Appendix E8

Round 1 and Round 2 Store Observation Form

NOTES TO REVIEWERS:

General:

- 1. Some protocol instructions are provided in the form, and more will be provided in training in preparation for the store visits.
- 2. An appointment will be set up ahead of time with the store for the visit. A telephone script will be used to set up an appointment, confirm information about the store, and collect information about the respondents.
- 3. Observers will need to speak with the Store Manager/Owner and the person most knowledgeable about checkout procedures in the store. This person is termed the Checkout Supervisor in the Store Observation Form.

By Section:

- 4. Sections A through C require interaction with store personnel. Section D will be conducted without store personnel.
- 5. If store is IECR, the observer will complete Section B but not C. If the store is non-IECR, the store will complete Section C but not B.
- 6. Different wording in the protocol instructions for Sections B and C will be used in Rounds 2 and 3. The wording will reflect that HIP is in operation. HIP will not be in operation in Round 1.
- 7. A Reference List of food items eligible and not eligible for HIP (a separate document) will aid the observers in completing Section D.

OMB Control No: 0584-xxxx Expiration Date: xx/xx/20xx

COVER SHEET

[THE FOLLOWING BOX WILL HAVE SOME PRE-PRINTED INFORMATION; THE REMAINING WILL BE CONFIRMED WITH STORE MANAGER/OWNER]

Local Store Name:	Address:
Store Manager/Owner Name:	Job title: Store Manager/Store Owner/other:
Daytime Phone:	
Corporate Contact Name:	Job title:
Address:	_
FOR THE PERSON MOST FAMILIAR	WITH CHECKOUT PROCEDURES:
NAME: J	OB TITLE: Checkout Supervisor / Checkout Clerk / Store Manager / other:
Preferred Language: English / Spani	sh
Store Ownership: Chain / Independent	
Store Type: Convenience Store/ Combinat	ion grocery/ Small grocery/ Medium grocery/ Large grocery/ Superstore/ Supermarket / Specialty
EBT Method: EBT only / IECR / Stand-be	eside terminal

All information in the Store Observation Form will be kept secure and private, except as otherwise required by law. We must tell FNS which stores we are contacting, but only the researchers at Abt—not FNS or other government agencies—will know your responses provided during the visit. Your responses are protected from disclosure under the Freedom of Information Act. We will <u>not</u> use your name or your store's identity in any government reports or other publications. If you have questions about your rights as part of this study, you may contact Teresa Doksum at (877) 520-6835 (toll-free).

Public reporting burden for this collection of information for store personnel (Sections A through C) is estimated to average 10-15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Service, Office of Research and Analysis, 3101 Park Center Drive, Room 1014, Alexandria, VA 22302 ATTN: PRA (0584-xxxx). Do not return the completed form to this address.

SECTION A: INTRODUCTION

Appointment Date:	/	Appointment Time:	: AM / I	PM
Observer ID (Initials):				
Actual Visit Date:	_/	Start Time: :	AM / PM	End Time: : : AM / PM
Notes:				
Manager/Owner (the perso knowledgeable about check	on identified on the c kout procedures in tl	coversheet). Confirm the s he store is also available.	tore's participation a This person will be r	Incentives Pilot. Ask to meet with the Store and that the person identified on the coversheet as the most eferred to as the Checkout Supervisor for purposes of this chare a HIP Fact Sheet and/or the signed consent letter.
A1. DID YOU MEET THE	E STORE MANAGE	ER/OWNER IDENTIFIEI	ON THE COVERS	HEET?
Y / N				
A2. DID YOU MEET TH	E PERSON MOST	KNOWLEDGEABLE AE	OUT CHECKOUT F	PROCEDURES IDENTIFIED ON THE COVERSHEET?
Y / N				
If A1 and A2="Y", continu If A1 or A2="N", tell the s		will contact the store man	ager/owner to resche	dule the visit.
A3. DOES THE CHECKO	OUT SUPERVISOR	HAVE TIME TO TALK	NOW?	
Y / N				
If "Y", move to SECTION	B/C. If "N", compl	ete SECTION D and retui	n to SECTION B/C l	ater in the visit.

SECTION B: SIMULATED TRANSACTION (IECR Store)

[TO CHECKOUT SUPERVISOR] "I would like to see how you will do a checkout when customers purchase items eligible for HIP. Before we do the checkout, I will walk around the store to gather a basket of items to purchase and meet you at the cash register to checkout. I'll need you to set up a terminal and register in training mode, or to conduct a transaction that can be voided out when we are done. Do you have any questions? Can we proceed?"

