



The Food Trust Healthy Corner Store Initiative

Philadelphia, Pennsylvania



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INTRODUCTION

The Problem: Food Access Inequality for American Communities

More than 50 million people lived in food-insecure households in the US in 2009, including 17.2 million children.¹ Millions of people live in “food deserts” –neighborhoods where stores carrying healthy food options are not located close enough for community members to have adequate access. Communities with food insecurity see much higher rates of diet-related diseases such as obesity, diabetes, hypertension, and coronary heart disease than higher-income neighborhoods with better access to healthy food.

The landscape of food helps define the lifestyle and environment of the communities we live in. During the depopulation of urban city centers by white, middle-class families beginning in the 1960s and 1970s, grocers and major supermarket owners also fled into suburban areas². This left communities in a state of “food insecurity” defined by the USDA as “limited or uncertain availability of nutritionally adequate and safe foods” mostly due to lack of resources.³ This trend continues with an excess of liquor and convenience stores in neighborhoods that mainly carry processed & packaged unhealthy food items.

Not only does unequal access to healthy food affect individual and community health outcomes, these communities may not benefit from ancillary economic developments of healthy food sources. These can include the creation of decent paying jobs that lead to career paths or the upward movement that stems from successful and sustainable local businesses. In the current economic climate, individuals and agencies interested in joining the movement to increase community access to healthy food must consider the best strategies around healthy food availability that will also stimulate the economic growth and vitality of the community.

1 USDA Economic Research Service. (2009)

2 Treuhaft, S. & Karpyn, A. (2010) The Grocery Gap: Who Has Access to Healthy Food and Why It Matters. PolicyLink. Retrieved on June 26, 2011 from: http://www.policylink.org/site/c.lkIXLbMNjrE/b.5860321/k.A5BD/The_Grocery_Gap.htm.

3 Gallagher, M. (2010) Food Desert & Food Balance Community Fact Sheet. Retrieved on July 11, 2011 from <http://www.marigallagher.com>.

A Viable Solution: Healthy Corner Stores

Created to address the triple bottom line of people, planet, and profit, Philadelphia's *Healthy Corner Store Initiative*, spearheaded by *The Food Trust*, puts the corner storeowner at the center. It's part of a national effort to increase food access by empowering communities to support their local stores and change the food landscape.

There have been several proposed solutions to increase access to healthy, affordable food in communities, the most realistic include:

- Creation of new supermarkets and mid-size grocery stores
- Improving existing stores
- Building and sustaining Farmers Markets

Of these options, improving existing stores can be more time and resource efficient. No new land is required and the storeowners can be confident when adding new healthy products because their customer base is already developed. It is the work of the communities surrounding these corner stores to be supportive by purchasing healthy food and encouraging to their children and neighbors to do the same.

This document highlights the work of *The Food Trust*, a national non-profit organization, on their work on the *Healthy Corner Store Initiative*, a program developed and implemented in Philadelphia, PA as a viable strategy to increase food access in low income communities and communities of color.

We've included a timeline of the Healthy Corner Store Initiative, documenting the progress of The Food Trust along with a list of partners involved in the process.



CASE STUDY

The Food Trust: National Leaders in the Movement for Healthy Corner Stores

The Fresh Food Financing Initiative (PA FFFI), launched in Pennsylvania, has now been implemented in 15 states across the country. An initiative of the state legislature, the program was developed through partnership with The Food Trust, The Reinvestment Fund (TRF) and the Greater Philadelphia Urban Affairs Coalition (GPUAC) to encourage the development of new supermarkets in communities with little or no access to healthy, affordable food through a \$120 million public-private partnership.

The Healthy Corner Store Initiative (HCSI) was implemented in conjunction with and partially funded in its beginning stages by PA FFFI, which helped support existing fresh food retail to supplement the new supermarket development. HCSI, originally a youth-focused program, aims to improve the food landscape in Philadelphia communities by increasing availability of healthy, affordable food in existing corner stores. HCSI has a youth-focused program with four major components: Nutrition Education, Youth Leadership, a social marketing campaign called *Snackin' Fresh*, and the opportunity for local corner stores⁴ to be at the center of the fight for equal access to healthy food for children. The program engages local storeowners, encouraging them to sign up for the *Philadelphia Healthy Corner Store Network*. Step-by-step, The Food Trust works with the storeowners to support their healthy food marketing endeavors with the goal of mini-conversions for new shelving and refrigeration all the way to full store conversions for dedicated and successful corner stores.

