



Healthy Corner Store Initiative

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Mecklenburg County Public Health focused on chronic disease prevention through

Food Access

Tobacco Cessation

Policy, System & Environmental Change

Active Living



Takeaways

The utilization of corner stores

Benefits of tobacco cessation

The influence of the build environment on corner stores





What is a corner store?

What we know

87,354 residents in Mecklenburg
County live in food priority areas



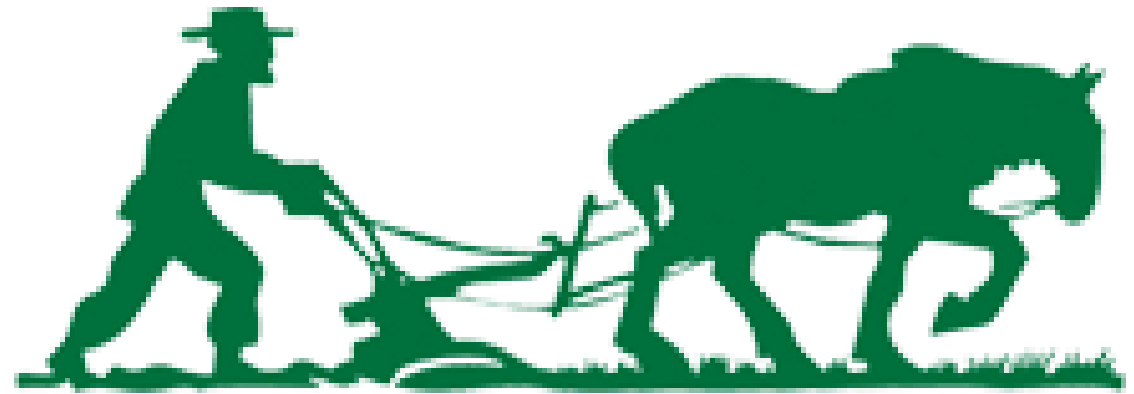
What we know

Residents in food priority areas are *limited* in healthy food options

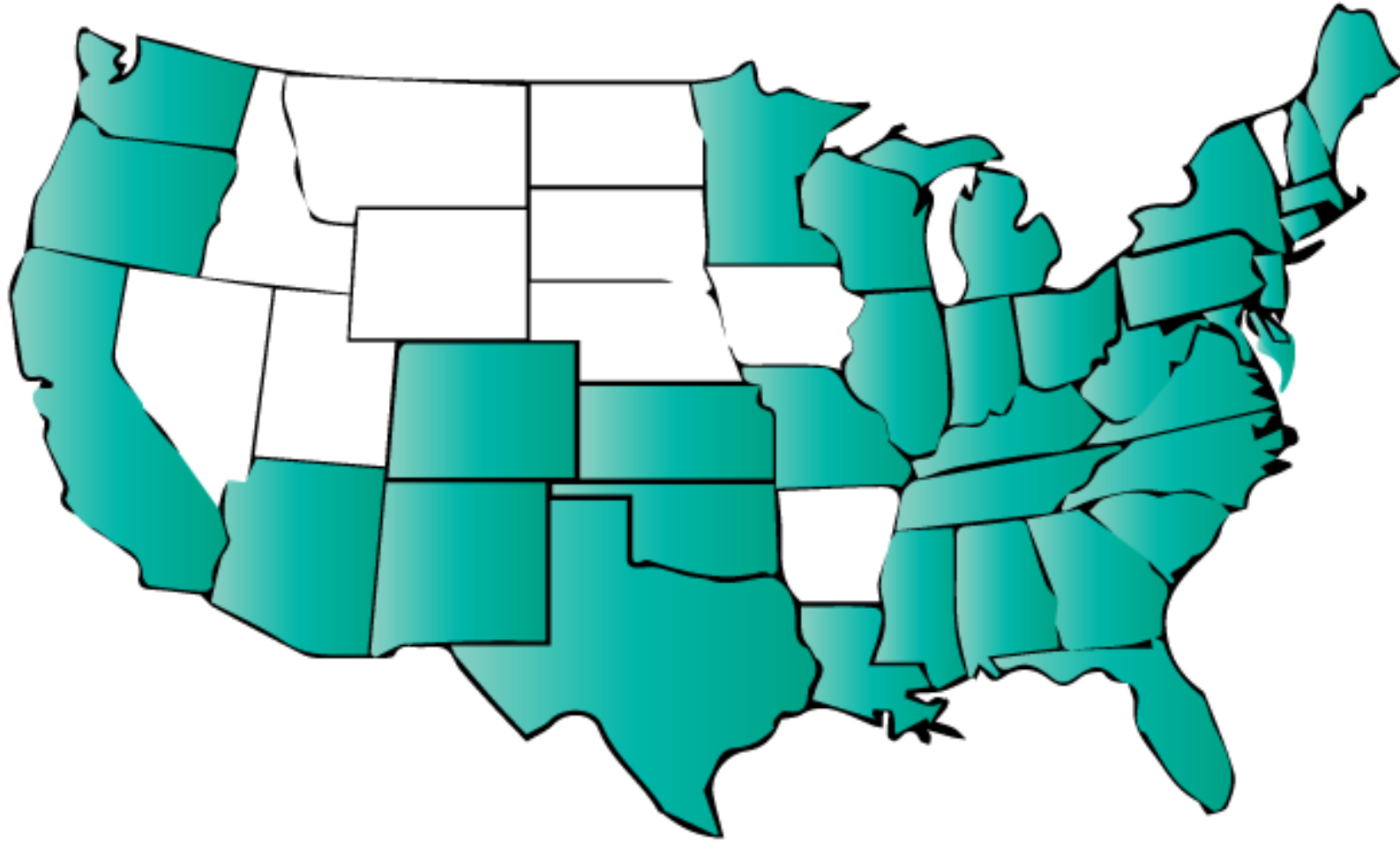


What we know

The Healthy Corner Store Initiative
is a nationally recognized model



The Food Trust



Corner Store Initiatives are all over

Healthy and nutritious food
options should be available
to ALL not some.



Mecklenburg County Healthy Corner Store Initiative



Six zip codes: 28205, 28206, 28208, 28212, 28216 & 28217

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Health Department staff visited 200 stores in the County to survey the kinds of foods, tobacco marketing and built environment components.

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Health Department staff visited 200 stores in the County to survey the kinds of foods, tobacco marketing and built environment components.

10 of these stores will be selected to participate in a pilot program to improve the availability of healthy food and beverage choices and provide tobacco cessation material and safer routes to the location.

Fresh Fruits and Vegetables



Whole Grains



Dairy



Tobacco cessation
messaging will also
be provided





QuitlineNC

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1 - 8 0 0 - 7 8 4 - 8 6 6 9

Spanish Speaking
1-855-Dejelo-Ya

Since I quit smoking
I spend more time...