1	es- L	fow (continue script below) ater (Skip to SECTION D and arrange to return to S	·
•	(d fo	efault: tomatoes), 1 canned non-TFV fruit/vegetable i od item (default: box of tissues)	or at the checkout: 1 random-weight TFV item (default: 1 apple), 1 canned TFV item tem (default: spaghetti sauce), 1 boxed non-TFV food item (default: cereal), and 1 non-or if it can be adjusted so you can both watch it as the items are scanned
these	steps	s. You can use phrases like "First, I would do…" or "	
	npt th s in (±	eps below in the transaction. Write in any additional steps in (1). Write in any
Yes	No	(1) Step	(2) Notes
Ч		Scan items	
		Scan items IECR rings up the SNAP total and the HIP subtotal	
		IECR rings up the SNAP total and the HIP subtotal	
		IECR rings up the SNAP total and the HIP subtotal Swipe card, enter PIN, approve SNAP amount	
		IECR rings up the SNAP total and the HIP subtotal Swipe card, enter PIN, approve SNAP amount	
		IECR rings up the SNAP total and the HIP subtotal Swipe card, enter PIN, approve SNAP amount	
		IECR rings up the SNAP total and the HIP subtotal Swipe card, enter PIN, approve SNAP amount Terminal/IECR prints receipt with HIP information	

SECTION C: SIMULATED TRANSACTION (Non-IECR Store)

[TO CHECKOUT SUPERVISOR] "I would like to see how you will do a checkout when customers purchase items eligible for HIP. Before we do the checkout, I will walk around the store to gather a basket of items to purchase and meet you at the cash register to checkout. I'll need you to set up a terminal and register in training mode, or to conduct a transaction that can be voided out when we are done. Do you have any questions? Can we proceed?"

☐ Yes- Now	(continue script below)
☐ Yes- Later	(Skip to SECTION D and arrange to return to SECTION C later in the visi)

- Collect a bundle of goods and meet Checkout Supervisor at the checkout: 1 random-weight TFV item (default: 1 apple), 1 canned TFV item (default: tomatoes), 1 canned non-TFV fruit/vegetable item (default: spaghetti sauce), 1 boxed non-TFV food item (default: cereal), and 1 non-food item (default: box of tissues)
- If the monitor is not visible, ask the Checkout Supervisor if it can be adjusted so you can both watch it as the items are scanned

Prompt the Checkout Supervisor to describe each of the steps below in the transaction. Write in any additional steps in (1). Write in any notes in (2).

Yes	No	(1) Step	(2) Notes
		Separate HIP items	
		Total HIP items	
		Enter HIP subtotal	
		Separate other SNAP items	
		Total other SNAP items	
		Enter other SNAP total	
		Swipe card, enter PIN, approve SNAP amount	
		Total non-SNAP items	
		Pay for non-SNAP items	
		Terminal prints receipt with HIP information	

Provide more notes about the simulated transaction below:

[&]quot;Now, I would like you to walk me through the checkout process for these items assuming that I am a HIP customer. Be clear in telling me about each of these steps. You can use phrases like "First, I would do..." or "Then I would do..."

SECTION D: STORE FOOD ENVIRONMENT

(Complete Without Store Personnel)

[TO STORE MANAGER/OWNER] "I would now like to walk around the store unassisted to observe the store food environment. I will be looking at the fruits and vegetables that your store sells, as well as the signage and other store conditions. Can I proceed?"

☐ Yes → Thank Store Manager/Owner and continue protocol below)	
\square No \rightarrow A store employee may accompany you, but should not assist you in completing the section)	

You will first walk through specific sections of the store selling fruits and vegetables. Then you will need to provide some overall assessments of the store.

D1. FRESH FRUITS AND VEGETABLES

D1.1 Avai	lable?					
	Yes No → [Go to D2]					
D1.2 Inver	ntory – Fresh					
the most abu	ındantly available type s	(2) if it is available now in the stoold in (3) and the price per unit in nit cost. Mark the visual appeal of	(4). If you are not s	sure which type is	the most abu	
(1) Item	(2) Have now?	(3) Most Available Type	(4) Price per Un	nit (5) Visu Poor	al Appeal Okay	
Apples	Y / N		\$/			
Bananas	Y / N		\$/	□		
Oranges	Y / N		\$/	□		
Grapes	Y / N		\$/	□		
Carrots	Y / N		\$/	□		
Tomatoes	Y / N		\$/	□		
Broccoli	Y / N		\$/	□		
Lettuce	Y / N		\$/	□		
Note: Observe	rs will be provided with exam	ples of ratings during training.				
D1.3 Visua	al Appeal - Fresh					
What share o	f fresh fruits and vegetab	les are visually appealing (e.g. not	t bruised, wilted, ov	erripe, or rotting)	?	
Fresh fruits:	☐ None	☐ some but less than half ☐	about half	☐ more than half	all	

Fresh vegetables:	

D1.4 Choice / Variety - Fresh

How many options are there for each category below? Count only one type of each food item. For example, if a store has both Macintosh and Red Delicious apples, this would only count as one option. See "Reference List" for guidelines on food items that qualify for HIP.

