Food Fit Philly Coalition

Get Healthy Philly
Philadelphia Department of Public Health
Philadelphia Healthy Corner Store Network

Get Healthy Philly
The Food Trust
Philadelphia Department of Public Health
Objectives

- Background of the Healthy Corner Store Network (HCSN)
- Overview of HCSN
- HCSN highlights
- Perspectives from the field
- Discussion
Background of the HCSN

- The Food Trust’s School Nutrition Policy Initiative
- Snackin’ Fresh campaign
- 40 corner stores in the network
- Get Healthy Philly – 600 stores

- HCSN as a national model – largest in the nation
Why the HCSN?
Why the HCSN matters

Hypertension Comparison by Ten Largest Counties, 2009

<table>
<thead>
<tr>
<th>County</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia</td>
<td>34.5%</td>
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<tr>
<td>Dallas</td>
<td>29.9%</td>
</tr>
<tr>
<td>Cook</td>
<td>29.7%</td>
</tr>
<tr>
<td>Nationwide--States, DC, Territories</td>
<td>28.7%</td>
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<tr>
<td>Kings - Brooklyn</td>
<td>27.8%</td>
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<tr>
<td>Harris-Houston</td>
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<td>Bexar-San Antonio</td>
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<tr>
<td>Queens</td>
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<tr>
<td>Los Angeles</td>
<td>25.7%</td>
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<tr>
<td>Maricopa-Phoenix</td>
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<tr>
<td>San Diego</td>
<td>23.5%</td>
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<tr>
<td>Santa Clara-San Jose</td>
<td>21.1%</td>
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<tr>
<td>New York - Manhattan</td>
<td>19.9%</td>
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</tbody>
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Notes: For comparison purposes, data are presented for the following New York Boroughs: Kings/Brooklyn, NY/Manhattan, and Brooklyn/Kings. Data are unavailable for the Bronx and Staten Island/Richmond.

Source: BRFSS, 2009
Why the HCSN matters

Diabetes Comparison by Ten Largest Counties, 2010

<table>
<thead>
<tr>
<th>County</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Philadelphia</td>
<td>12.0%</td>
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<tr>
<td>Kings - Brooklyn</td>
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<tr>
<td>Queens</td>
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<tr>
<td>Cook</td>
<td>10.0%</td>
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<td>Bexar-San Antonio</td>
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<td>Harris-Houston</td>
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<td>Santa Clara -San Jose</td>
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<td>Los Angeles</td>
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<tr>
<td>Bronx</td>
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<td>New York - Manhattan</td>
<td>7.5%</td>
</tr>
<tr>
<td>Maricopa -Phoenix</td>
<td>6.9%</td>
</tr>
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</table>

Notes: 2010 diabetes data unavailable for Dallas County. For comparison purposes, data are presented for the following New York Boroughs: Kings/Brooklyn, Bronx, NY/Manhattan, and Brooklyn/Kings. Data are unavailable for Staten Island/Richmond.

Source: BRFSS, 2010
Why the HCSN Matters

Overweight and Obesity Among Philadelphia Adults (18+) and Children (6-17), 2000 - 2010

- Adult overweight-obesity
- Child overweight-obesity (6-17 years)

Source: PHMC, 2010
Why the HCSN Matters
Why the HCSN matters

- **Corner stores**
  - Carry primarily junk foods
  - Often in areas that lack access to supermarkets
  - Often in high poverty neighborhoods
  - Everywhere!

- Students consume 360 calories in snacks & beverages per purchase at corner stores\(^1\)

- 53% of youth shop in corner stores at least once a day\(^1\)

\(^1\)Borraidaile et al. (2009). “Snacking in Children: the Role of Urban Corner Stores.” Pediatrics
Why the HCSN matters

- So we can have more...
What is the HCSN?

- Part of Get Healthy Philly: Federally funded initiative to expand access to healthy and affordable foods

- Four phases:
  - Recruitment
  - Marketing
  - Conversion
  - Training
Recruitment

- Store identification
  - Street canvassing & SNAP/WIC lists to identify stores
  - Meet corner store definition
    - Less than 2,000 square feet
    - Less than 4 aisles
    - One cash register
  - Targeted high poverty zipcodes
    - 48.6% of stores are in top 10 highest poverty zip codes
Introduce at least 4 new healthy products in 2 categories:

- Fruits and vegetables
- Whole grains
- Low fat dairy products
- Lean protein
- Snacks and/or beverages
C-Store participation requirements (cont.)