As of 2010, HCSI has been expanded and resourced as a strategy of Philadelphia Department of Public Health's *Get Healthy Philly* initiative to reduce obesity and encourage healthy lifestyles. Before this partnership, The Food Trust was supporting 40 member stores. The program has now grown to include 600 stores and almost 40 small-scale conversions with the help of mini-grants as of August 2011. The goal of *Get Healthy Philly* is to expand the HCSI to 600 corner stores throughout the city of Philadelphia by March 2012⁵.

4 "Corner store" is defined throughout this document as a small store of fewer than 1,000 square feet with 2 or fewer cash registers.

5 *Get Healthy Philly-Healthy Eating and Active Living Updates*. April 2011.

The Food Trust collaborated with the Temple University Center for Obesity Research and Education (CORE) and the School District of Philadelphia to partner in conducting an evaluation of the snacking habits of children, published in 2009. This study found children were most frequently purchasing high-calorie, low-nutrition items like chips, candy, and sugary beverages, which confirmed the need for corner stores to be at the center of Obesity Prevention and the healthy food access efforts of The Food Trust. Brianna Almaguer Sandoval, project manager of HCSI at The Food Trust, explains, “corner stores are a frequent destination for children, 53% of whom stop there at least once a day for snacks.”⁶ The findings of the 2009 study, along with the work of The Food Trust, bring academic research and organizing work together in the effort to improve the health of children living and going to school in low-income neighborhoods through corner store interventions.

The storeowners partnering with The Food Trust are responsible for ensuring that the children who stop at their store before and after school are able to make healthy choices. In doing so, they empower their business and directly contribute to the health and well-being of the communities they serve. Peralta Grocery, owned by Julio Alberto, and K&D International Market, owned by Mr. Seydoh Dao have both been successful since they became members of the Philadelphia *Healthy Corner Store Network*. “Mr. Alberto reports that business has substantially increased since he began offering fresh produce and other healthy products as part of this program and residents from the other end of the neighborhood are walking to his store because he sells healthy products that the other stores in the area do not offer”, says Sandoval. “Also, as a result of our intervention efforts, Mr. Dao has increased his inventory of fruits and vegetables by 75%”.⁷

Since its introduction to the Philadelphia *Healthy Corner Store Network* in the beginning of last summer, Ly’s Variety Store in South Philly has installed a new refrigerator and owner Ly Chia is dedicated to making healthy options available for her customers.⁸ The Food Trust’s *Philadelphia Healthy Corner Store Network* makes it possible for storeowners like Alberto, Dao, and Chia to receive valuable support through training, technical assistance, healthy product identification, placement, and other resources to keep their healthy food business profitable and up to date.

The Healthy Corner Store Initiative (HCSI) partially funded in its beginning stages by PA Fresh Food Financing Initiative, which helped support existing fresh food retail to supplement the new supermarket development. The PA FFFI is a national success story as a public-private partnership to increase

6 Sandoval, Brianna. Program Manager of Healthy Corner Store Initiative. Personal interview, June 17, 2011.

7 Ibid.

8 Chia, Ly. Owner of Ly’s Variety Store. Personal communication. July 11, 2011.

food access. Before the implementation of PA FFFI, the city of Philadelphia had the second lowest number of grocery stores per capita in the U.S. after Boston. As of 2009, 68 new or existing grocery stores have been developed in underserved communities, 400,000 residents have increased access to healthy food, and 3,700 jobs have been created or retained.⁹

The Food Trust's *Healthy Corner Store Initiative* is funded in part by The Philadelphia Department of Public Health's *Get Healthy Philly* initiative through Communities Putting Prevention to Work, a \$25.4 million dollar grant awarded to the City of Philadelphia, \$15 million of which is devoted to Obesity Prevention.¹⁰ The Food Trust is doing work on the ground through HCSI with both intervention & evaluation to create models that can be replicated in other cities and towns. The National Healthy Corner Store Network is a platform for sharing that knowledge.¹¹

