

# **DISCLAIMER**

**The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.**

**ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.**

**© 2012 ChangeLab Solutions**

## **HEALTHY CORNER STORES 101** WHAT WORKS?

*Presented by*

Hannah Burton Laurison and Christine Fry  
ChangeLab Solutions

Brianna Almaguer Sandoval  
The Food Trust



# What we'll cover:

**OVERVIEW:** What is the healthy corner store movement?

**SOLUTIONS:** What changes are being made in stores?



# ChangeLab Solutions

## Overview:

**WHAT IS THE HEALTHY CORNER  
STORE MOVEMENT**



***Tell us how it was in  
the good ole days...***

# ***ONCE UPON A TIME...***

## **GROCERY STORES WERE SMALL...**



Property of Museum of History & Industry, Seattle



# AND EVERYONE **WALKED** TO THE STORE.



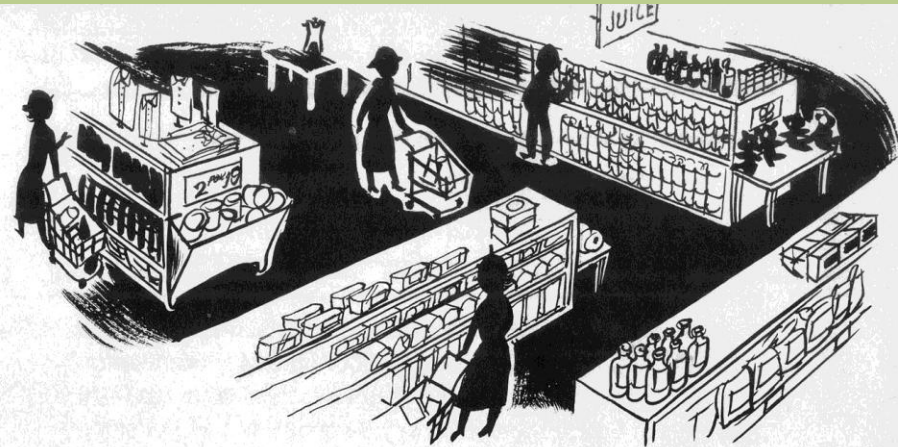
## NEW IDEAS FOR SUPERMARKETS

A supermarket building may look simple, but a great deal of study and planning has gone into it. It must look attractive, and be a pleasant and convenient place to shop. The owners want to sell as many things as possible, so they try to design the supermarket to make a person buy even more than he went in for!

For example, most shelves are arranged like



By looking at the signs above them, you can go along rows that have the items on your list, and skip the others. Now supermarket designers are experimenting with this kind of arrangement:



One row leads you right into another, and you can't skip any. They feel that if you **HAVE** to pass a row, you'll see something you want to add to your cart.

Many city supermarkets don't have parking lots because people live just around the corner and walk over to do their shopping.

your shopping.

