

Supplementary File 1: Ground Truthing Protocol

Checklist

- Packet/binder with
 - Log Sheet
 - Store Observation Sheet
 - Advertisement Observation Sheet
 - Store Classification Guidelines
 - Advertisement Observation Guidelines
 - Overall Map
 - Individual School Map
 - Official Letter
- Digital camera or Camera Phone
- Mobile GPS Unit

Strategy:

1. Record start date and time. All surveys should be conducted on weekdays between 9 a.m. and 5 p.m.
2. For each school, first survey both sides of each major commercial road
 - a. Then start at the north-most point on the individual school map.
 - i. Walk each east-west road (except for the center road) first on the north side and then on the south side. Take the most central road to move from north to south.
 - ii. Once both sides of each east-west road have been examined, apply the same pattern to the north-south roads, again using the center road to move between parallel roads.
 - b. Now examine all remaining roads.
3. Upon identifying a potential food vendor:
 - a. Assign unique id number representing the school, number representing identification order.
 - b. Photograph site.
 - i. The photo should be recorded with coordinates & ID number.
 - ii. At least one photo should include the store name.
 - c. Record store name and street address.
 - d. Record GPS coordinates.
 - e. Follow classification chart to determine classification.
4. Upon identifying a potential advertisement or signage:
 - a. Check to make sure the object is visible from the street or sidewalk.
 - b. Assign a unique id number representing the school and the identification number.
 - c. Photograph the advertisement.
 - i. The photo should be recorded with coordinates & ID number.
 - d. Record the advertisement type, description, and location type (e.g. shop window, bus station, etc.).
 - e. Record the GPS coordinates.
5. As streets are visited, record on individual map. Once both sides of each street have been examined, record end time.
6. At the end of each day, download photographs to the project computer.

Notes:

- If you encounter someone while ground-truthing, offer the attached letter to describe the research activities.
- If a potential storefront is empty, record the location and notes on what may have been there previously; similarly, if an outlet is opening, note the date.

Log Sheet

School #1:

School Name _____

Date visited _____

Start Time _____ **End Time** _____ **Break Periods** _____

Roads examined _____

No. Stores Identified _____

No. Advertisements Identified _____

Notes _____

School #2:

School Name _____

Date visited _____

Start Time _____ **End Time** _____ **Break Periods** _____

Roads examined _____

No. Stores Identified _____

No. Advertisements Identified _____

Notes _____

School #3:

School Name _____

Date visited _____

Start Time _____ **End Time** _____ **Break Periods** _____

Roads examined _____

No. Advertisements Identified _____

No. Stores Identified _____

Notes _____

Store Observation Sheet: School #2

Unique ID	Name	Address & coordinates	Classification	Notes
2001		N ____. W ____.		
2002		N ____. W ____.		
2003		N ____. W ____.		
2004		N ____. W ____.		
2005		N ____. W ____.		
2006		N ____. W ____.		
2007		N ____. W ____.		
2008		N ____. W ____.		
2009		N ____. W ____.		
2010		N ____. W ____.		
2011		N ____. W ____.		
2012		N ____. W ____.		

Unique ID	Name	Address & coordinates	Classification	Notes
2013		N ____. W ____.		
2014		N ____. W ____.		
2015		N ____. W ____.		
2016		N ____. W ____.		
2017		N ____. W ____.		
2018		N ____. W ____.		
2019		N ____. W ____.		
2020		N ____. W ____.		
2021		N ____. W ____.		
2022		N ____. W ____.		
2023		N ____. W ____.		
2024		N ____. W ____.		
2025		N ____. W ____.		

Advertisement Observation Sheet: School _____

Unique ID	Category	Type	Location	Setting	Coordinates
2001	Ad Signage			Main Street Residential	N __._____ W __._____ _____
	Content: Food Alcohol Tobacco Other _____ Description (include size, product and brand name): Notes:				
2002	Ad Signage			Main Street Residential	N __._____ W __._____ _____
	Content: Food Alcohol Tobacco Other _____ Description (include size, product and brand name): Notes:				
2003	Ad Signage			Main Street Residential	N __._____ W __._____ _____
	Content: Food Alcohol Tobacco Other _____ Description (include size, product and brand name): Notes:				
2004	Ad Signage			Main Street Residential	N __._____ W __._____ _____
	Content: Food Alcohol Tobacco Other _____ Description (include size, product and brand name): Notes:				

