

# Retail Outlet Strategies for Nutrition Outreach



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# Outline of Presentation

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1. Overview of community
2. The importance of a community leader and liaison
3. Steps to the opening of the Gazzali's Supermarket
4. Summary of how to get started in your community

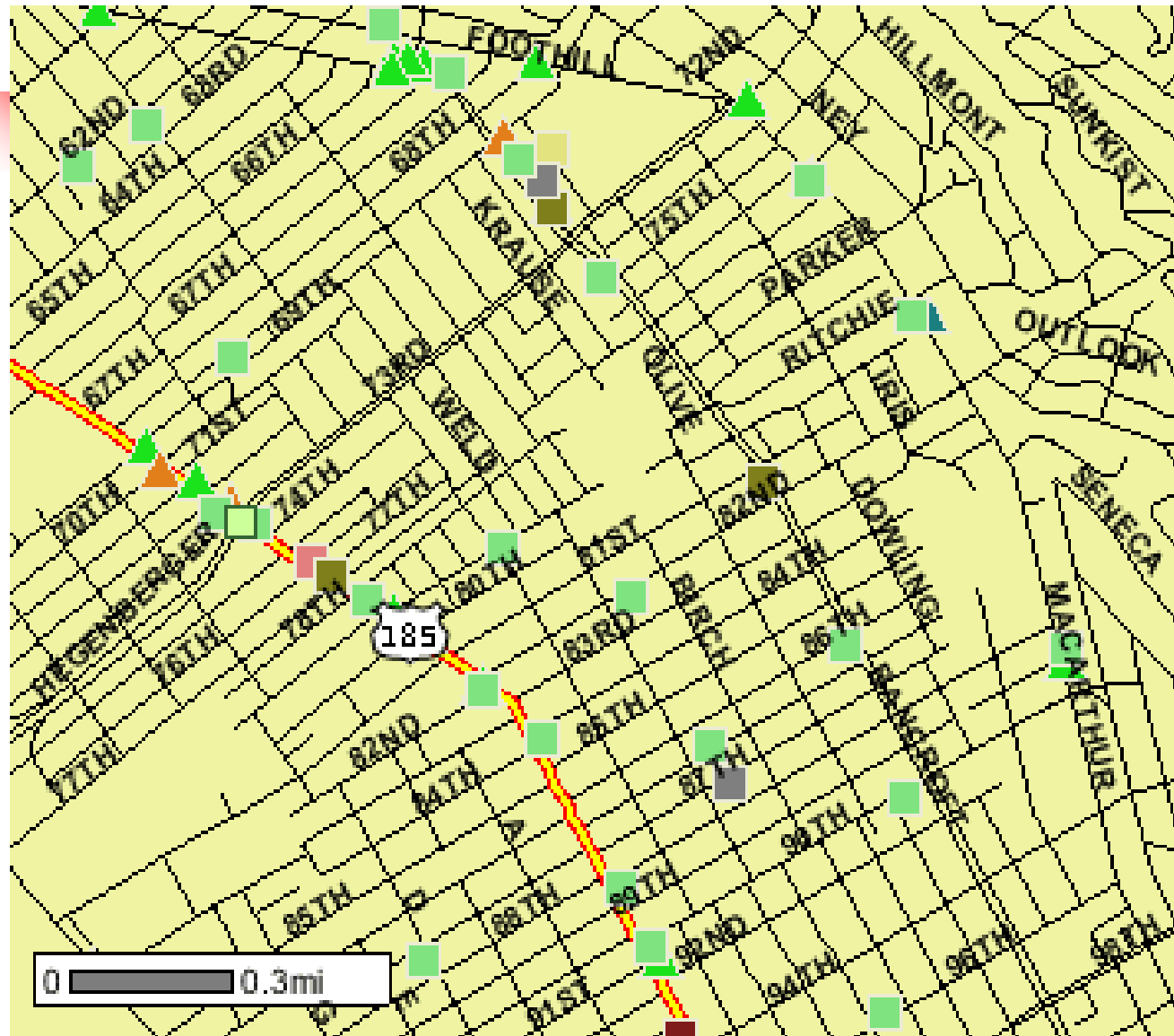


# Community Need!!!

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- Access to healthy foods within the immediate community.
  - Grocery stores, farmers' markets and other healthy food outlets

