2.00	Box/bag	Good	A lot	\$2.00	Box/bag	Good	A lot	\$0.75	Per lb.	Good	A lot
Papayas	\$0.75	Per lb.	Good	Some	\$2.50	Each	Good	Some	\$2.00	Box/bag	Good	A lot				
Peaches	\$0.50	Per lb.	Poor	A lot	\$1.00	Box/bag			\$2.00	Each	Good	A lot	\$1.00	Per lb.	Good	A lot
Pears																
Pineapples									\$4.00	Each	Good	A lot	\$4.00	Each	Good	Few
Plum	\$0.50	Per lb.	Good	A lot	\$1.00	Box/bag	Good	A lot	\$1.00	Box/bag	Good	A lot				
Raspberries	\$2.00	Box/bag	Good	A lot	\$2.00	Box/bag	Good	A lot	\$2.00	Box/bag	Good	A lot				
Strawberries	\$1.50	Box/bag	Good	A lot	\$16.00	Box/bag	Good	A lot	\$5.00	Box/bag	Good	A lot				
Tangerines					3lbs/\$2	Per lb.	Good	A lot	3lbs/\$2	Per lb.	Good	A lot				
Watermelon					\$3.00	Each			\$2.50	Each	Good	A lot				
	Other fruits: apricots, limes, lemons, and a variety of dried fruits (apricots, mangos, raisins)				Other fruits: lemons, apricots, cucumber, limes				Other fruits: coconut, limes, lemons, jicama, cucumber				Other fruit: mandarin oranges, apricots, lemons			

Table 7. Fresh Fruit: Availability, Price, Quality (Continued)

Produce Item	Old Town Clovis Farmers' Market				Kaiser Permanente Farmers' Market				"Healthy Habits" Farmers' Market				Farmers' Market on Park Place				Mayfair School Farm Stand	
	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit
<i>Fruits:</i>																		
Apples					\$1.50	Per lb.	Good	A lot	\$0.50	Each	Good	A lot						
Bananas									\$1.00	Box/bag	Good	A lot						
Blackberries					\$3.00	Box/bag	Good						\$3.00	Box/bag	Good	A lot		
Blueberries	\$5.00	Box/bag	Good	A lot	\$5.00	Box/bag	Good	A lot					\$5.00	Box/bag	Good	A lot		
Cantaloupes									\$2.00	Each	Good	Few						
Cherries	\$5.00	Box/bag	Good	A lot	\$3.00	Box/bag	Good	A lot					\$2.00	Per lb.	Good	A lot		
Grapefruit																		
Grapes									\$1.00	Box/bag	Good	A lot					\$1.00	Box/bag
Honeydews																		
Kiwis	\$1.50	Per lb.	Good	A lot	\$1.00/3	Each	Good	A lot										
Mangos																		
Nectarines	\$1.25	Per lb.	Good	A lot	\$1.99	Per lb.	Good	A lot					\$1.50	Per lb.	Good	A lot		
Oranges	\$5.00	Box/bag	Good	A lot	\$4.00	Box/bag	Good	Some					\$2.00	Per lb.	Good	A lot		
Papayas																		
Peaches	\$1.25	Per lb.	Good	A lot	\$1.99	Per lb.	Good	A lot					\$1.50	Per lb.	Good	A lot	\$0.50	Each
Pears																		
Pineapples																		
Plum					\$1.99	Per lb.	Good	A lot	3/\$1.00	Each	Good	A lot	\$2.00	Per lb.	Good	A lot		
Raspberries	\$8.00	Box/bag	Good	A lot	\$3.00	Box/bag	Good	A lot					\$3.00	Box/bag	Good	A lot		
Strawberries	\$5.00	Box/bag	Good	A lot	\$2.50	Box/bag			\$2.00	Box/bag			\$3.00	Box/bag	Good	A lot		
Tangerines																		
Watermelon									\$2.00	Each	Good	Few						
	Other fruit: apricots, pluots				Other fruit: apricots, passion fruit, guava, lemons, pluots, dried fruit								Other fruit: apricots					

Table 7. Fresh Fruit: Availability, Price, and Quality (Continued)

