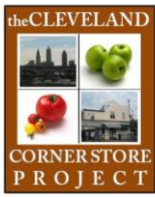


# Bringing healthy options to a corner near you!

For more information, please contact Matt Russell, 216.368.1918



## Frequently Asked Questions

### WHAT IS THE CLEVELAND CORNER STORE PROJECT?

The Cleveland Corner Store Project is a community-based health promotion initiative convened through Steps to a Healthier Cleveland, a program of the Cleveland Department of Public Health and Case Western Reserve University, in partnership with local businesses, neighborhood leaders, and nonprofit organizations. The aim of the project is to **improve food access** and the **quality of life for Cleveland residents**.

### WHY DO WE NEED THE CLEVELAND CORNER STORE PROJECT?

A number of Cleveland neighborhoods have suffered from years of disinvestment, population decline, and have experienced the closing of their full service grocery stores. This has left smaller “corner stores” with limited healthy food options to fill the void.

### WHAT WILL THIS PROJECT DO FOR CLEVELAND NEIGHBORHOODS?

The CCSP will work to bring **healthier food options** to Cleveland neighborhoods, **reduce resident exposure to tobacco signage and advertising** in these stores. Finally, the CCSP will work to **increase safety** in and around local stores by creating family-friendly environments.

### WHAT WILL HAPPEN IN PARTICIPATING STORES?

The CCSP will help neighborhood store managers show that they care about their customers and the health of the community. Participating stores will be asked to carry healthy food options that may include *skim or 1% milk, fresh fruits and vegetables, low-fat cereals, baked chips, and more*. The healthy foods will then be advertised through in-store promotions, point of purchase prompts, healthy eating and nutrition education posters and signage. **As a participant in the project**, stores will receive *free promotional advertising, participate in sponsored events, and may be eligible for minor capital improvements*.

### HOW WILL THE NEW FOOD OPTIONS BE PURCHASED?

Project staff will work with store owners during the initial phase to adjust orders from current vendors. The store managers will also be introduced to local market gardeners (Cleveland residents growing fresh food to market to local small business enterprises) with the intent of building sustainable partnerships between these groups.