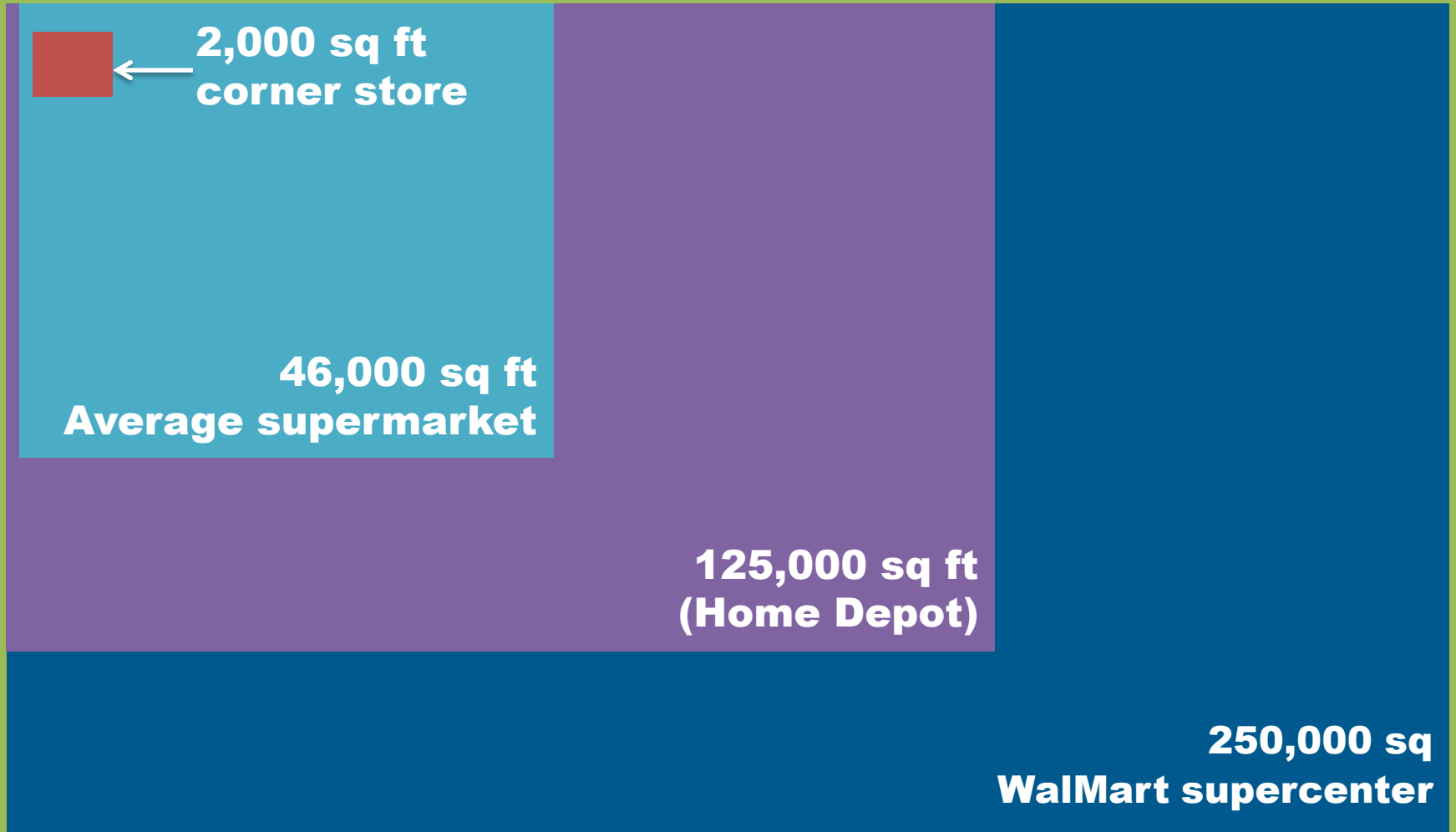
Many city supermarkets don't have parking lots because people live just around the corner and walk over to do their shopping. But most new supermarkets try to plan space for




**What happened  
to these  
neighborhood  
stores?**



# STORES GOT BIGGER





**What does  
store size have  
to do with  
health?**



# Low-income neighborhoods have more small stores

Photo: Lydia Daniller





# Corner stores near schools attract children

Photo: Lydia Daniller





# The poor quality of food sold affects health

Photo: Lydia Daniller





# Living near a store with healthy food improves diet

Photo: Lydia Daniller



# ChangeLab Solutions

## **Solutions**

**WHAT CHANGES ARE BEING MADE  
IN STORES?**



# HEALTHY FOOD ACCESS THROUGH CORNER STORES



**Brianna Almaguer Sandoval**  
**The Food Trust**



THE FOOD TRUST:  
WORKING TO ENSURE THAT EVERYONE  
HAS ACCESS TO AFFORDABLE,  
NUTRITIOUS FOOD.



# WHY CORNER STORES?

- Nationally: A growing interest in partnering with corner stores to improve healthy food access
- Supermarket deserts and customer dependence
- Corner stores and the urban landscape
- Engaging as ALLIES

