

Improving Food Access and Security in New Orleans: A Hands On Approach

New Orleans Corner Store Initiative

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Corner Store Initiative: Program Goal

- To improve access to healthier food choices at the neighborhood level

Corner Store Initiative: Program Design

- Launched February 2007
- Modeled after similar programs in Philadelphia and Rockland County, NY
- Designed with the City's culture in mind (i.e. corner store concept, variety among neighborhoods)
- Targeted small "corner" vendors throughout New Orleans

Corner Store Initiative: Program Design

(cont'd)

- Visited over 50 corner stores to gauge interest
- Offered monetary & advertising incentives
- Performed monthly monitoring of store's progress and compliance



Small Changes Change Everything.

Look for the Treat You Right good food display inside the participating corner stores listed below. Be sure to grab some fruit for a healthy junk-free snack. And you can keep a good thing going by picking up some vegetables, dairy products and wheat bread, too.

A&J's Mart

8188 General Degoutin Drive (Algiers)

Archit Discount Store

114 Baronne Street (Central Business District)

Calhoun Superette

1136 Calhoun Street (Broadmoor)

Dora's Supermarket

3048 St. Claude Avenue (Bywater)

Hayne Supermarket

6316 Hayne Boulevard (New Orleans East)

Fruit and Vegetable Stands:

Campbell and Banks (Mid-City)
City Park and Mercant (City Park)

Jerry's Grocery

3090 Green Street (Leonaides)

Lucy's Supermarket

1442 Poydras Avenue (Downtown)

Magnolia Supermarket

2281 Magnolia Street (Central City)

Soprano's Meat Market

2792 Ursuline Avenue (Faubourg St. John)

Terranova Supermarket

5386 Esplanade Avenue (Faubourg St. John)

World's Healthiest Pizza

6337 S. Mico Street (University/Broadmoor)

Zara Little Giant Supermarket

4838 Pryorita Street (Uptown)

Zara's Supermarket

3042 Pryorita Street (Lower Garden District)



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C. Ray Nagin, Mayor



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Corner Store Initiative: Program Design (cont'd)

- Participants selected **two** healthier food options with assistance of program staff
- Participants received collateral items (banners, door signs, floor magnets, in store displays)



Corner Store Initiative

- 20 participating stores throughout New Orleans
- Varied in size and years in existence
- Most were located in low income, impoverished areas

Corner Store Initiative: Outcomes

- Program ended January 2009
- Achieved a retention rate of 90% (18 stores)
- Several stores elected to offer more than two healthier food options
- Received invoices from 3 of 20 stores (15% participation)

Lessons Learned

- Provide more technical assistance to store owners regarding purchasing habits
- Offer more small business assistance (accounting, marketing, entrepreneurial support)
- Keep community members engaged throughout the life of the project to ensure support

Lessons Learned

- Keep the owner and consumer perspectives in mind during project design
 - “Our stores are our livelihood. It is how we feed our families.” – Linda, Store Owner
 - “The community has to like what is being offered. Everyone may not like the fruits that are being sold.” – Sandra, Neighborhood Resident



Eat healthy at your corner store.

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RIGHT

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