While the Food Trust is working on the ground to do healthy intervention and evaluation work in corner stores, a national network has been formed for professionals working on corner store issues, as a platform for sharing resources, best practices and other information. The *Healthy Corner Stores Network* offers the most complete and relevant information and support through a website, national conference calls, in-person meetings, and a listserv. "From June 2010 to May 2011, there were 10,843 visits to the site, 57% (6,410) of them from new visitors," explains Laurel MacMillan, Community Building Program Manager at Community Food Security Coalition. "This demonstrates the growing interest of using HCS as a strategy to combat food access issues in communities across the country."¹²



9 PolicyLink, 2010. *A National Fresh Food Financing Initiative: An Innovative Approach to Improve Health and Spark Economic Development*. <http://bit.ly/ntgoG3>

10 Solomon, Sara. Nutrition & Physical Activity Program Manager for Get Healthy Philly. Personal Communication. July 18, 2011.

11 Sandoval, Brianna. Program Manager of Healthy Corner Store Initiative. Personal interview, June 17, 2011.

12 MacMillan, Laurel. Community Building Program Manager at Community Food Security Coalition. Personal communication. July 26, 2011.

TIMELINE

1999–2001

Mapping Food Access in Philadelphia – Evidence of the Need for Increased Access to Healthy, Affordable Food

The Food Trust hired Amy Hillier, Assistant Professor of City & Regional Planning at PennDesign, to map the intersection of food access, income level, & diet-related deaths in Philadelphia in Geographical Information Systems (GIS). The Food Trust published the maps in *The Need for More Supermarkets*.

This report was disseminated to the general public, the Philadelphia City Council and other public officials.

2001–2003

Finding the Intersection Between Nutrition Education & Corner Stores

The Food Trust developed the School Nutrition Policy Initiative to change the school environment to support healthy eating, increase physical activity, and decrease the prevalence of childhood obesity. As part of their initial assessment, corner stores were identified as places where significant number of youth purchased high calorie snacks and beverages before and after school. The Food Trust began to build a youth-focused program around corner stores and snacking habits.

To understand more about children’s snacking habits, The Food Trust and Temple’s CORE began looking at the corner stores close to schools, documenting purchases made by children before and after school. The Food Trust’s Director of Research & Evaluation, Allison Karpyn, in collaboration with CORE, pushed this method of data collection forward. Although time and resource intensive, these Intercept Interviews were part of the foundation for The Food Trust’s corner store work, and later be utilized in other research.

2002

Philadelphia City Council held public hearings and directed the Food Trust to convene the Food Marketing Task Force.

2004

The Food Trust takes the spotlight in food access work with the implementation of PA Fresh Food Financing Initiative and the Healthy Corner Store Initiative

The Food Trust's Healthy Corner Store Initiative is a comprehensive approach combining nutrition education and increased access to healthy, affordable food by creating partnerships with communities, schools, grocers, farmers, and policymakers.

The initiative includes four main components:

1. *Nutrition Education* – focused on healthy snacking
2. *Youth Leadership* – assessing the food environment and creating change around healthy eating.
3. *Snackin' Fresh Social Marketing Campaign*, designed by and for youth.
4. *Corner Stores* – initially introducing Snackin' Fresh brand youth snacks and later introducing fresh produce and healthy food options children would like. The corner store program includes a local Philadelphia *Healthy Corner Store Network* to support and connect corner storeowners, community members, and local farmers.

September 2004

The Pennsylvania Fresh Food Financing Initiative is implemented

A public-private partnership between The Food Trust, The Reinvestment Fund and Greater Philadelphia Urban Affairs Coalition was formed as a statewide effort to invest in the development of new grocery stores as a strategy to increase food access in Philly.

September 2004–June 2006

The Robert Wood Johnson Foundation Grant funds The Food Trust youth-oriented corner store intervention work

This two-year \$117,400 Developing a School and Community-Based Intervention to Prevent and Reduce Obesity Among Fourth to Eighth Grade Students grant resourced The Food Trust's corner store

and youth leadership work in and around Philadelphia elementary schools. RWJF reported the following results:

- Children decreased their visits to corner stores by 10 percent per week.
- Children purchased snacks with less fat and fewer calories and spent less money at corner stores.
- Students' knowledge of healthy eating improved significantly.