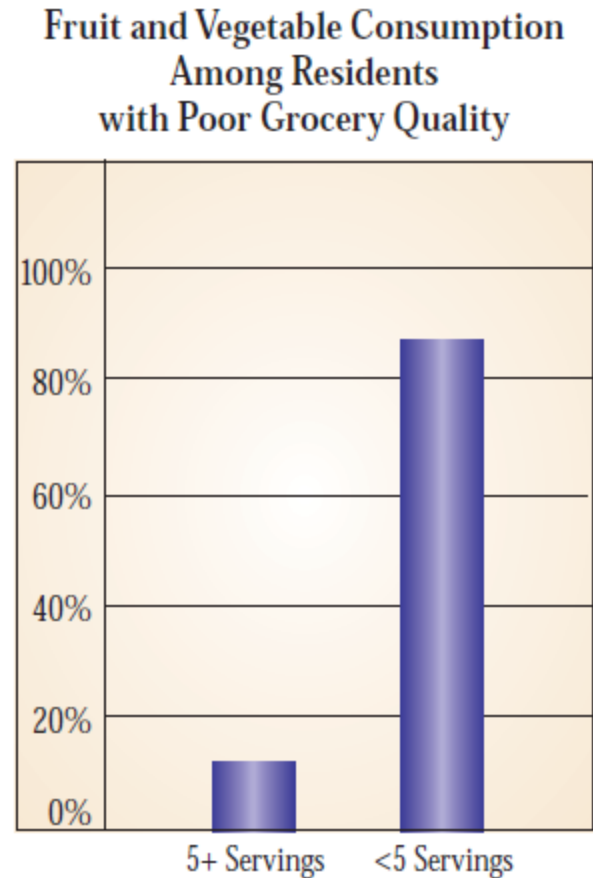


Chart Source: Food Geography: How Food Access Affects Diet and Health.  
Available at <http://www.thefoodtrust.org/pdf/Food%20Geography%20Final.pdf>

# DEFINITIONS

What is a corner store?

- Small scale, limited selection of foods and products
- Other criteria: size, number of aisles and registers
- Diverse range of stores
  - Independent and chain
  - Rural, urban and suburban
  - A.K.A. - Small, convenience, neighborhood store or bodega

What is a healthy corner store?

- Typical Standards
  - Stock certain items (whole grains, dairy, fresh produce)
  - Increase by quantity, shelf space
  - Marketing – promote healthy, restrict unhealthy
  - Follow certain health and environmental standards

# HEALTH IMPACT

356.6 kcal per purchase from  
snacks/beverages

Students spent \$1.07 on 2 items  
per purchase from corner stores

42% shop 2 times/day

53% shop once a day

Energy dense, low-nutritive foods  
and beverages



Source: Research presented in this presentation comes from: Kelley E. Borradaile, Sandy Sherman, Stephanie S. Vander Veur, Tara McCoy, Brianna Sandoval, Joan Nachmani, Allison Karpyn, and Gary D. Foster **Snacking in Children: The Role of Urban Corner Stores** Pediatrics 2009 : peds.2009-0964v1-peds.2009-0964.