Produce Item	The Vineyard				Madera Flea Market Day 1			Madera Flea Market Day 2			Modesto Farmers' Market			El Rematito			Ruiz Produce		
	Price	Unit	Quality	Quantity	Unit	Quality	Quantity	Unit	Quality	Quantity	Unit	Quality	Quantity	Unit	Quality	Quantity	Unit	Quality	Quantity
<i>Fruits:</i>																			
Apples								Per lb.	Good	A lot				Per lb.	Good	A lot	Per lb.	Good	Few
Bananas								Per lb.	Good	A lot				Per lb.	Good	A lot			
Blackberries	\$7.00	Box/bag	Good	A lot							box/bag	Good	A lot						
Blueberries	\$4.00	Box/bag	Good	A lot				Box/bag	Good	A lot									
Cantaloupes					Each	Good		Each	Good	A lot				Each	Good	A lot	Each	*	Some
Cherries	\$5.00	Per lb.	Good	A lot	Box/bag	Good	A lot	Per lb.	Good	A lot	Per lb.	Good	A lot	Per lb.	Good	A lot	Per lb.	Good	A lot
Grapefruit					Each	Good					Per lb.	Good	A lot						
Grapes					Per lb.	Good	A lot							Per lb.*	Good*	A lot*			
Honeydews								Each	Good	A lot				Each	Good	A lot	Each*		
Kiwis																			
Mangos						Good	A lot	Each	Good	A lot				Each	Good	A lot	Each	Good	A lot
Nectarines						Good	A lot	Per lb.	Good	A lot	Per lb.	Good	A lot	Per lb.	Good	A lot		Good	A lot
Oranges	\$3.50	Box/bag	Good	A lot		Good	A lot	Per lb.	Good	A lot	Per lb.	Good	A lot	Per lb.	Good	A lot	Per lb.	Good	A lot
Papayas						Poor	A lot	Per lb.	Good	A lot				Each	Good	A lot	*	*	*
Peaches	\$2.75	Per lb.	Good	A lot	Per lb.	Good	A lot	Per lb.	Good	A lot	Per lb.	Good	A lot	Per lb.	Good*	Some			
Pears											Per lb.	Good	A lot	Per lb.	Good				
Pineapples														Each	Good	A lot			
Plum								Per lb.	Good	A lot	Per lb.	Good	A lot	Per lb.		A lot			
Raspberries																	Box/bag	Good	Few
Strawberries	\$6.00	Box/bag			Box/bag	Good	A lot	Box/bag	Good	A lot	Per lb. or Bunch	Good	A lot	Per lb.	Good	A lot	Box/bag	Good	Some
Tangerines	\$2.00	Box/bag	Good	A lot										Per lb.		A lot			
Watermelon					Each	Good	A lot	Each	Good	A lot				Each	Good	A lot	Each	Good	A lot
	Other fruit: apricots				Other fruit: guava, cucumber			Other fruit: jicama, cucumber			Other fruit: apricots, boysenberries			Other fruit: lemons, tamarind, jicamas, chirimoyasa, cactus, limes, joconoxtle			Other fruit: apricots, jalapeno, coconut, pickles, lemons		

