

Do Healthy Corner Stores maintain  
improvements after the  
completion of an intervention?

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# Project FIT

- Funded by BCBS of MI
- School, Community, & Messaging Intervention
- Within 4 low-income, ethnically diverse elementary schools & surrounding community
- Address healthy eating & physical fitness
- Healthy Corner Store pilot project was a community component

Reference: Eisenmann, J., Alaimo, K., Pfeiffer, K., Paek, H., Carlson, J., Hayes, H., **Thompson, T.**, Kelleher, D., Oh, H., Orth, J., Randall, S., Mayfield, K., Holmes, D., Project FIT: Rationale, design, and baseline characteristics of a school- and community-based intervention to address physical activity and healthy eating among low-income elementary school children. BMC Public Health 11:607 (2011)

# Healthy Corner Store Pilot Program

- Modeled after the Food Trust Healthy Corner Store Network
- Assessed Pre & Post-intervention using Nutrition Environment Measures Survey for Stores (NEMS-S)
- Involved 4 small markets (1 dropped out)
- Benefits offered to stores:
  - Small capital investment
  - Nutrition education
  - Sourcing
  - Marketing

# How did we define “healthy food”?

- Whole Grain Carbohydrates
- Low-fat Dairy
- Fruits (fresh, frozen, and canned - in juice or light syrup)
- Vegetables (fresh, frozen, and canned - lower sodium, 290 mg or less)
- Nuts and Beans

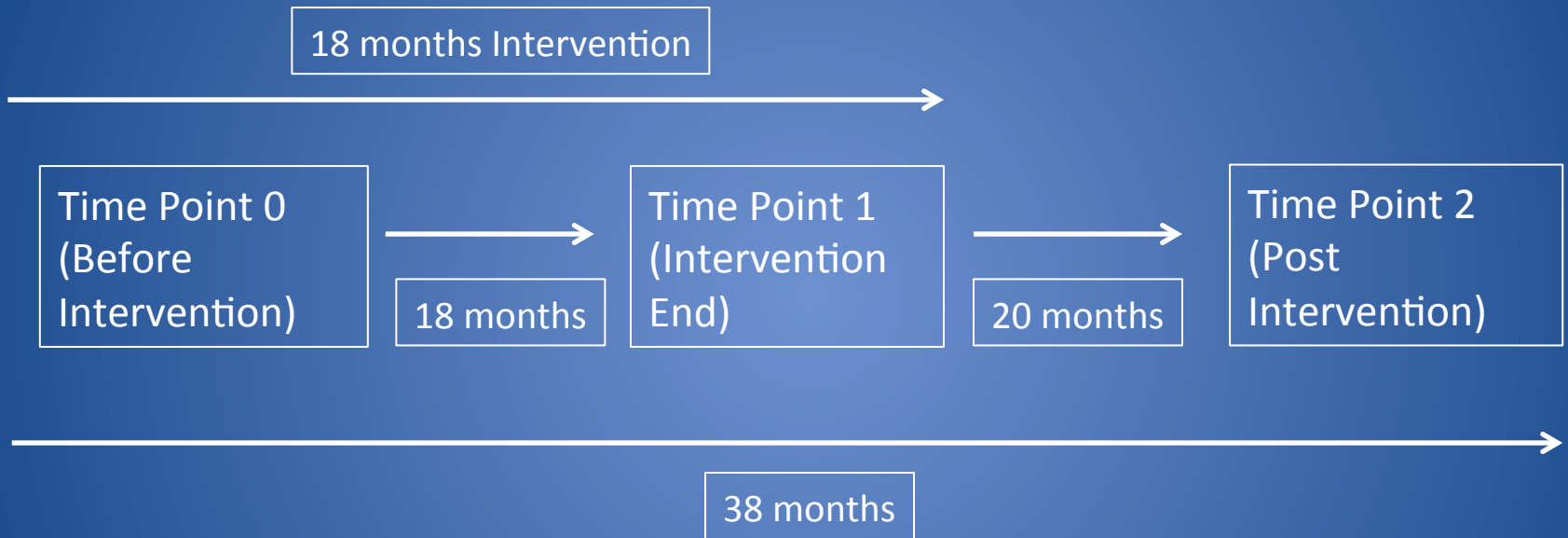
# Neighborhood Characteristics

Store	A	B	C	
Neighborhood	Garfield Park	Roosevelt Park	East Hills	Baxter
Population	15,761	5642	3420	2395
%White	27.8	9.5	66.6	17.2
%Black	24.0	11.1	16.7	66.0
%Hispanic	44.6	76.6	12.0	13.3
%Children	35.0	39.9	9.9	23.1
%Only High School or GED	41.7	29.2	41.5	58.4
%No Diploma	34.3	63.5	17.0	29.1
<b>%Poverty</b>	<b>57.6</b>	<b>58.7</b>	<b>55.8</b>	<b>42.1</b>

# Store Characteristics

Store	A	B	C
Store Sq. Ft.	3246	4015	6834
# Aisles	1	5	7
Cash Registers	2	2	3
Capital Improvement	Outside Kiosk	New Freezer	Cooler Repair

# Timeline



# NEMS Results

<b>Food Category</b>	<b>Store A</b>			<b>Store B</b>			<b>Store C</b>		
<b>NEMS Score</b>	<b>Pre</b>	<b>Post</b>	<b>Follow up</b>	<b>Pre</b>	<b>Post</b>	<b>Follow up</b>	<b>Pre</b>	<b>Post</b>	<b>Follow up</b>
<b>Any Fruit Product</b>	<b>17</b>	<b>11</b>	<b>8</b>	<b>10</b>	<b>15</b>	<b>22</b>	<b>5</b>	<b>8</b>	<b>10</b>
<b>Any Vegetable Product</b>	<b>24</b>	<b>20</b>	<b>18</b>	<b>16</b>	<b>18</b>	<b>20</b>	<b>16</b>	<b>17</b>	<b>24</b>
<b>Total Low Fat Dairy</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Total Whole Wheat</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>3</b>	<b>2</b>



# Results

2 of 3 stores sustain  
& even increase  
healthy food scores  
(NEMS-S)

# Conclusions

- Healthy Corner Store programs may continue to be successful in increasing access to healthy foods in low income neighborhoods even after completion of the intervention and funding ceases.
- Store owner enthusiasm for the project appears to be an important factor for sustaining or increasing changes.

# Acknowledgements

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Thank you!

Questions?