# ECONOMIC IMPACT

Creates jobs for local residents

Recycles dollars back into community

Improves commercial corridors

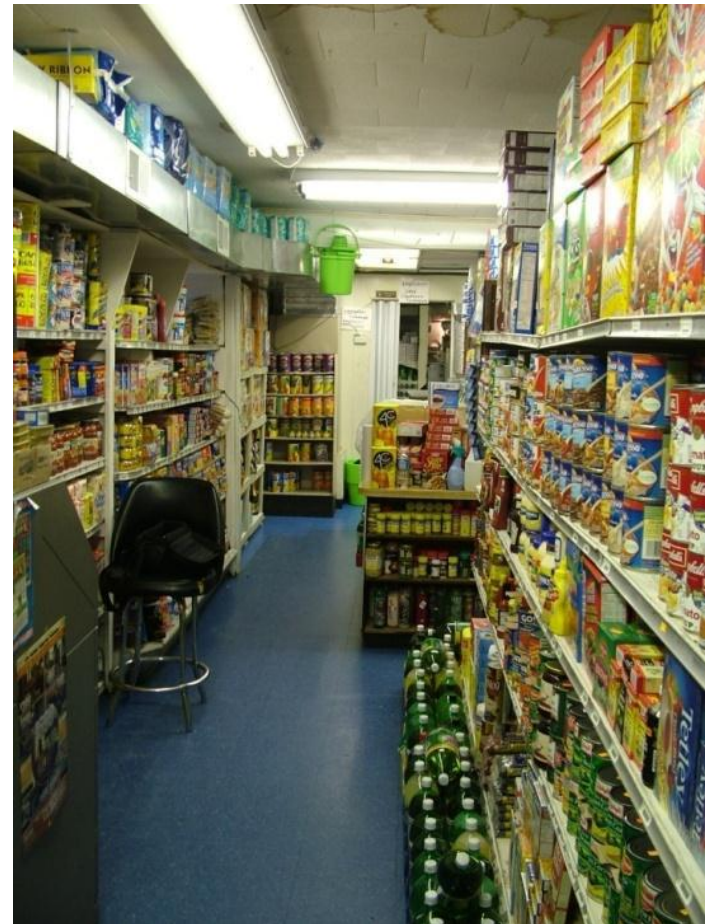


# BARRIERS TO FRESH FOOD RETAIL IN CORNER STORES

Space limitations and physical capital

Set of skills required

Supplier - Retailer Gap



# Healthy Corner Stores: A Variety of Approaches

Corner store  
conversions

Distribution  
networks

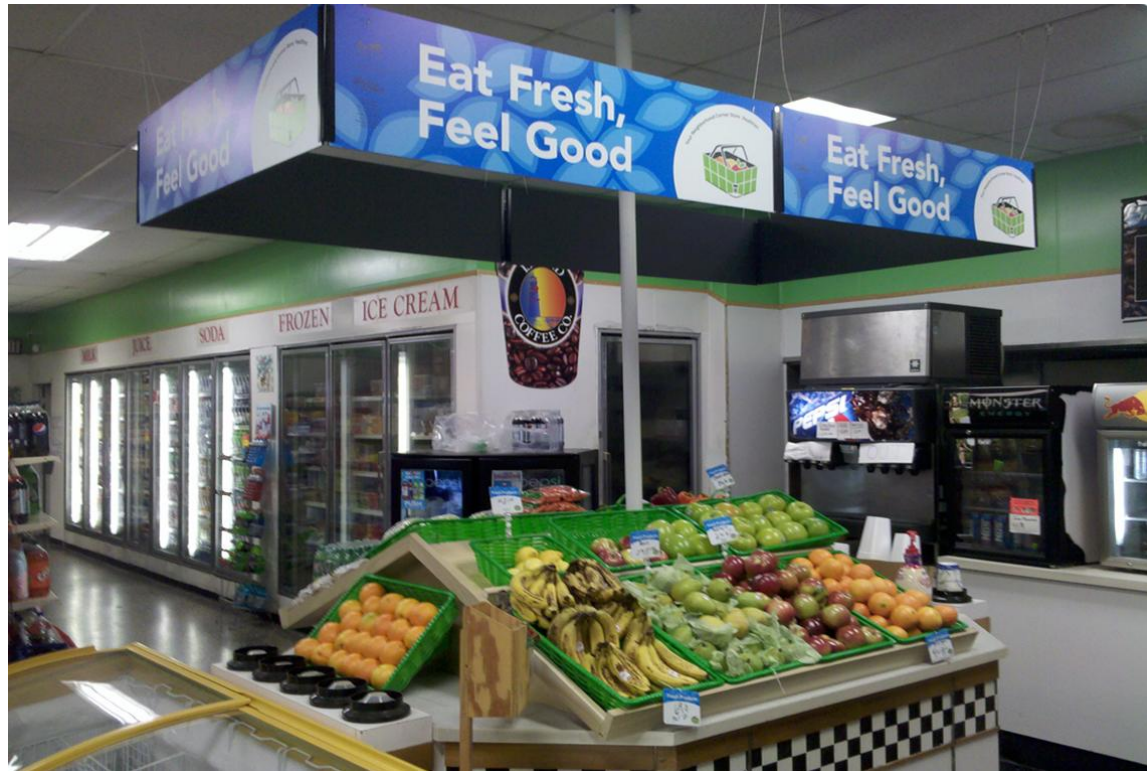
Social marketing

Community  
Education





# PHILADELPHIA HEALTHY CORNER STORE INITIATIVE



*Funding for this project was made possible in part by Cooperative Agreement #1U58DP002626-01 from the Centers for Disease Control and Prevention, U.S. Department of Health and Human Services; and Get Healthy Philly, an initiative of the Philadelphia Department of Public Health. The views expressed in this presentation do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.*



# Philadelphia Healthy Corner Store Initiative

## Social Marketing Examples



### whole grains

**Look for whole grains.**

Nutrition Facts	
Serving Size 1 slice Servings Per Container 18	
Amount Per Serving	
Calories 60	Calories from Fat 5
Total Fat 1g	
Saturated Fat 0g	
Trans Fat 0g	
Cholesterol 0g	
Sodium 110mg	
Total Carbohydrate 11g	
Dietary Fiber 3g	
Sugars 0g	
Protein 3g	

**100% Whole Grain Bread**  
Ingredients: Whole wheat flour, water, wheat gluten, yeast

The word **whole** should be before the first ingredient.

Look for at least 3 grams of fiber.

Whole grains provide fiber, vitamins and minerals for good health.