*Disagreement between auditors

Table 8. Fresh Vegetables: Availability, Price, Quality

Produce Item	Fresno Farmers' Market				Manchester Center Farmers' Market				Cherry Auction Flea Market				The Market on Kern			
	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity
<i>Vegetables:</i>																
Artichokes	\$0.75	Each	Good	A lot	\$1.00	Each	Good	A lot	\$1.00	Each	Good	A lot				
Asparagus																
Avocados	2/\$1.00	Each	Good	A lot	2/\$1.00	Each	Good	A lot	\$3.00	Box/bag						
Broccoli													\$1.00	Per lb.	Good	Some
Brussel sprouts																
Cabbages					\$1.00	Each	Good	Some	\$1.00	Each	Good	A lot				
Carrots													\$1.00	Bunch	Good	Some
Cauliflower																
Celery	\$2.00	Each	Good	Some	\$1.00	Each	Good	A lot	\$1.00	Each	Good	A lot				
Collard Greens													\$1.00	Per lb.	Good	Some
Corn																
Green beans	\$1.00	Per lb.	Good	Some	\$1.00	Box/bag	Good	A lot	\$2.00	Box/bag	Good	A lot	\$1.50	Per lb.	Good	A lot
Green peppers	\$1.00	Per lb.	Good	A lot	\$1.00	Box/bag	Good	A lot	\$1.00	Box/bag	Good	A lot				
Kale													\$1.00	Per lb.	Good	Some
Lentils					2lbs/\$1.00	Per lb.	Good	Some	\$1.00	Per lb.						
Lettuce - Romaine	\$1.00	Each	Good	Some	\$1.00	Each	Good	Some	\$1.00	Each	Good	A lot	\$1.50	Each		
Lima beans					2lbs/\$3.00	Per lb.	Good	A lot	\$2.00	Per lb.	Good	A lot				
Mushrooms																
Okra																
Onions	2 lb/\$1.00	Per lb.	Good	Some	\$0.50	Per lb.	Good	A lot	\$2.00	Box/bag	Good	A lot	\$1.00	Box/bag		
Radishes					\$1.00	Bunch	Good	Some	\$1.00	Bunch	Good	A lot				
Red peppers					\$1.00	Box/bag	Good	Some	\$1.00	Box/bag	Good	A lot				
Spinach													\$1.00	Per lb.	Good	Some
Summer squash		Per lb.			3lbs/\$2.00	Per lb.	Good	A lot	\$2.00	Box/bag	Good	A lot	\$1.50	Per lb.	Good	A lot
Sweet potatoes					3lb/\$0.75	Per lb.	Good	A lot	\$2.50	Box/bag	Good	A lot	\$1.50	Per lb.	Good	A lot
Tomatoes	0.75	Per lb.	Good	A lot	\$1.00	Box/bag	Good	A lot	\$1.00	Per lb.	Good	A lot	\$1.25	Per lb.	Good	A lot
	Other vegetables: eggplant, green tomatillo, bell peppers, yams				Other vegetables: cilantro, yams, cactus				Other vegetables: garbanzo, green tomatillo, bell peppers, eggplant				Herbs: cilantro, rosemary, thyme, parsley, basil, mint, terragon			

Table 8. Fresh Vegetables: Availability, Price, Quality (Continued)

Produce Item	Old Town Clovis Farmers' Market				Kaiser Permanente Farmers' Market				"Healthy Habits" Farmers' Market				Farmers' Market on Park Place				Mayfair School Farm Stand		
	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Price	Unit	Quality
<i>Vegetables:</i>																			
Artichokes																			
Asparagus																			
Avocados																			
Broccoli					\$1.50	Per lb.	Good	A lot	\$1.00	Bunch	Good	Few	\$1.50	Per lb.	Good	A lot	\$1.00	Each	
Brussel sprouts																			
Cabbages					\$1.25	Per lb.													
Carrots	\$1.00	Bunch	Good	A lot	\$2.00	Bunch	Good	A lot	\$1.00	Box/bag	Good	Few	\$1.00	Box/bag	Good	A lot	\$0.05	Each	
Cauliflower					\$1.00	Each	Good	A lot									\$1.00	Each	Good
Celery																			
Collard Greens													\$1.00	Box/bag	Good	A lot			
Corn																			
Green beans	\$2.00	Per lb.	Good	A lot	\$3.00	Per lb.	Good	A lot					\$2.00	Box/bag	Good	A lot			
Green peppers	\$2.00	Per lb.	Good	A lot	\$3.00	Per lb.	Good	A lot					\$1.50	Per lb.	Good	A lot			
Kale	\$1.00	Bunch	Good	A lot	\$3.00	Bunch	Good	A lot					\$1.00	Box/bag	Good	A lot			
Lentils																			
Lettuce - Romaine	\$1.00	Bunch	Good	A lot	\$2.00	Each	Good	A lot											
Lima beans																			
Mushrooms									\$1.00	Box/bag	Good	Some							
Okra													\$1.00	Box/bag	Good	A lot			
Onions	\$1.00	Each	Good	A lot	\$1.50	Per lb.	Good	A lot					\$1.25	Per lb.	Good	A lot			
Radishes																			
Red peppers																			
Spinach					\$3.00	Box/bag	Good	A lot					\$1.00	Box/bag	Good	A lot			
Summer squash	\$1.00	Per lb.	Good	A lot	\$1.50	Per lb.	Good	A lot					\$1.50	Per lb.	Good	A lot	\$1.00	Box/bag	
Sweet potatoes					\$2.00	Per lb.	Good	A lot					\$1.00	Box/bag	Good	A lot			
Tomatoes	\$2.00	Per lb.	Good	A lot	\$3.00	Per lb.	Good	A lot					\$2.50	Per lb.	Good	A lot	\$1.00	Box/bag	
					Other vegetables and herbs: guta, beets, red onion, cucumber, yellow zucchini, baby onion, basil, yellow tomato, mint, parsley, green onion, kohlorabi, eggplant, armenian bell pepper, shangai bok choy, sweet italian peppers, bell green peppers, baby bok choy, obra leaves, bitter lemon leaves, ong choy				Other vegetables: snow peas, cilantro, grape tomatoes, serrano peppers				Other vegetables: thai eggplant, sweet italian peppers, armenian bell peppers, chinese eggplant, cucumber, garlic, leeks, sinqua squash, armenian cucumber, bitter melon leaves, green onions, parsley, lemon basil, dandelion greens, baby bok choy				Other vegetables: dikon, bok choy, cherry tomatoes		

