

Fieldwork Instructions & Official Letter for NEMS-S Online Module

In order to complete the Stores module of the NEMS Online training, we ask that you practice using the NEMS-S measures by rating **two** stores. Remember to choose a time of day to rate the grocery store when shelves are likely to be fully stocked (morning to early afternoon). For the convenience store, we recommend to avoid going during rush hour times to rate.

IMPORTANT: The fieldwork portion of the NEMS Online Training Course is MANDATORY and must be completed in order to:

- A. Receive your NEMS Training certificate of completion;
- B. Gain access to all of the NEMS-related materials from the password-protected website.

Please use the following criteria when selecting the stores you will rate for the Stores Fieldwork:

- **Grocery Store:** Avoid rating a specialty store (i.e. health/organic or ethnic food store). Instead, opt for a larger, well-established grocery store.
- **Convenience Store:** Select a larger convenience store that offers a wider variety of food as opposed to a smaller convenience store that offers a limited variety of refreshments, such as chips, candy, and beverages.

Process of Data Collection for Stores

1. **Gather Materials** (before going into the field)

- ___ NEMS-S survey
- ___ Store measures protocol
- ___ Letter to store managers
- ___ Maps/directions
- ___ Pens/pencils

2. **Visit and Rate Store**

- a. Complete Cover page.
 - i. Use the Store and Rater ID numbers provided in the space below to complete the cover sheet and Store survey.

Type of Store	Store ID	Rater ID
Grocery Store	05-1-01-001	05
Convenience Store	05-1-02-001	05

- ii. Record number of cash registers in the entire store including those found at the customer service and pharmacy counters.

- b. Complete the entire survey.

3. After Site Visit

- a. Check forms for completeness, accuracy, and readability for the following:
 - ___ Rater ID number on **every page** of forms
 - ___ Type of store bubbled in on **every page** of forms
 - ___ Store ID number on **every page** of forms
 - ___ Yes or No items filled in for **every required** indicator
 - ___ NA filled in for all alternate items that are not needed
 - ___ Legible writing in appropriate areas (may need to rewrite some items)

- b. Once you have rated both stores and checked the forms for completeness, you may submit (via scan or fax or regular mail) your forms to your NEMS instructor for review. Your NEMS instructor will review the surveys for completeness and provide general feedback, however they will not be able to determine discrepancies (between what is correct and incorrect).

- c. If you have specific questions about your fieldwork experience, please call or e-mail your NEMS instructor.



September 1, 2009

Dear Manager:

There is increasing interest in improving the community health through the promotion of healthy eating. Our group at University of Pennsylvania is training others on measuring the food sources that people in neighborhoods have available to them, especially restaurants and grocery/convenience stores. Training participants are visiting restaurants in the area to look at certain things such as menus and restaurant signs, and stores to look at available foods and pricing.

The training participants are **not** visiting your store or restaurant for inspection purposes, nor are they connected with your competitors. We follow strict rules to protect any information collected. For training purposes, we will assign an identification (ID) number to your restaurant or store, and only the training staff will see your individual store or restaurant information.

Your participation is voluntary, and you may inform us at any time if you do not wish to participate. If you have questions or concerns, please contact me at 215-898-0613. Thank you for allowing us to spend a few minutes in your restaurant or store to record this information.

Sincerely,

Karen Glanz, Ph.D., M.P.H.
Penn Integrates Knowledge (PIK) Professor of Medicine and Nursing
University of Pennsylvania