2005

Creating connections between Healthy Corner Store Practitioners

The Food Trust formed the first national Healthy Corner Stores Network under the name Healthy Community Store National Network as a valuable tool of communication for method and resource sharing between organizations, practitioners, and academic institutions doing Healthy Corner Store work. Among founding members was The Food Trust's Hannah Burton Laurison, now senior associate at the National Healthy Corner Stores Network's co-convening organization, Public Health Law and Policy.

2006

Romano's Grocery, a Philadelphia corner store, begins the journey to become a fully renovated Green Bodega model store

Juan Carlos Romano, owner of Romano's Grocery, began participating in the Healthy Corner Store Initiative in 2005. With the persistent outreach and assistance from The Food Trust including James Johnson-Piett, now Founder and CEO of the National Healthy Corner Stores Network's co-convening organization Urbane Development, Romano's received funding for a full store conversion into a sustainable, healthy food retail business.

2007

The National Healthy Corner Store Network is re-conceived and expanded as a collaboration

The collaboration includes The Food Trust, Public Health Law & Policy, Community Food Security Coalition, and Urbane Development.

The National Healthy Corner Stores Network expanded from around 35 members in 2005 to becoming a large national network of storeowners, farmers, community members, local government staff, nonprofit organizations, funders and other people doing corner store work. Through webinars, conference calls, a listserve, and a website (www.healthycornerstores.org) members communicate around best practices, experiences, and work together to develop and refine effective solutions to challenges to avoid 're-inventing the wheel'.

2008

Baseline evaluation of the measurable effects of corner stores on child snacking habits

January–June 2008

Temple University conducts Observational Study

In partnership with The Food Trust and the School District of Philadelphia, Temple University's Center for Obesity Research and Education conducted an observational study with the objective of documenting purchases children made when they left school into an environment full of corner stores. The participants of the study were children grades 4-8 from ten urban K-8 Philadelphia schools where greater than 50% of students were eligible for free or reduced-priced meals. The study consisted of Intercept Surveys conducted before and after school (outside of the 24 corner stores involved in the study), inventories of the stores' snacks and drinks and BMI measurements from consenting youth.

2009

Pediatrics Journal article determines need for corner stores to be at the center of Obesity Prevention and food access work, especially for youth

November 2009

***Snacking in Children: The Role of Urban Corner Stores* is published in the *American Academy of Pediatrics*¹³**

This study found corner stores to have a major impact on the snacking choices of Philadelphia elementary school children. The average student spends \$1.07 per a purchase of more than 350 calories in one store visit. 29% of students shop at corner stores twice a day, five days a week, and eat almost a pound of additional calories every week.

This evidence that the corner store environment plays a direct and harmful role in the health of children living and going to school in underserved neighborhoods, gives full support to project strategies and goals of the *Healthy Corner Store Initiative*.

2010

The City of Philadelphia partners with The Food Trust to improve the quality of life of Philadelphians through increased access to healthy food

March 2010

The City of Philadelphia Department of Public Health funds Healthy Corner Store Initiative under *Get Healthy Philly* initiative

The City of Philadelphia, Department of Public Health was the recipient of a \$25 million Communities Putting Prevention to Work Grant, \$15 million devoted to Obesity Prevention

Get Healthy Philly: Working together for a Healthy, Active, and Smoke-Free City

Through partnerships with government agencies like CDC, community-based organizations like The Food Trust, and others, Get Healthy Philly aims to:

- Increase the availability and affordability of healthy foods
- Decrease consumption of unhealthy foods and beverages
- Increase physical activity among Philadelphians

13 Borradaile, K. E. et al., 2009. *Snacking in Children: The Role of Urban Corner Stores*. *American Academy of Pediatrics*, 24(5).

Before the Healthy Corner Store Initiative was funded under Get Healthy Philly, The Food Trust was supporting 40 stores, also members of the Healthy Corner Stores Network.

2011

The Food Trust is bolstered by the expansion and growing support around Healthy Corner Stores in Philadelphia

As of August, Get Healthy Philly reported 600 corner stores have been recruited to the Healthy Corner Store Initiative and nearly forty stores have undergone conversions enabling them to sell fresh produce, lean meats, and low-fat dairy products.¹⁴

The goal for March, 2012, is for 600 Healthy Corner Stores to be a part of the Philadelphia Healthy Corner Store Initiative and – as active members of the Healthy Corner Store Network – work together to increase food access.