Table 8. Fresh Vegetables: Availability, Price, Quantity (Continued)

Produce Item	The Vineyard		Madera Flea Market Day 1		Madera Flea Market Day 2			Modesto Farmers' Market			El Rematito				Ruiz Produce		
	Price	Unit	Unit	Quality	Unit	Quality	Quantity	Unit	Quality	Quantity	Price	Unit	Quality	Quantity	Unit	Quality	Quantity
<i>Vegetables:</i>																	
Artichokes								Each		Some							
Asparagus			Box/bag	Good												Good	A lot
Avocados			Box/bag	Good	Per lb.	Good	A lot					Each	Good	A lot			
Broccoli			Box/bag	Good				Per lb.	Good	A lot		Per lb.	Good	Some			
Brussel sprouts			Per lb.		Box/bag	Good	A lot	Per lb.	Good	Some							
Cabbages	\$1.00	Each	Each	Good	Box/bag	Good	A lot	Box/bag	Poor	A lot		Per lb.	Good	A lot	Each	*	*
Carrots	\$1.25	Bunch	Per lb.					Box/bag	Good	A lot		Per lb.	Good	A lot			
Cauliflower			Each	Good				Each									
Celery	\$1.50	Each	Each	Good	Box/bag	Good	A lot	Bunch									
Collard Greens																	
Corn			Per lb.	Good	Per lb.	Good	A lot					Per lb.	Good	A lot			
Green beans	\$2.00	Per lb.	Per lb.	Good				Per lb.	Good	A lot		Per lb.	Good	A lot			
Green peppers	3/\$1.00	Each	Per lb.	Good	Per lb.	Good	A lot					Per lb.	Good	*			
Kale			Each	Good				Bunch	Good	A lot		Per lb.	Good	Some			
Lentils			Per lb.		Per lb.	Good	A lot					Per lb.	Good	A lot			
Lettuce - Romaine	\$1.50	Each						Each	Good	*		Each					
Lima beans			Per lb.	Good								Per lb.	Good	A lot	Box/bag		Some
Mushrooms								Per lb.	Good	A lot							
Okra																	
Onions	\$2.00	Box/bag	Per lb.	Good	Per lb.	Good	A lot	Box/bag	Good	*	\$0.75	Per lb.	Good	A lot	*	Good	Some
Radishes	\$1.00	Bunch	Box/bag	Good	Box/bag	Good	A lot	Box/bag	Good	A lot		Per lb.	Good	A lot			
Red peppers			Per lb.	Good	Per lb.	Good	A lot										
Spinach																	
Summer squash	\$1.50	Per lb.	Per lb.	Good	Per lb.	Good	A lot	Per lb.	Good	A lot		Per lb.	Good	*	Per lb.	Good	*
Sweet potatoes	\$1.50	Per lb.						Per lb.	Good	A lot		Per lb.	Good	A lot	Per lb.	Good	A lot
Tomatoes	\$0.75	Per lb.	Per lb.	Good	Per lb.	Good	A lot	Per lb.	Good	A lot		Per lb.	Good	A lot	Per lb.	Good	A lot
	Other vegetables: zucchini, garlic, squash		Other vegetables: nopal, cilantro		Other vegetables: chile serranos, cilantro, tomatillo			Other vegetables and herbs: eggplant, dikon, chard, potatoes, various types of lettuce (sweet green, red and green, sweet baby romain, extreme baby) beets (yellow, Italian), beets (organic), zucchini, Italian squash, fava beans, turnips, herbs, garlic, ginger, cilantro			Other vegetables: prickly pear, chiles, turnips, tomatillo, plantains, purslane, garlic, napol, purslane, potatoes, chayote, green onions, zucchini, cucumbers, beetroot, pickles				Other vegetables: jalapenos, honey, peanuts, potatoes, chile serrano, garlic		

Appendix B: Farmers' Market Environmental Audit Tool