- Post marketing materials to help guide consumers to make healthy choices
Healthy Food Identification Campaign

**Let the colors be your guide to healthy eating!**

**GO**
healthiest foods: enjoy any time

**CAUTION**
somewhat healthy foods: enjoy a few times a week

**STOP & THINK**
least healthy foods: enjoy once in a while

**LESS OFTEN**
soda, fruit drinks, sport drinks, iced tea, lemonade

**SOMETIMES**
100% juice, diet drinks, low-fat chocolate milk

**ALWAYS**
no sugar added, water, fat-free or 1% low-fat milk

**LEAN & LOW-FAT**
fish, poultry, eggs, beef, pork

**NON-LEAN MEAT**
steak, ground beef, poultry with skin

**PROCESSED MEATS**
high-sodium/high-fat meats — bacon, deli meat, sausage
Mini-conversions

- General requirements

- Mini-conversions provide:
  - Mini-grants for refrigeration, shelving, storage, scales
  - Specialized in-store training

- Goal: 100 stores

*The changes have been so successful that I can't keep up with the demand for fresh produce."

~ The Right Choice Corner Store Owner, March 2011
Olivares Food Market
1718 Wharton St, 19146

Before

After
Speedy’s Food Market
Oxford Circle, Philadelphia

BEFORE

AFTER

Eat Fresh, Feel Good
Training

- Owners receive one-on-one in-store training sessions

Topics
- Product display
- Produce handling
- Selling
- Marketing
- Nutrition education
- Food safety

- High acceptance rate
Buy-in and support

- Owner incentives
  - Small $$$ compensation
  - Training
  - Healthy Corner Store Network participation

- Jetro partnership
**Timeline**

**Spring 2010**
- Identified 1,500 stores
- Recruited initial stores
- Assessed inventory
- Developed initial marketing materials
- Began Jetro partnership

**Fall 2010**
- Implemented marketing materials
- Assessed inventory
- Delivered check incentives
- Assessed training needs
- Continued recruiting
- Began mini-conversions
- Initiated community outreach

**March 2011**
- In-store trainings
- Continued check deliveries
- Continued recruiting
- Continued mini-conversions
- Replaced marketing materials as needed
Does the HCSI measurably change the food environment in and calories purchased from corner stores? Does this differ by level of intervention?

Conduct Environmental & Individual Level Assessments

- Evaluate the availability, quality, price and quantity of healthful and less healthful foods
  - Using an adaptation of the Nutrition Environment Measures Survey in Stores (NEMS-S).

- Assess store purchases using food intercept surveys outside of 213 corner stores
  - Collect intercept surveys from 8,550 adults and children

Partners: University of Pennsylvania’s Center for Health Behavior Research; Temple University’s Center for Obesity Research and Education
Enrolled stores – June 2010

Philadelphia Healthy Corner Store Network
END OF JUNE 2010

Legend
- Zip Codes
- Fairmount Park
- Hydrography
Enrolled stores—December 2011

Philadelphia Healthy Corner Store Network
As of December 2011

Legend
- Healthy Corner Stores
- Zip Codes
HCSN Highlights

620 Enrolled Stores

86% of visited stores
>4 healthy products

500 Trainings

89%
fruits and vegetables

83%
whole grains

85%
received trainings

Most popular:
Display, Marketing, Produce Handling, Healthy Food Sales

58 conversion stores
"The more healthy foods I add, the healthier my customers eat. When I first came here five years ago, whole-wheat bread didn't sell. Now, it's going good, going better than white bread. People are asking for 1 percent, 2 percent milk. That never happened before."

– Owner, Christian Food Market

"I'm basically the only corner store around here that sells the fresh fruits and vegetables people want. I'm always busy! People come here from across the Boulevard. They come here from Northeast Philadelphia because they can't find the Caribbean produce there that I have here."

– Owner, Robles Grocery

Owners report:
• Higher demand for healthy products
• Increase in profits
• Positive feedback from customers
Perspectives from the field

- Brianna Almaguer Sandoval
- Juan Vila
- Alexandra Calvaruso
- Guillermo Rodriguez, Owner, Cruz Mini Mart, 2964 N. 23rd St
- Jennifer Aquilante
Questions for the Audience

- What barriers to healthy food access do residents in your community face and what role do corner stores play?

- How can your community raise awareness and promote healthy changes in corner stores?
  - How can your/your organization connect residents to corner stores?
  - How can you/your organization help stores succeed?
  - How can you/your organization educate residents about healthy corner stores?
For more information

- Food Fit Philly [www.foodfitphilly.org](http://www.foodfitphilly.org)
- The Food Trust [www.thefoodtrust.org](http://www.thefoodtrust.org)
- Healthy Corner Stores Network [www.healthycornerstores.org](http://www.healthycornerstores.org)
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