14 City of Philadelphia, Dept. of Public Health. Get Healthy Philly-Healthy Eating and Active Living Updates. April 2011.

CREDITS AND PARTICIPANTS

Organization Descriptions

The Food Trust

(convener of Healthy Corner Store Network)

<http://thefoodtrust.org/>

The Food Trust is a national non-profit organization based in Philadelphia, PA dedicated to making healthy food accessible to all people. Partnering with communities, schools, farmers, grocers, and policymakers, The Food Trust has developed many comprehensive programs that address nutrition education and food security. The *Healthy Corner Store Initiative* is a program of The Food Trust to support corner stores in expanding their merchandise to include healthy food options such as produce, whole grains, and low-fat dairy products. The Food Trust works in partnership with institutions including: Temple University, School District of Philadelphia, University of Pennsylvania, and City of Philadelphia Department of Public Health among many others.

Public Health Law & Policy

(convener of Healthy Corner Store Network)

<http://www.phlpnet.org/>

For more than a decade, Public Health Law & Policy (PHLP) has worked to strengthen the capacity of local communities and government agencies to effect policy change. PHLP works directly with advocacy groups, elected officials, and government agencies by providing in-depth legal and policy analysis that serves to strengthen their capabilities, and enable them to take effective action towards positive health outcomes. Through a cross-disciplinary approach, PHLP promotes equity and ensures ownership of policy successes at the community level. PHLP specializes in creating model laws and policies, developing educational toolkits and fact sheets, and providing on-demand training and technical assistance to support public health advocates in their policy reform efforts. Our interdisciplinary team of lawyers, urban planners, architects, policy analysts, and public health professionals successfully apply this approach to the challenges of childhood obesity prevention, tobacco control, global climate change, economic development and redevelopment, housing, food environments, land use planning, and improving the built environment to promote health.

Community Food Security Coalition (CFSC)

(convener of Healthy Corner Store Network)

<http://www.foodsecurity.org/index.html>

A North American coalition of diverse people and organizations working from the local to international levels to build community food security. With a membership of almost 300 organizations from social and economic justice, anti-hunger, environmental, community development, sustainable agriculture, community gardening and other fields, CFSC is dedicated to building strong, sustainable, local and regional food systems that ensure access to affordable, nutritious, and culturally appropriate food to all people at all times. The Coalition provides a variety of training and technical assistance programs for community food projects; support the development of farm to school and farm to college initiatives; advocate for federal policies to support community food security initiatives; and provide networking and educational resources.

Urbane Development

(convener of Healthy Corner Store Network)

<http://urbane-dev.com/>

A community and economic development firm that combines innovative business and economic development solutions with avant-garde social entrepreneurship and sustainability strategies into the hearts and minds of our clientele. Urbane offers an array of products and services designed to enhance small business performance, skills, and capacity while providing dynamic, granular market knowledge tailored to the needs of the client. Urbane engages clients through three core service components: retail attraction and retention program design for municipalities and other economic development entities; small business operational technical assistance, and sustainable design and development of commercial and mixed-use real estate. Urbane's client base includes municipalities, economic development agencies, financial institutions, real estate developers, and small businesses in US and international emerging markets.

Healthy Corner Stores Network

<http://healthycornerstores.org/>

Greater Philadelphia Urban Affairs Coalition

<http://www.gpuac.org/>



Educational Institutions

School District of Philadelphia

<http://www.phila.k12.pa.us/>

Temple University's Center for Obesity Research and Education (CORE)

http://www.temple.edu/medicine/departments_centers/research/Center_for_Obesity.htm

University of Pennsylvania Center for Weight & Eating Disorders

<http://www.med.upenn.edu/weight/>

University of Pennsylvania City & Regional Planning

<http://www.design.upenn.edu/city-regional-planning>

Local, State, and Federal Government

Philadelphia Department of Public Health "Get Healthy Philly" Initiative

<http://www.phila.gov/health/Commissioner/CPW.html>

Center for Disease Control & Prevention "Communities Putting Prevention to Work"

