Store owner perspectives on an intervention to improve healthy food access

Judy Shea – Perelman School of Medicine, Division of General Internal Medicine

Interventions in small food stores designed to improve access to and promotion of healthy foods are expanding in several US cities. We propose a study in collaboration with The Food Trust’s Healthy Corner Store Initiative in Camden, NJ and Philadelphia, PA to further understand the perspectives of corner store owners and to involve these key stakeholders in program evaluation. The findings of this study have the potential to foster greater community involvement in a public health intervention, to add to the literature on corner store interventions in community-based disease prevention, and to improve these interventions so that they are delivered more effectively.