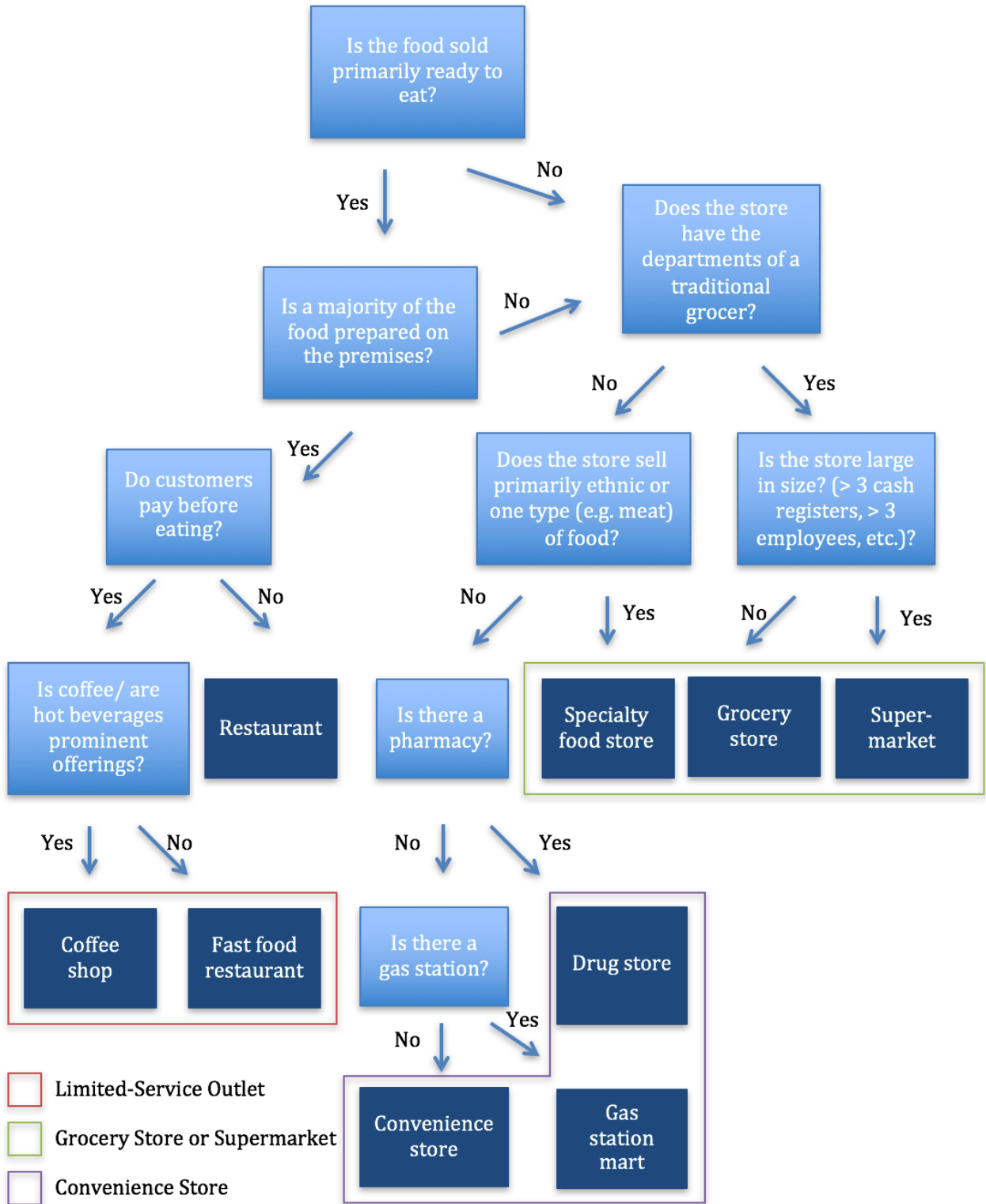
Unique ID	Category	Type	Location	Setting	Coordinates
2005	Ad Signage			Main Street Residential	N __._____ W __._____ _____
	Content: Food Alcohol Tobacco Other _____ Description (include size, product and brand name): Notes:				
2006	Ad Signage			Main Street Residential	N __._____ W __._____ _____
	Content: Food Alcohol Tobacco Other _____ Description (include size, product and brand name): Notes:				
2007	Ad Signage			Main Street Residential	N __._____ W __._____ _____
	Content: Food Alcohol Tobacco Other _____ Description (include size, product and brand name): Notes:				
2008	Ad Signage			Main Street Residential	N __._____ W __._____ _____
	Content: Food Alcohol Tobacco Other _____ Description (include size, product and brand name): Notes:				