doing what I enjoy.



Since I quit smoking
I spend more time...

with my grandkids.



Since I quit smoking
I spend more time...

playing basketball.



Since I quit smoking
I spend more time...

with my daughter.



Your quit story is waiting to be written. Get started with an expert quit coach who can help create a personalized plan, and double your chances of quitting for good.

1-800-QUIT-NOW
www.QuitlineNC.com

Since I quit smoking
I spend more time...

with my girlfriend.



Your quit story is waiting to be written. Get started with an expert quit coach who can help create a personalized plan, and double your chances of quitting for good.

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www.QuitlineNC.com

Since I quit smoking
I spend more time...

exercising.



Your quit story is waiting to be written. Get started with an expert quit coach who can help create a personalized plan, and double your chances of quitting for good.

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**Transportation impacts
food & health**

A low-angle, close-up shot of a person's legs and feet as they walk on a light-colored concrete sidewalk. The person is wearing blue denim jeans and brown leather oxford shoes. The background is a lush green lawn with trees and foliage, slightly out of focus, suggesting a park or suburban setting. The lighting is bright, casting a shadow of the person's legs onto the sidewalk.

Walkability



Bike Racks



Relationships with Owners



What we will accomplish





Other programs to increase access to healthy food

Takeaways

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References

Romano Victor, Metz Katherine. Charlotte-Mecklenburg Food Policy Council State of the Plate 2015.

Treuhaft Sarah (PolicyLink), Karpyn Allison (The Food Trust). The Grocery Gap: Who has access to healthy food and why it matters. The Food Trust.