Valerie Weiner PROBLEM ANALYSIS NAME OF CED VENTURE:

Minneapolis Health Department Healthy Corner Store Initiative							
EFFECTS	If this problem goes unabated, rates of obesity related diseases and deaths will rise in Minneapolis. This will incur significant financial burdens on healthcare costs and services, therefore financially burdening society as a whole.						
PROBLEM STATEMENT	Obesity related diseases are a serious and deathly issue in Minneapolis. Some of which is due to lack of access to healthy foods as 75%* of corner store owners are not meeting the produce requirements of the healthy foods ordinance (that requires corner stores to stock healthy, fresh produce). *of a sample of 35 stores in low income, high health risk areas						
CAUSES (may be more than three)	Store owners do not have the technical knowledge or support to sell fresh produce.	Community members do not think corner stores currently have fresh produce or are a good source of fresh produce, so they do not shop there.	Store owners believe it is not economically viable to sell fresh produce due to a perceived lack of interest in the community and a short shelf life.				

LOGIC MODEL

Minneapolis Health Department Healthy Corner Store Initiative

NAME OF CED VENTURE:

SITUATION/PROBLEM STATEMENT:

Obesity related diseases are a serious and deathly issue for the residents of Minneapolis. Much of this disease is due to lack of access to healthy foods as 75%* of corner store owners are not meeting the fresh produce requirements of the healthy foods ordinance (that requires corner stores to stock healthy, fresh produce).

*of a sample of 35 stores in low income, high health risk areas

	ACTIVITIES			OUTCOMES		
··	ر	/ /	Short Term	Intermediate	Long Term	
Human capital (staff time) and merchandising equipment	Trainings and workshops to help store owners understand how to better sell and take care of fresh produce. Required check-ins with store owners to help them maintain the changes. Initiate community engagement events to inform community members of the changes made in corner stores.	Each store owner receives informal one on one trainings with MHD staff on produce merchandising and handling specific to their store in order to help them meet the standards of the healthy food ordinance. Hold monthly check-ins with all 30 store owners. Each of the 30 store owners does an interview before and after the changes for comparison interviews. 35% of store owners receives a 45-minute presentations outlining small business skills and tools along with merchandising techniques for displaying healthy items to ensure they meet the requirements of the healthy foods ordinance. Hold one community engagement event in each of the 30 stores.	Store owners enact the proposed changes from the trainings, have more technical knowledge and support, as shown through pre and post comparison interviews. The change in produce handling increase the shelf life of produce therefore increasing its' profitability. Sales of fresh produce increase 155% from before enacting the business and marketing changes, implying increased local purchasing and community engagement while making fresh produce profitable.	Store owners maintain the changes over time and meet the produce requirements of the healthy food ordinance. Store owners increase their variety of fresh produce by 39% as it is now seen as economically viable (based on a 5 month follow up check in). Fresh produce is more accessible and more varieties of this produce are available in high health risk areas.	Rates of obesity and tobacco related diseases decline in Minneapolis because fresh produce is more accessible in high health risk areas. There will be decreased financial pressure on the healthcare system.	