

June 2015

Healthy Corner Store Initiative

What is a healthy corner store initiative?

- Program to provide training, technical assistance and infrastructure change to increase healthy food inventory and provide consumer education in corner stores. Encourage customers to make healthier choices.

What is the purpose of a healthy corner store?

- Effective strategy to improve healthy food access in underserved communities.
- University of Illinois Extension SNAP-Ed is looking to target stores in low-income neighborhoods with a high student customer base.
 - *Study by Temple University's Center for Obesity Research and Education found that 53% of youth report shopping in corner stores at least once a day.*

Definition of a corner store:

- Community gathering spot, a place where residents shop frequently. Individually owned, mom-and-pop stores, four aisles or less with one cash register.

Potential Healthy Corner Store Models

Philadelphia Healthy Corner Store Network

	Phase	Characteristics	Benefits & Incentives
1	Inventory Changes	4 new healthy product	\$100 incentive
2	Marketing Materials	Display materials	Increase awareness
3	Business Training	Training on selling healthy products	Training is free
4	Healthy Corner Store Network Conversion	Equipment	Free equipment/assistance with product selection
5	Healthy Corner Store Certification	Stock additional healthy foods	Assistance to improve products

Baltimore Healthy Stores

Five “themes” implemented one at a time for approximately two months per phase

1. Healthy Breakfast
2. Healthy cooking at home
3. Healthy snacks
4. Carry-out purchasing (stores with deli/kitchen)

5. Healthy beverages

Intervention Components

- Requested to stock minimum quantities of healthy food options, specific to each phase
- Small incentives (\$25-\$50) per intervention phase
- Nutrition Education session for owner
- Corner store guidelines for owner providing strategic guidance on food purchasing, stocking, etc.
- Incentive cards for customers (buy 3 BHS-promoted stores and get the 4th free)
- Interactive nutrition education classes at stores

Minneapolis Healthy Corner Store Program

** In 2008 Minneapolis passed an city ordinance requiring all store selling food regardless of size to carry a minimum of five varieties of perishable produce and other minimum stock requirements of staple foods such as meat, bread, and dairy.*

Implementation:

1. Baseline visual assessment of store, owner interviews and customer surveys
2. Enhancements to display produce more visibly and attractively
 - a. Produce displays
 - b. In-store market materials
 - c. Store owner training
3. Community engagement events in store
 - a. In-store cooking demos
 - b. Taste tests
 - c. Promotional giveaways
4. Produce procurement
 - a. Found a produce wholesaler for the store owners
5. Monthly site visits with technical assistance

Stock Healthy Stay Healthy St. Louis Healthy Corner Store

- More information coming soon

Next steps for Champaign Healthy Corner Store Initiative

- Establish partnerships with community-based organizations
 - Champaign-Urbana Public Health District
 - City of Champaign Planning Department
 - Future collaboration with Prosperity Gardens and/or Students for Sustainability Farming group from UIUC for low-cost produce procurement for stores
- Create program identity
 - Name for program

- Logo
 - Marketing materials
 - Choose corner store model or develop own implementation plan
 - Secure additional funding through grants
 - University of Illinois Extension has funds for marketing materials but not much else
 - Identity potential corner store(s)
 - City of Champaign identified potential store
 - American Food Mart
 - 904 N 4th St, Champaign, IL 61820
- At the end of June University of Illinois Extension will have a phone conference with the University of Missouri Extension to discuss their Healthy Corner Store program “Stock Healthy Stay Healthy”

Interested in being a part of the Champaign Healthy Corner Store or any questions, comments, or suggestions please contact:

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