Fresh fruits	0 0	□ 1-5	□ 6-10	□ 11+
Fresh vegetables	0 0	1 -5	G 6-10	11 +

D1.5 Signage - Fresh

Check all boxes that apply for signage in the sections of the store selling fresh fruits and/or vegetables that promote fruits and vegetables using slogans such as "5 a day". Signage can include shelf tags that promote specific food item types, small signs that promote specific food items, or large signs that promote fresh fruits and vegetables in general.

No signage	Shelf tags	Small signs	Large signs

D1.6 Store Conditions - Fresh

Rate the conditions in the sections of the store selling **fresh** fruits and/or vegetables.

	Poor	Okay
Cleanliness*		
Lighting		
Organization		
Stocking of displays**		
Overall atmosphere		

Note: Observers will be provided with examples of ratings during training.

^{*} For example, leaves/fruits/vegetables on the floor, grocery carts with trash in them or spoiled food odor would merit a "poor" rating.

^{**} For example, empty spaces or shelves would merit a "poor" rating. Do not count as empty if store personnel are restocking at the time of the visit.

D2. CANNED/DRIED FRUITS AND VEGETABLES

D2.1	Available?	
	□ Voc	

☐ No **→** [Go to D3]

D2.2 Inventory - Canned/Dried

For each of the items in (1), circle "Y" (yes) in (2) if the item is available in the store or "N" (no) if not. If "N", move to the next item. If "Y", find the brand or variety that appears most abundant and print the actual size of the container in (3) and its price in (4). If you are not sure which brand or variety is the most abundantly available, choose the type that has the lowest unit cost. Circle "Y" if this item is in a promotional area (e.g. front facing shelf, by deli or bakery) or "N" if not (5). Mark the location of the food item on shelf in (6) or write-in the location if the food item is in a location that is not a shelf (for example, a floor bin). Foods may be in cans, jars, or other types of shelf-stable packages.

			For the most abundantly available container					
(1) Item	(2) Have now?	(3) Size?	(4) Price?	(5) Promotional		(6) Locati	ion in Display	
				Area?	Lower than eye-level	Eye-level (4-6 feet)	Higher than eye-level	Other Please specify:
Canned tomatoes (diced, crushed, whole)	Y / N	oz	\$	Y / N				
Canned whole kernel corn	Y / N	oz	\$	Y / N			0	
Canned green peas	Y / N	oz	\$	Y / N				
Applesauce ("unsweetened" or "no sugar added")	Y / N	oz	\$	Y / N				
Canned pineapple ("no sugar added" or "in 100% juice")	Y / N	OZ	\$	Y / N				
Raisins	Y / N	oz	\$	Y / N				

D2.3 Choice / Variety - Canned/Dried

How many options are there for each category below? Count only one type of each food item. For example, if a store has both canned and bottled pineapple, this would only count as one option. See "Reference List" for guidelines on food items that qualify for HIP.

Canned fruits (no added sugars)	□ 0	1 -5	G 6-10	☐ 11+
Canned vegetables	□ 0	1 -5	□ 6-10	□ 11+
Dried fruits (no added sugars)	□ 0	□ 1-5	□ 6-10	□ 11+

D2.4 Signs / Posters - Canned/Dried

Check all boxes that apply for signage in the sections of the store selling canned/dried fruits and/or vegetables that promote fruits and vegetables using slogans such as "5 a day". Signage can include shelf tags that promote specific food item types, small signs that promote specific food items, or large signs that promote canned/dried fruits and vegetables in general.

No signage	Shelf tags	Small signs	Large signs

D2.4 Store Conditions - Canned/Dried

Rate the conditions in the sections of the store selling **canned/dried** fruits and/or vegetables.

	Poor	Okay
Cleanliness*		
Lighting		
Organization		
Stocking of displays**		
Overall atmosphere		

Note: Observers will be provided with examples of ratings during training.

^{*} For example, leaves/fruits/vegetables on the floor, grocery carts with trash in them or spoiled food odor would merit a "poor" rating.

^{**} For example, empty spaces or shelves would merit a "poor" rating. Do not count as empty if store personnel are restocking at the time of the visit.

D3. FROZEN FRUITS AND VEGETABLES

☐ Yes☐ No → [Go to D4]

D3.2 Inventory

For each of the items in (1), circle "Y" (yes) in (2) if the item is available in the store or "N" (no) if not. If "N", move to the next item. If "Y", find the brand or variety that appears most abundant and print the actual size of the container in (3) and its price in (4). If you are not sure which brand or variety is the most abundantly available, choose the type that has the lowest unit cost. Circle "Y" if this item is in a promotional area (e.g. front shelf, by deli or bakery) or "N" if not (5). Mark the location of the food item on shelf in (6) or write in the location if the food item is in a location that is not a shelf (for example, a floor bin). Foods may be in bags or boxes.