<http://www.cdc.gov/CommunitiesPuttingPreventiontoWork/>

Individual Biographies

Brianna Almaguer Sandoval

As Project Manager of the Healthy Corner Store Initiative, Brianna manages a staff of six full-time employees and several interns who work with corner store owners, suppliers, schools, youth, residents and community-based groups to increase the availability of healthy food in corner stores through

social marketing, store owner trainings and print resources (in English, Spanish and Korean) as well as through strategic investments in corner store layout. She also oversees the Snackin' Fresh initiative, which is the program's youth engagement and education component. Brianna also serves as co-convenor of the national Healthy Corner Store Network, which provides resources, information, training and consultation for professionals working on corner store and food access issues across the country. She frequently presents on strategies for improving access to nutritious food and promoting economic development through increasing healthy food retail at conferences, workshops, webinars and other meetings. Brianna has a Master of Science in Social Policy from the University of Pennsylvania. (source: Brianna Sandoval)

Allison Karpyn

As Director of Research and Evaluation at **The Food Trust**, Allison teaches program planning and evaluation as well as community assessment courses in the MPH program at Drexel University. Prior to joining The Food Trust, Allison worked in the corporate sector conducting quantitative and qualitative assessments for the pharmaceutical marketing industry. Additional research and evaluation work experiences include time at the Center for Policy Research in Education at The University of Pennsylvania as well as work with the Johns Hopkins Center for Technology in Education. Allison is a member of the American Public Health Association, Society for Public Health Education and the American Evaluation Association and certified as a professional researcher by the Marketing Research Association. She earned her Bachelors degree in Public Health at the Johns Hopkins University and her Masters and Doctorate degrees in Policy Research Evaluation and Measurement at the University of Pennsylvania.

<http://www.cphi.upenn.edu/AllisonKarpyn.shtml>

Amy Hillier

University of Pennsylvania, Assistant Professor; Co-director, Cartographic Modeling Laboratory City & Regional Planning Department.

http://www.design.upenn.edu/people/hillier_amy?destination=people%3Ffilter1%3D20

Ly Chia

Ly's Variety Store is located in South Philadelphia and is a new member of the *Healthy Corner Stores Network*. Ly Chia, the storeowner, is working with representatives of The Food Trust to follow through on a Mini-Conversion Business Plan, which will help Chia expand the variety of merchandise to include fresh produce and protein and dairy products. Ly's Variety Store sells general merchandise such as foods, snacks, beverages, and household products. With the new addition of a refrigerator, produce baskets and signage, Chia is interested in continuing to offer healthy food options and serve the customers on the busy street her store is located.

Hannah Burton Laurison

Hannah Burton Laurison is a senior associate with **Public Health Law & Policy's** *Planning for Healthy Places* project, where she specializes in community and economic development. Prior to joining PHLP, she staffed an \$80 million public-private initiative that worked to develop new grocery stores in Pennsylvania's low-income communities. She has also served as a consultant to the U.S. Department of Agriculture, coordinated a hunger relief program, and organized community gardens in low-income communities. She is the author of *Stimulating Supermarket Development*; a contributor to *The Price Is Wrong: Getting the Market Right for Working Families in Philadelphia*, published by the Brookings Institution; and a co-author of *What's Cooking in Your Food System: A Guide to Community Food Assessment*. She is a graduate of Brown University (magna cum laude and Phi Beta Kappa) and Tufts University's Department of Urban and Environmental Policy and Planning.

James Johnson-Piett

James is responsible for the overall management of operations and strategic vision for **Urbane Development**, a community and economic development firm based in Philadelphia. Prior to Mr. Johnson-Piett's tenure at Urbane, he served as a program manager for The Food Trust's Fresh Food Financing Initiative – a \$120M public-private loan fund. He also managed the Healthy Corner Store Initiative and Green Supermarkets Initiative, which worked to integrate sustainable design and development practices into supermarket development. Currently, he serves on the Board of Directors of the Community Food Security Coalition, is a Co-Convener of the National Healthy Corner Stores Network, an advisory council member for the USDA Healthy Urban Food Enterprise Development program, and a member of the Philadelphia Development Partnership's Young Entrepreneur's Advisory Board. Mr.