# Area Retail Map





# Key Community Liaison

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- Frank Rose, Chair  
Mayor's Commission on Aging
- Central Elmhurst (Beat 34) Neighborhood  
Crime Prevention Council (NCPC)
- Co-Chair, Beat 34 & 33 Weed & Seed  
Steering Committee
- Community Police Advisory Board (CPAB)  
Member, Business Representative Central City  
East - Redevelopment Committee (PAC)



# Frank Rose, Community Liaison

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- Member, Alameda County Aging Advisory Commission
- Member, Para transit Advisory and Planning Committee (PAPCO)
- Member, Students Run Oakland Board of Directors
- Member, Inner City Certified Farmers Market Association
- Chair, EOBA/Smart Moves Board of Directors
- Manager, East Oakland Senior Center Certified Farmers Market



# Steps to the Opening of Gazzali's Supermarket

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- Establishment of relationship with prospective owner
- Involvement in community related activities – Crime Prevention “Pledge”
- Meetings with council member at large – Henry Chang, Jr.
- Establishment of the credibility of the family (Owners) – Biographical Info.

# Steps to the Opening of Gazzali's Supermarket





# Establishing Community Input

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- Met with town hall community meeting leader – Reverend Carmi Woods – Pastor of Brookins African Methodist Episcopal Church / Oakland Community Organization Leader
  - The idea was to inform him that the Gazzali Family (not Albertson's) would open a supermarket at East Mont Town Center, and to solicit community input.

# Major Community Barriers

- Oakland Community Organization is a federation of 40 congregations and allied community organizations representing 40,000 families from East, West and North Oakland.
- People of all faiths participate through neighborhood organizations, charter and public schools, village centers, agencies, and labor unions.





# Major Community Barriers

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- The church leadership of Brookins AME
  - They wanted a large chain or recognized cultural family ownership (i.e. African American)
- Council member of the district for store location.
  - Also wanted a chain store



# Pushing Past the Barriers

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- Met with leaders of OCO and Brookins AME – found that the community leaders wanted control over administration as well as donations from gross profit (meeting was terminated)
- Next meeting with leaders and area council member – negative feedback



# Steps to Success

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- Hiring plan developed with city and state resources (Employment Development Dept.)
- Presentations made to Neighborhood Crime Prevention Council Members and Service Coordinators.
- Presentation to Alameda County Diabetes workgroup (point at which 5 a Day became involved)



## Steps to Success continued.

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- Over 400 surveys distributed to community (mostly elderly) to obtain general input for days of operation, hours, services, etc. (~200 returned)
- Recruitment and formation of Gazzali's supermarket Advisory Board (GSAB)
- Partnered with African American 5 a Day for retail focused Media Event (February 2004)

# Steps to Success continued.



- Public and private partners support, influence and knowledge of community planning/development guidelines and processes
- Access to low-income families through churches and community-based organizations. They provide a voice for the opinions, priorities and preferences of the community



## Steps to Success Cont.

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- Oakland Tribune Article – “Our Opinion” addresses the fact that the Gazzali Supermarket was helping to meet a long standing community need, while providing jobs to the community members.
- Although the store opened in May of 2004, the grand opening was held on June 5, 2004
- The Gazzali’s celebrated their one year anniversary this past June (2005)

# Gazzali's in the Community

"The store has been a convenient place for all age groups to purchase food...we get new customers in the store every day."

– Amani Gazzali



# Gazzali's in the Community

- Provides a large selection of fruits and vegetables
- Store has *5 a Day* signage up and materials available for the community
- Pilot tested organic fruits and vegetables at customers request
- Initial action plan to see profits in two years





# Current Endeavors and Successes

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- Senior citizen 10% discount card
- Gazzali Senior Managers are members of the neighborhood crime prevention council (NCPC) – Recently catered their largest city-wide annual conference
- The Gazzali's have been asked to open a supermarket in a near-by community.



# Getting Started Where You Are

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- Gain support and involvement of council member
- A good time to start is prior to elections
- Hold town hall meetings and involve the faith communities
- Make sure community is aware of and supports the need



## Getting Started, Cont.

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- Have a plan of action for crime prevention and control
- Include the community in as much outreach and feed back as possible
- Know who your stakeholders are and involve them!!!!!! (Frank !!!, Shené – 5 a Day promotion)
- QUESTIONS?