Classification Guidelines

Store Type	Description	Key Questions	Code
Drugstore	A retail store including a pharmacy that offers snacks or beverages	1. Does the store have a pharmacy?	CvPh
Gas station convenience store	A retail store attached to a gas station offering primarily snacks and beverages	1. Is the store connected with a gas station? 2. Do snack food items and beverages comprise a majority of the goods sold?	CvGa
Regular convenience store	A retail store offering primarily snack foods – but may offer a variety of other products; open 18-24 hours	1. Do snack food items and beverages comprise a majority of the goods sold? 2. Does the store have fewer than three cash registers, or is otherwise smaller than a traditional grocery store? 3. Is the store's stock more limited than what would be available in a grocery store or supermarket?	Cv
Supermarket	A large retail store with all of the departments of a traditional grocery store earning over \$2mil/year in revenues	1. Does the store have all of the departments of a traditional grocer (dairy, bakery, produce, butcher)? 2. Is the store open more than 18 hours per day or 7 days per week? 3. Does the store have more than two cash registers?	Sm
Grocery store	A retail store with all the departments of a traditional grocery, but smaller than a supermarket.	1. Does the store have dairy, deli, bakery, butcher and produce departments? 2. Is the store closed during the week or in the evening? 3. Is the store smaller than a conventional supermarket? 4. Does the store have two or fewer cash registers?	SmGr

Store Type	Description	Key Questions	Code
Produce Outlet	A retail store primarily engaged in the sale of fruits and vegetables.	<ol style="list-style-type: none"> 1. Is produce displayed prominently outside of or within the store? 2. Does produce comprise a majority of the store's offerings? 	SmPr
Other specialty food store	Any retail store selling food or beverages that does not qualify in the above categories.	<ol style="list-style-type: none"> 1. Does the store sell mostly one type of food item to be prepared/eaten at home (meat, cheese, etc.)? 2. Are the majority of the store's food items associated with one or several ethnic groups? 	SmSp
Fast food restaurant	A restaurant offering eat-in or takeaway options and more limited service than that of a traditional restaurant	<ol style="list-style-type: none"> 1. Does the outlet provide both food to be eaten on the premises and takeaway options? 2. Do patrons primarily pay before consuming foods or beverages? 	ReFF
Coffee shop	A restaurant offering eat-in or takeaway options, primarily engaged in the sale of beverages, with limited service.	<ol style="list-style-type: none"> 1. Does the outlet offer coffee and other hot beverages? Are these items a majority of the offerings or particularly prominently advertised and offered? 2. Do patrons primarily pay before consuming food or beverages? 	ReCo
Other Restaurant	A traditional restaurant offering table service, where eat-in is a more significant portion of sales than takeaway service	<ol style="list-style-type: none"> 1. Does the outlet provide food to be eaten on the premises? 2. Do patrons primarily pay after eating? 3. Are orders generally taken while patrons are seated? 	Re

Classification Choice Flow Diagram



Advertisement Recognition Guidelines

In addition to store locations, we are also recording the locations of commercial grade outdoor advertisements. We are looking for two types of marketing materials

Advertisement: a sign with branded information, pictures, or logos.
Signage: all signs unaccompanied by additional branded product information

