St. Louis Healthy Corner Store Project
Store and Neighborhood Selection Criteria

In communities that lack a supermarket, many families 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. The St. Louis Healthy Corner Store Project was launched in 2011 through collaboration between the City of St. Louis Departments of Health and Public Safety, University of Missouri Extension, and the St. Louis Development Corporation, to improve access to healthy, affordable foods in city neighborhoods. In partnership with communities and corner store owners, the St. Louis Healthy Corner Store Project will deliver a comprehensive approach that combines nutrition education and greater availability of affordable, nutritious food.

The St. Louis Healthy Corner Store Project is currently accepting nominations for the 2014 program year. Nominations will be accepted from City of St. Louis aldermen, neighborhood stabilization officers, neighborhood-based non-profits, neighborhood associations, schools, churches and community leaders. The nomination process requires the identification of both a neighborhood corner store and a leadership group in that community. Since the start of the project, we have found that community leadership and support of the corner store owner plays a vital role in the success of the program.

The nomination form, and other information, will be available on the St. Louis Healthy Corner Store Project website at: http://extension.missouri.edu/stlouis/healthycornerstore.aspx.

Nominations are due on Tuesday, November 26, 2013.

Selection Criteria
Store nominations will be evaluated using a variety of factors related to neighborhood support, local health conditions, and store capacity. While not all criteria must be met in order for a store and neighborhood to be selected, priority will be given to applications that meet the majority of the factors.

Neighborhood Support:

□ Presence of a neighborhood-based organization, comprised primarily of residents, that can support the overall project by working with the store owner/manager, plan neighborhood activities and arrange nutrition education classes with the HCS team.

□ Presence of other neighborhood revitalization efforts or activities that promote healthy eating and active living in the community.

□ Presence of a youth-serving organization, youth group and/or school located near the store.

□ Aldermanic and community support.

Health Context:

□ Neighborhood characteristics indicating the need for the project (e.g., percentage of population below the poverty line, percentage of population without regular access to a vehicle, distance to the nearest supermarket, diabetes rates, etc.).

Store Capacity:

□ Store is structurally sound, has cold storage and shelf space, and operates with appropriate health permits.
Interest and willingness from the store owner/manager to alter product inventory in order to increase availability of healthy, affordable foods.
Willingness to work with assigned grocery professional mentor and community partner.

What does it mean to be a Healthy Corner Store?
If selected to participate in the project, corner store owners/managers agree to sell healthy foods and create a healthy store environment. The following are criteria to participate in the St. Louis Healthy Corner Store Project:

- Regularly stock (some, not all are required):
  - Fruits and vegetables (fresh, canned, and frozen)
  - Low fat dairy
  - Whole grain and shelf stable products (i.e., cereal, crackers, rice)
  - Healthy beverages (i.e., 100% fruit juice, water)
  - Healthy snacks (i.e., pretzels, granola bars)
- Already accept or apply to accept food stamps/EBT.
- Mark prices on healthy foods and beverages.
- Display promotional and nutrition education materials provided by the Healthy Corner Store Project.
- Keep food fresh and food displays clean.

What benefits and resources does a Healthy Corner Store receive?
- A mentor, with grocery retail experience, will be paired with each store owner/manager. The mentor will provide support in store layout, merchandising, pricing and promotion.
- The store owner/manager will receive the St. Louis Healthy Corner Store Resource Guide with information on food safety, handling and storage.
- Healthy Corner Store display items (i.e. baskets, signs, etc.).
- In-store promotion events such as samples of healthy items.
- Assistance in identifying producers and distributors to obtain low-cost fresh fruits, vegetables, dairy and other healthy items.
- Access to business development resources.
- Publicity and promotion within the neighborhood as a participating Healthy Corner Store.
- Community support from the Neighborhood Leadership Team.

What benefits and resources are available for Neighborhood and Youth Leadership Teams?
- Resources and support for neighborhood and youth projects and events that promote the participating healthy corner store.
- Support for community health and wellness activities.
- Nutrition education classes held in the community.

For more information about the St. Louis Healthy Corner Store Project, please contact:

**Kara Lubischer**
University of Missouri Extension  
314.516.6392  
lubischerk@umsl.edu

**Pat Curtis**
City of St. Louis Department of Health  
314.657.1546  
curtisp@stlouiscity.com

Visit the St. Louis Healthy Corner Store Project website at  
[http://extension.missouri.edu/stlouis/healthycornerstore.aspx](http://extension.missouri.edu/stlouis/healthycornerstore.aspx)