(1) Item	(2) Have now?		For the most abundantly available package					
		(3) Size?	(4) Price?	(5)		(6) Locatio	n in Display	
				Promotional Area?	Lower than eye-level	Eye-level (4-6 feet)	Higher than eye-level	Other Please specify:
Frozen strawberries (sliced or whole, "no sugar added")	Y / N	oz	\$	Y / N				
Frozen peaches (sliced, "no sugar added")	Y / N	oz	\$	Y / N				
Frozen green beans	Y / N	oz	\$	Y / N				
Frozen kernel corn	Y / N	OZ	\$	Y / N				

D3.3 Choice / Variety - Frozen

How many options are there for each category below? Count only one type of each food item. For example, if a store has both canned and bottled pineapple, this would only count as one option. See "Reference List" for guidelines on food items that qualify for HIP.

Frozen fruits (no added sugars)	□ 0	□ 1-5	□ 6-10	□ 11+
Frozen vegetables (no added fats or sauces)	□ 0	1 -5	□ 6-10	□ 11+

D3.4 Signs / Posters - Frozen

Check all boxes that apply for signage in the sections of the store selling frozen fruits and/or vegetables that promote fruits and vegetables using slogans such as "5 a day" or discounts. Signage can include shelf tags that promote specific food item types, small signs that promote specific food items, or large signs that promote frozen fruits and vegetables in general.

No signage	Shelf tags	Small signs	Large signs

D3.5 Store Conditions - Frozen

Rate the conditions in the sections of the store selling frozen fruits and/or vegetables.

	Poor	Okay
Cleanliness*		
Lighting		
Organization		
Stocking of displays**		
Overall atmosphere		

Note: Observers will be provided with examples of ratings during training.

^{*} For example, leaves/fruits/vegetables on the floor, grocery carts with trash in them or spoiled food odor would merit a "poor" rating.

^{**} For example, empty spaces or shelves would merit a "poor" rating. Do not count as empty if store personnel are restocking at the time of the visit.

D.4 STORE OVERALL

D4.1 Activities

What type of materials/activities does the store do to promote fruits and/or vegetables? For each material/activity listed in (1), mark in (2) if it is present in the store. Mark the languages in which it is done in the store in (3). Write in any additional material/activities in the extra blank rows in the grid below.

(1) Material/Activity	(1) Material/Activity (2) Present?		(3) Language? [check all that apply]			
	Υ	N	English	Spanish	Other	
Posters or signs elsewhere in store						
Coupons						
Shelf tags						
Recipes or fliers						
Food samples						
Price or volume promotions*						

^{*}Volume promotions include "buy 1 get 1 free" and "buy 3 for \$4.99"

dditional comments on material/activities:

D4.2 Poster / Sign Tally

Count of posters or signs on store exterior (windows, doors, walls, roof) that have a promotional message about fruits and/or vegetables other than product description and price, Posters or signs can have pictures of fruits and vegetables with or without words. Do not count SNAP/WIC stickers or posters.

Tally of fruit and vegetable posters or signs	
Tally of HIP posters or signs (on store exterior/property) (windows, doors, walls, roof)	

Additional comments on posters or signs:

D4.3 Customers

Please indicate how busy the store appeared during your visit.

Very busy	Busy in some areas but not in others	Few or no customers

D4.4 Store Offerings

Circle "Y" in (2) if the store has foods in the category listed in (1) and "N" if not.

(1) Category	(2) Has?
Bakery	Y / N
Prepared foods*	Y / N
Fresh meats/seafood	Y / N
Frozen foods	Y / N
Canned foods	Y / N
Refrigerated foods	Y / N
Dry goods (e.g. cereal)	Y / N
Alcoholic beverages	Y / N
Non-food items	Y / N

^{*}Includes deli, hot entrees, and meals

[CHECK THAT ALL SECTIONS ARE COMPLETE. IF COMPLETE, FILL IN TIME OF COMPLETION ON COVERSHEET]

Fair

Good

COMMENTS FORM

Section B/C: Simulated Transaction

FILL OUT AFTER STORE OBSERVATION IS COMPLETE

Engagement/attitude of checkout supervisor/employee		۵		
Comfort of checkout supervisor/employee in responding to you	۵			
Your comfort in completing this section				
Section D: Store Food Environment				
Did store employees show concern/suspicion?				
Did customers show concern/suspicion?				
Finding foods for the inventory				
Your comfort in completing this section				
If you were not uple to complete section D unussisted	i, pieuse	uescribe nov		Moveels) interacted with you during the completion of this
section.			v the store emp	ployee(s) interacted with you during the completion of this
			v the store emp	ployee(s) interacted with you during the completion of this

Poor