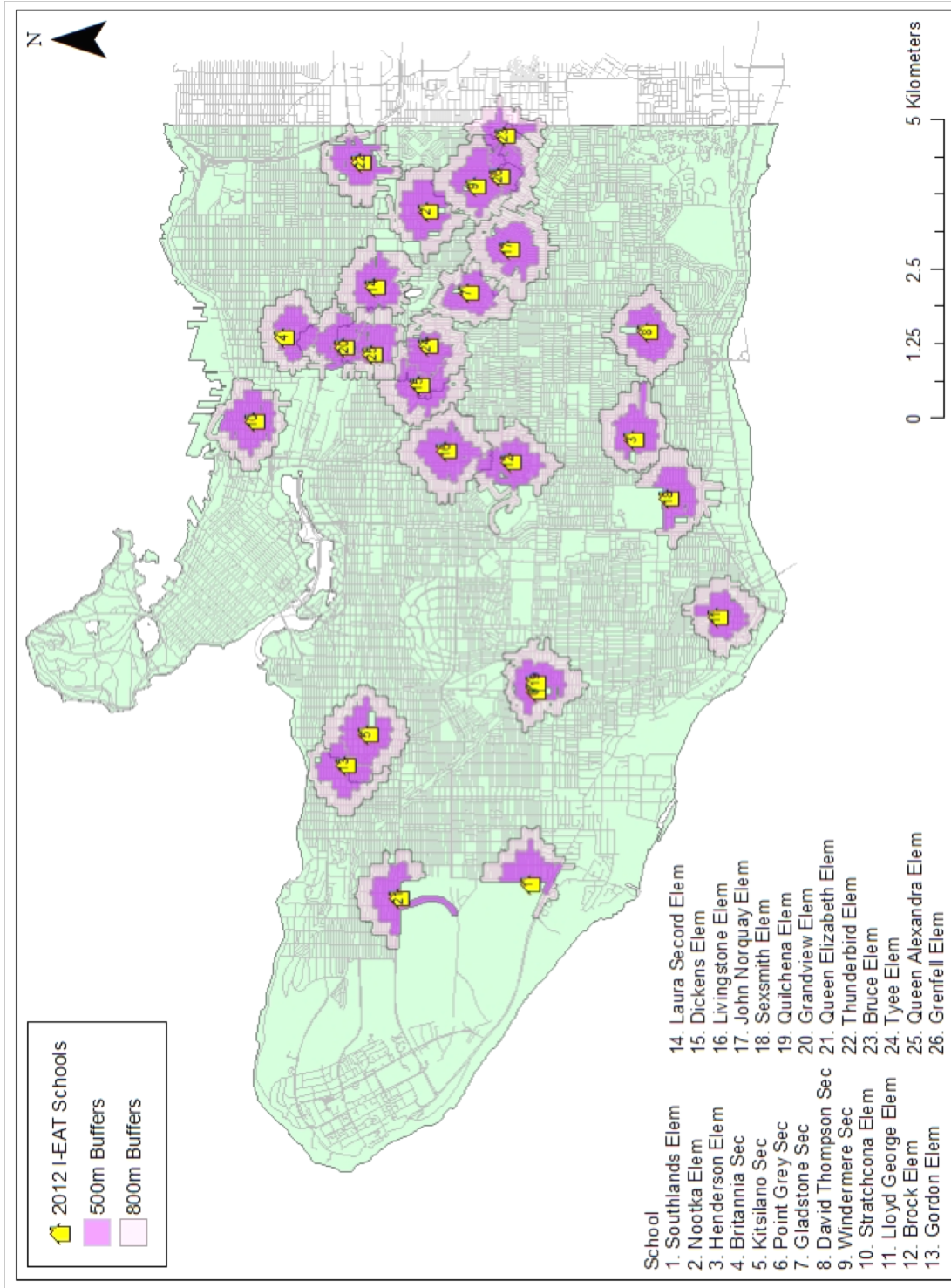
In order to be considered for this study, an advertisement must be:

1. visible from the street or sidewalk
 - a. e.g. billboards, bus shelter advertisements, and store window posters
2. Stationary
 - a. Hand-drawn or painted advertisements or advertisements on buses should not be included.
3. Related to food or diet

Once an advertisement is identified, the category, type, location, setting, and subject should be recorded in the advertisement observation sheet. Possible observations include:

1. <u>Category</u>	2. <u>Type & Size</u>	3. <u>Location</u>	4. <u>Setting</u>	5. <u>Subject</u>
<ul style="list-style-type: none"> • Advertisement <ul style="list-style-type: none"> ○ e.g. billboards/posters, event advertising, advertisements on outdoor furniture, building signs w/ branded product information. • Signage <ul style="list-style-type: none"> ○ signs identifying and naming sites/buildings/ building uses; should be limited to symbols or words only. 	<ul style="list-style-type: none"> • Billboard • Poster • Freestanding sign • Neon sign • Electronic boards • Banners • Bus shelter signs • Other _____ <p style="text-align: center;">Size:</p> <ul style="list-style-type: none"> • small: ≥ 21 cm \times 20 cm but < 1.2 m \times 1.9 m • medium ≥ 1.2 m \times 1.9 m but < 2.0 m \times 2.5 m • large: ≥ 2m\times2.5m 	<ul style="list-style-type: none"> • Drugstore • Gas station convenience store • Regular convenience • Supermarket • Grocery store • Produce outlet • Other specialty food store • Fast food restaurant • Coffee shop • Other restaurant • Other _____ 	<ul style="list-style-type: none"> • Main street • Residential street 	<ul style="list-style-type: none"> • Food & Beverage • Alcohol • Tobacco • Other <hr/>

Maps



Individual School #2: David Livingstone Elementary

