



**Request for City Council Committee Action
From the Department of Health & Family Support**

Date: APRIL 7, 2010
To: PUBLIC SAFETY & HEALTH COMMITTEE
Subject: APPROVAL TO IMPLEMENT THE *HEALTHY CORNER STORE* PROGRAM

Recommendation:

Council authorization for Health and Family Support to implement the *Healthy Corner Store* Program.

Previous Directives: None

Prepared or Submitted by: Becky McIntosh, Director of Planning & Administration
Phone: x2884

Approved by:

Gretchen Musicant, Commissioner of Health

Permanent Review Committee (PRC): Approval ____ Not Applicable X
Policy Review Group (PRG) Approval ____ Date of Approval ____ Not Applicable X

Presenters in Committee: Aliyah Ali, Family Support Specialist, SHIP Program

Financial Impact (Check those that apply)

X No financial impact (If checked, go directly to Background/Supporting Information).

Background/Supporting Information Attached

The department is requesting approval to implement the State Health Improvement Program (SHIP) funded *Healthy Corner Store* Program. The goal of the program is to improve the food environment, a strategy to decrease obesity and related chronic diseases.

The department will select ten convenience stores in Minneapolis to participate in the program, and the attached report details the selection criteria, resources to be provided to the selected stores, and the expectations of each participating store. Because this program can only provide these resources to an estimated 5% of the convenience stores in the target neighborhoods, it was the recommendation from the City Attorney's Office to seek Council approval for implementation.

Healthy Corner Store Program

The City of Minneapolis Department of Health and Family Support (MDHFS), as part of its State Health Improvement Program grant, aims to increase residents' access to affordable healthy foods by working with corner stores to improve their inventory and marketing of fresh produce and other healthy options. In communities with few large supermarkets, such as North Minneapolis, families often depend on corner stores for food purchases. The choices at these stores are often limited to packaged food and very little, if any, fresh produce. MDHFS recently conducted a visual assessment of 35 convenience stores in North Minneapolis and found that only 28% were in compliance with the produce portion of the City of Minneapolis' Staple Foods ordinance, which requires grocery stores to carry five varieties of perishable produce. Likewise, MDHFS conducted 22 interviews with store owners and found that many owners indicated a need for marketing and educational assistance related to sourcing, merchandising, handling and/or displaying fresh produce. As a result, MDHFS is interested in partnering with Minneapolis corner stores to expand their capacity to sell affordable fresh produce and healthy foods in neighborhoods where access to these items are limited. This program will be in place until June 2011.

MDHFS will work with 10 convenience stores from the following Minneapolis communities/neighborhoods: Near North (all neighborhoods), Phillips (all neighborhoods), University (Cedar/Riverside neighborhood only) and Longfellow (Seward neighborhood only). MDHFS prioritizes these communities/neighborhoods because, according to the 2006 Survey of the Health of All the Population and the Environment (SHAPE), they experience Minneapolis' greatest health disparities related to obesity, they contain a large number of convenience stores and/or it compliments a component of MDHFS' Healthy Housing, Healthy Communities initiative, which aims to increase residents of multi-unit housing properties access to affordable fresh produce and healthy foods.

MDHFS will provide:

- Assistance in improving store layout to visually highlight fresh produce and healthy foods
- In-store marketing for fresh produce and healthy foods (shelf signs, posters, flyers, etc.)
- Assistance in promoting store changes to neighborhood residents
- Information and training on purchasing, pricing, stocking and marketing healthy foods
- Small business development resources from the City of Minneapolis such as loan opportunities

To become a part of the *Healthy Corner Store* program, each store must commit to:

- Increasing stock of healthy foods including:
 - 3 new items of fruits and vegetables
 - 2 new items of whole grain products
 - 2 new items of low-fat and/ or skim dairy products
- Displaying marketing materials within the store
- Participating in training for produce purchasing, stocking, handling and marketing
- Documenting and sharing product sales

To elicit participation from convenience stores, MDHFS will send a letter and application to become part of MDHFS' *Healthy Corner Store Program* to each store located within the aforementioned priority communities/neighborhoods. Stores will be selected based on the following primary criteria:

Primary Selection Criteria

- Must have an existing infrastructure that support project goals such as space to display new inventory of fresh produce and healthy foods
- Must be located in priority communities/neighborhoods (Near North, Phillips, University

(Cedar/Riverside) and Longfellow (Seward)

- WIC authorized and/or accept EBT
- Willingness to partner with MDHFS and interest in improving the health of the community
- Ability to collect sales data on fresh produce and healthy foods

Secondary Selection Criteria (to be applied if needed)

- Located near *Healthy Housing, Healthy Communities Sites*
- In compliance with produce component Minneapolis Staple Foods ordinance