

Healthy Food Around the Corner

Prepared for the 2012 Health Educator's Institute,
Loudenville, Ohio – November 20, 2011

**fresh
foods
HERE**



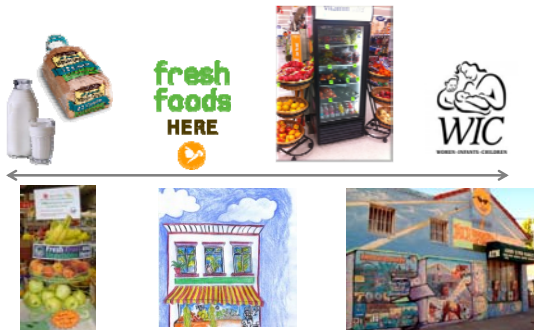
Jill Clark, Ohio State University
David Ciccone, United Way of Central Ohio
Patrick Kaufman, Franklinton Gardens

Healthy Corner Stores?

Food desert "solutions":

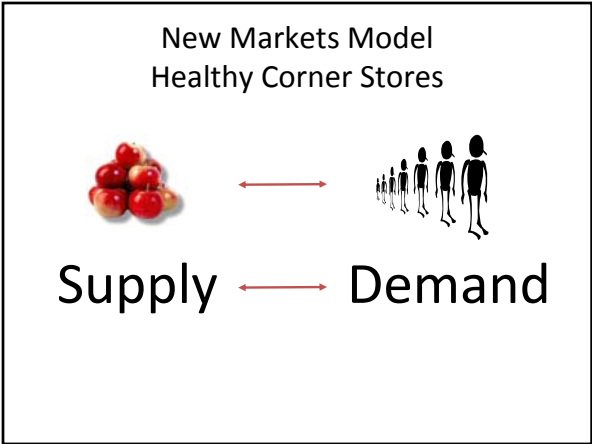
- Creating new outlets
 - Traditional model
 - Alternative model
- Utilizing alternative distribution methods
- Developing new transportation opportunities
- Increasing the healthiness of food offerings at existing outlets

Healthy Corner Stores?

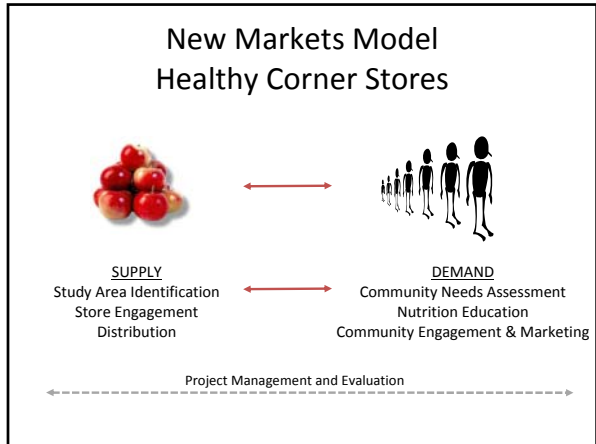




Best Practices



New Markets Model Healthy Corner Stores



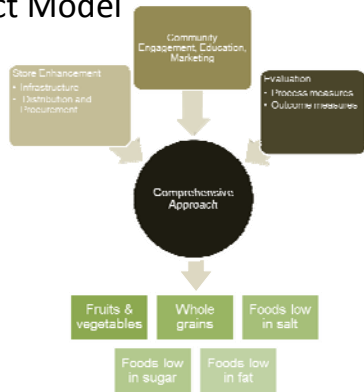
Resources

- Other project managers and community leaders!
- Delridge Healthy Corner Store Project: A Toolkit for Community Organizers & Store Owners - www.healthycornerstores.org/wp-content/uploads/resources/Delridge_HCS_Toolkit.pdf
- OSU Center for Farmland Policy Innovation - cffpi.osu.edu
- Inst. for Agriculture and Trade Policy, Healthy Cornerstores Project - www.iatp.org/localFoods/project_healthyCornerstores.cfm
- Healthy Corner Stores Network - healthycornerstores.org
- Local Harvest- www.localharvest.org

Resources, cont.

- Rural Grocery Store Sustainability Initiative - www.ruralgrocery.org/about
- Obama Administration's Healthy Food Financing Initiative
- Food Environment Atlas - www.ers.usda.gov/foodatlas
- Healthy Stores - www.healthystores.org
- Neighborhood Groceries: New Access to Healthy Food in Low-Income Communities - www.cfpa.net/Grocery.PDF
- The Food Trust, Healthy Corner Store Initiative - www.thefoodtrust.org/php/programs/corner.store.campaign.php
- Market Makeovers - www.marketmakeovers.org

Project Model



Aligning Partners



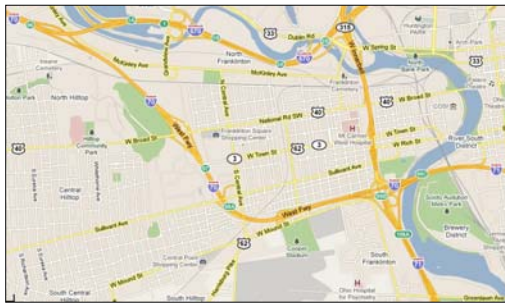
Clarifying Roles

Partner	Role
Columbus Public Health	provide access to data, advise development of evaluation methodology, and contribute expert advice and materials to inform project development and implementation
Franklinton Gardens	primary project manager ensuring all aspects of the initiative's work plan are fully developed and executed according to proposed timeline
Local Matters	support overall implementation efforts with specific responsibility for components of community engagement and education activities
The Ohio State University CFFPI	provide financial and technical assistance to the initiative; support coordination of community education resources available through The Ohio State University Extension
United Way of Central Ohio	serve as the fiscal agent for the project and lead facilitator of the Healthy Corner Store Collaborative

Managing Collaborative Efforts

- Shared resources
- Shared decision making
- Shared accountability

Historic Franklinton



Historic Franklinton



Food Desert



Franklinton Gardens: Growing Food



Franklinton Gardens: Sharing Food



Family Market



Family Market



Family Market