**Program Name:**

Stock Health Shop Health: Healthy Corner Store Initiative

**Project Summary:**

The Healthy Food for all workgroup seeks grant funding to help launch the Healthy Corner Store Initiative. The work groups goal is to launch at least one pilot location in FY 2018 utilizing the Stock Health Shop Heathy program formatting. We have received verbal confirmation from the store owner of Haskell Food Mart and Metro Food to participate in the pilot launch. This pilot will include: store owner communications, store assessments, customer feedback surveys, neighborhood conversation forums, store modifications to incorporate healthy offerings, program launch, and program assessment. Funding will assist in neighborhood forums, program communications, marketing, and promotions. Once program is launched modifications will be self-sustaining. Stock Healthy, Shop Healthy targets food consumers, including mothers and teens, community organizations, and neighborhood retailers. Some components of the program are implemented at the store while other outreach and education opportunities are presented via nutrition education classes in the area. SHSH was highlighted as a national best practice in a research brief published by the National League of Cities Sustainable Cities Institute entitled “Bringing Nutritious, Affordable Food to Underserved Communities: A Snapshot of Healthy Corner Store Initiatives in the United States.”

**Population Served:**

Children from birth to pre-kindergarten

Children and youth in grades K-12

Families

Young adults 18-23

All adults

Older adults ages 66 and over

Animal and/or plant populations

**Program Area:**

Arts and Culture

Children and Youth

Community Development

Education

Environment

Health

Housing

Human Services

**Geographic Area:**

Baldwin City

Eudora

Lawrence

Lecompton

All of Douglas County

**Community Goals and Outcomes: In what ways will this grant help the Douglas County community make progress toward the**

**goals and anticipated outcomes listed in the 2015 Community Health Plan?**

***Character Limit: 1500***

The Stock Healthy Shop Healthy: Healthy Corner Store Initiative makes progress towards many goals pertaining to access to healthy foods in both the Food Systems plan and the 2015 Community Health Plan.

Community Health Plan:

1. Creating an environment where healthy food consumption is easier and more likely.

Our group will survey corner stores in Lawrence to look at need in terms of access to healthy options to make eating healthy the easier choice. This may include incorporating fresh produce, store makeovers to make the healthy option more visible, etc.

1. Establishing new opportunities to purchase fresh produce in North Lawrence and other parts of Douglas County with Limited Options including integration into existing retail options.

Our group will work with two pilot stores to add healthy food options such as dairy, frozen fruits and vegetables, canned fruits and vegetables, and fresh produce. Program staff will provide trainings to the store owner to increase the healthy food options available to consumers.

1. Adopting policy, systems, and environmental change to support healthy eating.

Our group will work with the Douglas County Food Policy Council to consider complementary policy change interventions at the municipal level to support healthy food options at non-grocery neighborhood food retailers.

1. Offer programs that help residents make lasting improvements to their diets that reduce the risk of chronic disease.

Many households that are most at risk for diet-related diseases have less access to large supermarkets.  Increasing the availability and affordability of healthy foods within small food retailers is needed to serve those most in need. Our group will target food desert locations where non-supermarket retailers can offer healthy staple foods within walking distance. Access to healthy food and efforts to promote these items has been shown to contribute to lasting diet changes. In a corner store impact study, a rise in consumer knowledge about nutrition was found to be associated with increased sales of fruits and vegetables.  Improved placement of healthy items resulted in increased sales of those products. The SNAP Ed nutrition educator will provide nutritional education displays, demonstrations and classes at the pilot store and at neighborhood locations.

(Glanz, K. and Yaroch, A. Strategies for increasing fruit and vegetable intake in grocery stores and communities: policy, pricing and environmental change. Preventative Medicine 2004;39(S2):75-80. y

**Target Population: What population does this grant target, and how many people do you expect it to impact in one year? In future years?**

***Character Limit: 1500***

A total of 13,862 people live in the 3.35 square mile report area defined for this assessment according to the U.S. Census Bureau American Community Survey 2011-15 5-year estimates. The population density for this area, estimated at 4,140.80 persons per square mile, is greater than the national average population density of 89.61 persons per square mile.

