**Healthier Wisconsin Partnership Program**  
*improving health through community-MCW academic partnerships*

**Around the Corner to Better Health**  
Reporting Period: 9/2012 – 8/2013

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**Goal:**
To increase healthy food availability in Milwaukee’s central city through community readiness assessments and concomitant strategic interventions based on real community capacity for change

**Award:** $199,999  
**Project Dates:** 1/1/2012 – 12/31/2013

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**Summary of Activities and Accomplishments:**

**Strengthen and sustain a partnership between the Lindsay Heights Healthy Corner Stores Initiative, the Milwaukee Health Department and MCW that promotes healthy food access**

Project efforts continue to be coordinated across the coalition partners. Some of Milwaukee’s most knowledgeable and influential experts in food access and food systems attend the coalition meetings, enthusiastically sharing their knowledge and experience to guide and improve the project’s efforts. Additionally, the project strongly aligns with the Lindsay Heights Quality of Life Plan and builds on the existing expertise and resources in the community.

**Assess the barriers and incentives for Milwaukee corner store owners to stock healthier food inventory**

During this reporting period, partners added two new corner stores and conducted interviews with the store owners to understand their perspectives on barriers and facilitators to healthy food access. Partners also completed reviews of food inspection and neighborhood services polices and neighborhood market data. Using this information, the Milwaukee Health Department developed a webpage for convenience stores outlining city ordinances governing stores, including specific methods of retail sales allowed for produce products, proper labeling, and how to sell cut fruit.

**Conduct and evaluate demonstration projects in three corner stores utilizing distribution, infrastructure and marketing strategies**

Partners have reached over 1,100 people through the youth gardening team, M.O.V.E. (More Organic Vegetables Everywhere) Crew, through involvement in community outreach activities, including cooking demonstrations and in-store samplings.

**Provide systematic evidence of best practices to promote healthy food access that maximizes economic health benefits**

An MCW Urban and Community Health Pathway student conducted literature review relevant to the project. Also, partners attended and presented at numerous conferences to learn about current food policies and best practice.

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**Partnership Development:**

Stemming from a long standing partnership working toward improvements on a recognized community need, partners were able to further expand the partnership during the reporting period to support the project achievements. Results from a baseline partnership assessment indicate that the project team is in the “work” zone and will continue to strive to achieve solid project outcomes and shared responsibility throughout the remainder of the project period.

**Project Highlight:**

Project partners conducted a six part Youth Food Justice series. Evaluation of the series indicated that the programming was successful, especially the healthy food demonstrations and recipe making for young people.

**Dissemination:**

- Conducted community education programming at Around the Corner to Better Health Night and Healthy Neighborhood Celebration  
- Conducted six part Youth Food Justice Series  
- Conducted seven store demonstrations and community outreach activities in corner stores and other community venues  
- Presentation at the Lindsay Heights “Report to the Community”  
- Highlighted in two Milwaukee Journal Sentinel articles  
- Panel presentation at The Good Food Festival and Conference  
- Thematic poster presentation at the Wisconsin Research and Education Network (WREN) Wisconsin Health Improvement and Research Partnership Forum

**Leveraging:**

- Leveraged nine volunteer hours for the Youth Food Justice series  
- Leveraged support for Walnut Way’s Community Engagement Specialist in the planning of two community events

**Next Steps:**

- Conduct customer surveys in partnering corner stores to better understand shopping habits and project impact on healthy food purchases  
- Collect follow-up data from store owners  
- Disseminate project results

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**Project Partners:**

- Lindsay Heights Neighborhood Health Alliance  
- Milwaukee Health Department  
- Walnut Way Conservation Corp  
- MCW Department of Family and Community Medicine