**NON-FAT, SKIM  
OR 1% LOW-FAT**  
milk, yogurt, cheese

**WHOLE MILK/  
SUGAR ADDED**  
milk, yogurt, cheese

**HIGH-FAT**  
cream, butter, ice cream,  
cream cheese

# CASE STUDY: DISTRIBUTION EXAMPLE



One store owner buys produce, prepares fruit salads and distributes to other corner stores in the network.

# CASE STUDY: MAJOR CONVERSION

## ROMANO'S, PHILADELPHIA PA





# CASE STUDY: MAJOR CONVERSION

## ROMANO'S, PHILADELPHIA PA



**BEFORE**



**AFTER**



# SMALL CONVERSION EXAMPLE

CHRISTIAN FOOD MARKET, PHILADELPHIA PA

**BEFORE**



**AFTER**



# BEST PRACTICES

Create systematic changes to  
common food access challenges

Focus on public health and  
economic development

Partnership between non-profits,  
government and industry

Policy approaches for food access  
improvement



# THANK YOU!



Brianna Almaguer Sandoval

[bsandoval@thefoodtrust.org](mailto:bsandoval@thefoodtrust.org)

215-575-0444 x130

[www.thefoodtrust.org](http://www.thefoodtrust.org)



# ChangeLab Solutions



**Questions?**







U.S. NO. 1  
KIRBY'S  
GROWN IN THE U.S.A.  
100% POTATOES  
NET WT. 5 LBS. (2.27 KG.)





sunflower seeds  
**RANCH**  
Eat the Seeds  
the Right Way

**BR**  
Eat the Seeds  
the Right Way

**Teddy Grahams**  
Cinnamon

**Teddy Grahams**  
Cinnamon

**Nutter Butter Bites**

**Nutter Butter Bites**

**RITZ bits**  
Cheese

**RITZ bits**  
Cheese

**RITZ bits**  
Cheese

**RITZ bits**  
Cheese

**ENERGY CLUB**  
Salted Sunflower Seeds

**ENERGY CLUB**  
Roasted Salted Peanuts

**SATHERS**  
CINNAMON BELLS  
2/\$1.00

**SATHERS**  
PEANUT BUTTER BARS  
2/\$1.00

**SATHERS**  
COCONUT STACKE  
2/\$1.00

**SATHERS**  
2/\$1.00

**SATHERS**  
2/\$1.00

**SATHERS**  
Tangle Red Indulgences  
2/\$1.00

**SATHERS**  
PEPPERMINT TWISTS  
2/\$1.00

**SATHERS**  
ORANGE SLICES  
2/\$1.00

**SATHERS**  
2/\$1.00

**SATHERS**  
Gummy MELON RINGS  
2/\$1.00

**SATHERS**  
SOUR BRITE ROCKS  
2/\$1.00

**SATHERS**  
Gummy MELON RINGS  
2/\$1.00

**SATHERS**  
GUMMI WORMS  
2/\$1.00

**SATHERS**  
2/\$1.00

**SATHERS**  
CANDY CORN  
2/\$1.00

**SATHERS**  
CHERRY SODA  
2/\$1.00

41364  
50279  
34 TRAYS RED VINYL

**Knotts**  
RASPBERRY  
Marshmallows

**Knotts**  
RASPBERRY  
Marshmallows

**Knotts**  
APRICOT  
Marshmallows



COMPANY  
WALL  
ROCK  
E!

Brunella's  
LIQUOR  
&  
GROCERY

ATM

665

NEW PACK!

MADE FOR MODERN DAY COWBOYS.

USA POLICE

MORE TO EXPLORE.

\$ 6.90

OPEN

Marlboro

Authorized Dealer

1331

Heineken

ATM

GUARANTEED AVAILABLE

ONE PACKS IN STOCK

Marlboro



ICE COLD

Budweiser









# HEALTHY CORNER STORES NETWORK

COMMUNITY FOOD SECURITY COALITION • CHANGELAB SOLUTIONS  
THE FOOD TRUST • URBANE DEVELOPMENT



- **Webinars**
- **List serv**
- **Technical assistance**
- **Networking**

[www.healthycornerstores.org](http://www.healthycornerstores.org)

# ChangeLab Solutions

## Green for Greens

Finding Public Funding for Healthy Food Retail



nplan

NATIONAL POLICY & LEGAL ANALYSIS NETWORK  
TO PREVENT CHILDHOOD OBESITY

phlp  
public health  
law & policy

**THANK YOU!**

[changelabsolutions.org](http://changelabsolutions.org)