(Data Source: US Census Bureau, American Community Survey. 2011-15. Source geography: Tract)

Report: <https://www.communitycommons.org/docs/haskell-food-mart-metro-food-mart-indicators-report-1-mile-radius/>.

In these areas the Food Insecurity Rate is 16.6 % for these areas. Residents in our pilot program area are considered to have low access to a supermarket. Checkers is located 4.8 miles from the residents near these two convenience stores where many East Lawrence residents are shopping. Kennedy Elementary at on Harper St. between 19th and 23rd has the highest rate of children eligible for the Federal Free and Reduced Lunch Program, at nearly 70%. The owner reports that many families and students walk to these stores to shop. These locations are both SNAP retailors earning roughly $6,000 in SNAP sales between the two locations. By targeting SNAP retailors this can help reach the target population and continue work towards the previous policy priority of the Healthy Food for All in support of SNAP programing.

**Project Description: Please describe your project, including the who, what, when, where, and why.**

***Character Limit: 4000***

Working in collaboration with K-State Research and Extension (KSRE), the Douglas County Food Policy Council, and local retail operations, the LiveWell Lawrence Healthy Food for All Work Group (including members from: the Sunrise Project, University of Kansas,and Douglas County) seeks to improve the healthy food options at local convenience stores serving lower-income families. The group has already made strides in identifying target locations including: Haskell Food Mart, Zarco, Dollar General, La Estrella, Family Dollar Store, and many other SNAP retailers. We have initiated conversations with some of these locations to gauge project interest, and have plans to host a focus group to engage all interested retailors in the conversation. We have a verbal confirmation from Harry Patel owner of both Haskell Food Mary at 19th and Haskell and Metro Food Mart on 23rd and Harper to participate in the program pilot.

Stock Healthy Shop Healthy is an evidenced-based program that has been implemented in locations throughout Missouri. The program includes materials for pre- and post-assessments of the store’s inventory of healthy foods, for healthy food implementation. The goal of the is to work through all aspects of a healthy corner store pilot to include store assessment, consumer assessment, neighborhood support, store staging, retail environment and system changes, consumer education and a post program assessment.

The HFFA Work Group has prioritized supporting the SHSH pilot implementation through a Live Well grant. The program already has a proven framework and part-time staffing. Funding will support key communications development and community conversations to launch the initiative. By increasing the funding and activities supporting the pilot project, partners hope to create a stronger foundation for additional retail locations moving forward. Activities supported through the HFFA collaborative partnership will include but will not be limited to: the tool kit for two pilot stores, stakeholder focus groups, hiring a communications coordinator to develop content, hiring a community coordinator to engage neighbors in project development and implementation, program marketing materials, promotional items for consumers at launch, social media, printing and photography for more localized program promotion.

Funding for promotional efforts and localized neighborhood engagement through the pilot launch is critical to program impact. If this pilot is successful it will increase the likelihood of gaining buy-in from additional retail locations throughout the community. Hiring a community coordinator to partner with KSRE and HFFA will ensure that implementation is driven by those who live in target areas and experiencing barriers healthy food access. In addition, working with a community coordinator will expanding the diversity of voices within the planning and evaluation phases. This will not only increase the impact on access of healthy options within the market, but perhaps purchasing behaviors and health status of families within the Lawrence and Douglas County Community.

The design of the SHSH program framework seeks to make change initial efforts self-sustaining. This program has the potential to make a meaningful impact on the nutritional density of the choices available within walking distance of residents living in food deserts. What’s more, by collaborating with the Douglas County Food Policy Council, the project will foster connections between store owners and area producers to strengthen the local food system. In sum, this project supports policy, systems, and environmental change to foster healthy eating, local food shopping, and improved health outcomes within the community. KSRE plans to host SNAP-Ed Position in the future for continued retailer support and outreach.