Johnson-Piatt is an alumnus of Swarthmore College with a B.A in Political Science and Environmental Studies. (source: James Johnson-Piatt)

Laurel MacMillan

As Community Building Program Manager at **Community Food Security Coalition**, Laurel works to develop programs and information sharing on the intersection of food systems and community economic development. She co-coordinates the Healthy Corner Store Network, provides support to Communities Putting Prevention to Work-funded groups on healthy corner stores, and coordinates several other technical assistance services targeting Community Food Projects applicants and grantees. She has over 11 years of community and economic development experience, from industry cluster development at Oregon's largest economic development agency to utilizing art as a community development tool at the Oregon Arts Commission. As an experienced facilitator, trainer and project manager, Laurel most recently worked as the Economic Vitality Program Manager for Rural Development Initiatives, an Oregon-based community development nonprofit building leadership and capacity in the rural Northwest.

Giridhar Mallya, MD, MSHP

Giridhar has been the Director of Policy and Planning for the **Philadelphia Department of Public Health** since October 2008. In this position, Dr. Mallya helps to define public health priorities for the City, coordinates the Department's research and data analysis activities, and works with key leadership—including the Board of Health and the Air Pollution Control Board—to set policies and develop regulations. He is also the Primary Investigator for Philadelphia's CDC-funded *Communities Putting Prevention to Work* Tobacco Policy & Control and Nutrition & Physical Activity initiatives. Dr. Mallya graduated from Brown University Medical School in Providence, RI, and completed a residency in Family and Community Medicine at Thomas Jefferson University Hospital in Philadelphia. Following residency, Dr. Mallya was a Robert Wood Johnson Clinical Scholar at the University of Pennsylvania where he received a Masters Degree in Health Policy Research.

Sara Solomon, MPH, RD

Sara Solomon is the City of **Philadelphia Department of Public Health's** Nutrition and Physical Activity Program Manager for the Communities Putting Prevention to Work program, "Get Healthy

Philly”. As program manager, Ms. Solomon manages nearly 20 interventions that aim to increase access and affordability of healthy foods and increase opportunities for physical activity. Get Healthy Philly interventions are located across a variety of settings including educational institutions, workplaces, community food retail establishments, the built environment, and the media. Ms. Solomon received her BA in Journalism from the University of Wisconsin. She received her Master of Public Health (MPH) and her registered dietitian (RD) certification at the University of Minnesota, School of Public Health. Her recent publications include a chapter examining school-based strategies to improve nutrition and physical activity, and quantitative and qualitative findings on strategies to reduce type-2 diabetes in youth from a national NIH-funded diabetes prevention study in middle schools.

Mayor of the City of Philadelphia Michael A. Nutter

<http://www.phila.gov/mayor/bio.html>

Philadelphia City Council

<http://www.phila.gov/citycouncil/>

Philadelphia Department of Public Health “Get Healthy Philly” Campaign

<http://www.phila.gov/health/Commissioner/CPW.html>

Donald F. Shwarz

Philadelphia Health Commissioner and Deputy Mayor for Health and Opportunity

<http://www.phila.gov/health/Commissioner/>

Healthy Corner Store Initiatives in cities around the U.S.

- Compre lo Fresca de Nuestra Region “Buy Fresh, Buy Local”, East Salinas, CA
- Mandela MarketPlace Healthy Neighborhood Store Alliance, Oakland, CA
- New Haven Healthy Corner Store Initiative, New Haven and Hartford, CT
- Healthy in a Hurry Initiative, Louisville, KY
- New Orleans Healthy Corner Store Initiative, New Orleans, LA
- Baltimore Healthy Corner Store Program, Baltimore, MD
- Healthy on the Block, Boston, MA
- Detroit FRESH: The Healthy Corner Store Project, Detroit, MI
- Minneapolis Healthy Corner Store Program, Minneapolis, MN
- The Fresh Bodegas Project, Harlem, NY
- NYC Healthy Bodegas Initiative, New York, NY
- Healthy Foods, Healthy Neighborhoods: Cleveland Cornerstore Project, Cleveland, OH
- Tulsa Healthy Corner Store Initiative, Tulsa, OK
- The Food Trust: Healthy Corner Store Initiative, Philadelphia, PA
- Providence Healthy Corner Store Initiative, Providence, RI
- Community Food Advocates: Healthy Corner Store Initiative, Nashville, TN
- Delridge Healthy Corner Store Project, Seattle, WA
- Spokane Healthy Corner Stores Program, Spokane, WA
- DC Hunger Solutions: Healthy Corner Store Program, Washington D.C.