

OVERVIEW

The Corner Store Initiative is an incentive project designed to make healthy fruits and vegetables accessible to underserved communities as part of the Obesity, Diabetes, Heart Disease, and Stroke Prevention (ODHDSP) Project, which supports local grocery stores in improving their stock of fruits and vegetables. The North Carolina Division of Public Health supports work to strengthen healthier food access and sales in small food stores across the state with ODHDSP funding received from the Centers for Disease Control and Prevention.¹ Neighborhood corner stores that meet required standards for available stocked fruits and vegetables will receive a designation and become recognized as a designated grocery store in North Carolina for fresh produce.

Individuals in low-income communities leave their homes every day knowing that their primary food resource is only available in convenience and corner stores, which usually contain foods that are high in fat and processed sugar.² Low-income and underserved communities like these are subject to many chronic ailments including diabetes and obesity as chain grocery stores that contain healthy items are, at times, hard to access without proper transportation. Surveying neighborhood convenience and corner stores will help eliminate the barrier between consumers in underserved communities and healthy foods.

¹ Community & Clinical Connections for Prevention and Health Branch, 2016. Accessed at <http://www.communityclinicalconnections.com/ODHDSP/index.php>

² Equitable Development Toolkit Corner Store, 2010. Accessed at http://www.policylink.org/sites/default/files/corner-stores_0.pdf

HOW IT WORKS

The Corner Store Initiative provides store owners with the capacity to increase both foot traffic and profit in their stores, as community members have new access healthy food options in their immediate neighborhood. Surveying neighborhood corner stores is a ready tool available to community organizations looking to promote healthy eating.

(Continued on back)

WHAT YOU CAN DO

- **Work with ODHDSP and other organizations that focus on accessible healthy eating in underserved communities**
- **Talk with neighborhood corner store owners about making healthier foods available**
- **Get your organization involved in making healthy food accessible in neighborhood grocery stores**

HOW IT WORKS (CONT'D)

In order to receive proper surveying material, organizations must contact the designated Regional Worksite Coordinator for their region (available on [Community and Clinical Connections for Prevention and Health Branch website](#)) and then complete the following steps:

- Obtain survey material from ODHDSP
- Map out a list of your community's corner stores
- Speak with the store owner about the program and explain how they may profit from participating in the program (with printed information provided by ODHDSP)
- If store owner agrees to participate in program, schedule a day to come back to the store to do an interview (interview guide provided by ODHDSP)
- Survey the items the store offers and compare them to the items requested in the store survey packet
- If the store owner/manager does not meet requirements for the designation, work with him/her to get more of the required items stocked in the store
 - Go back at a later date and check out the new offerings to see if the store meets requirements for designation
- If the store owner/manager has items on shelves that fulfill the survey, send survey and store owner interview materials to your Regional Worksite Coordinator
- Continue to follow up with Regional Worksite Coordinator to get the store owner promotional material and designation for his/her store
- Engage store owners in helping you promote the value of the designation to other store owners

IMPACTS IN N.C. TO DATE

As of 2017, North Carolina has a population of 10,247,632¹ people. Data show that 30.1 percent of adults in the state are suffering from obesity, 19.2 percent of adults are suffering from poor health, and 26.2 percent of adults have been diagnosed with 2+ chronic conditions.² The Corner Store Initiative will assist in decreasing the percentages of both adults and children who have been diagnosed with these conditions.

¹ World Population View, 2017. Accessed at <http://worldpopulationreview.com/states/north-carolina-population>

² North Carolina Resident Population Health Data by Race and Ethnicity, 2015. Accessed at <http://www.schs.state.nc.us/schs/pdf/NCPopHealthDataByRaceEthJan2017.pdf>

ADDITIONAL RESOURCES

- **Community and Clinical Connections for Prevention and Health Branch website:** www.communityclinicalconnections.com
- **About the Obesity, Diabetes, Heart Disease, and Stroke Prevention (ODHDSP) Project:** <http://bit.ly/2D78UTY>