**Evidence Base:** **What evidence can you provide that this project is likely to produce improvements in healthy eating and/or physical activity? For example, has this approach produced measurable change in in other communities**

Stock Healthy Shop Healthy (SHSH) is a comprehensive community-based initiative that allows communities to improve access to healthy affordable foods by working with small food retailers to implement environmental store changes and generate new neighborhood demand. Six Kansas counties will implement SHSH over the coming year. Support for local project implementation will be provided by K-State Research and Extension—Douglas County and the SNAP Ed program. Successful implementation of the SHSH program in Lawrence will also identify Lawrence as a leader in the healthy corner store initiatives nationally.

SHSH targets consumer of all ages who make food purchases and retailers serving that audience. SHSH was identified as a best practice in Change Lab Solutions’s report “Incentives for Change” Rewarding Healthy Improvements to Small Food Stores.”

SHSH has been implemented in 14 counties in Missouri in 20 stores. Those stores saw an average of 20% increase in the amount of shelf space dedicated to healthy food. Shelf space is measured because food sales data is difficult to obtain. Owners of those participating stores also reported that taste tests and SHSH signage had the biggest impact on a customer’s purchase and reported an increase in the purchase of healthy items. All 30 stores in Missouri began carrying whole grain products, brown rice, low fat yogurt and locally grown eggs and produce.

In addition, the collaborative nature of the SHSH implementation team helps assure a successful project. In the past, Healthy Food for All has supported creation of the Market Match program, which provided matching dollars to SNAP shoppers at local farmers markets. Since is launch in 2014, Market Match as evolved in to a bi-state, federally-funded project under the name Double Up Food Bucks.

Work to improve neighborhood retail environments to better support healthy food also finds local support in the recently-adopted Douglas County Food Systems Plan, which both City of Lawrence and Douglas County Commissioners adopted in summer 2017. As such, this project helps further implementation of that community plan.

**Results: What will be the results of your project? What is your plan for measuring these results?**

The SHSH project will increase the number of healthy choices in convenience store locations and minimize healthy food challenges for partnering convenience store owners. This will be measured using several assessments provided in the Stock Healthy Shop Healthy Toolkit. Measurements include pre- and post-store owner interview to determine what challenges and sales of healthy food items; a pre- and post-Inventory and Shelf Measurements, and a Healthy Store Audit. These tools have been designed to record the changes in the pilot store’s healthy food options. The pilot is designed to take 8-10 months.The measurement includes both qualitative and quantitative data as defined below. Process, outcome and impact are measured:

Pre and post store owner interviews

* Pre and post community surveys
* Healthy Store Audit - interior and exterior documents the availability of healthy foods and store environment
* Baseline, mid and post pilot Healthy Food Inventory and shelf measurement- documents healthy food inventory and shelf space devoted to healthy options
* Sales data if shared by owner
* Customer feedback via cards included in tool kit

**Sustainability:** How will results be sustained after grant funds are spent?

The SHSH program is designed with a structure that promotes sustainability. Store changes such as: produce placement, carrying of specific items, registering as a SNAP retail location, etc. are meant to be changes that are a part of the retail operations carried out by business owners and staff. This will aid in the sustainability of the effort beyond grant funding. The role of the HFFA workgroup is to initiate conversations, help with needs assessment, and assist with communications and promotion. With reported success of the pilot store and the informational forums we will hold to recruit new stores, it is believed additional stores will participate in the program. This has been the case in Missouri. K-State Research and Extension has a SNAP-Ed Nutrition Coordinator position that will continue to support current retail locations and continue to recruit new stores following program pilot.

**Organizational Commitment: What is the applicant organization's financial commitment to the project--now and in the**

**future?**

***Character Limit: 1500***

K-State Research and Extension oversees the SNAP Ed grant for Douglas County. Michelle Heller, SNAP Ed Nutrition Program Educator will partner with the Live Well Healthy Food for All workgroup members to implement SHSH in a pilot store in Douglas County. KSRE will be providing a portion of her salary and costs associated to coordinate the project for the pilot and continued implementation of the SHSH in Douglas County. As referenced in the budget document this is roughly $15,000.

Retail locations and store owners will be making a financial contribution that will vary based on locations. Contributions may include staff time, changes to store infrastructure, promotional efforts, etc. Contributions amount won’t be concrete until store and consumer assessments are completed. The estimate for this is roughly $2000.