INTRODUCTION
This community-academic partnership pairs a previously existing neighborhood-based "Healthy Corner Stores" coalition with four central city corner stores and partners from the Medical College of Wisconsin and the Milwaukee Health Department.

The project goal is to increase healthy food availability in Milwaukee's central city through demonstration projects related to:

- Improving store infrastructure to support stores' abilities to stock fresh food (e.g., the purchase of coolers for storage/sale of fresh produce)
- Targeted marketing efforts to increase sales of produce in the stores
- Improved access to distribution channels which offer affordable locally grown fresh produce

Additionally, through engagement with our project partners, we have focused much time and attention on helping participating storeowners to navigate complicated city regulatory guidelines; and have developed/delivered a 6-week "Youth Food Justice" program.

METHODS AND RESULTS
We have used, and will use, the following methods to measure project success:

Structured Interviews - Pre- and Post-project interviews with corner store owners to describe their attitudes and practices related to stocking and selling healthy foods, especially fresh produce. Baseline interviews (n=5; one storeowner left the project after the first year) revealed store owners' perspectives on the sale of healthy food.

Key findings include:

- The stores are small businesses with staffs of 2–4 people; store sizes range from 1,000 – 3,500 square feet
- Factors impacting sale of produce include: need for adequate refrigeration (including the issue of wasted inventory), consumer demand, need for effective marketing of produce, cost of produce, need for equipment upgrades (coolers, expanded kitchens)
- Stores stock a wide range of dry foods, refrigerated meats and cheeses, condiments, drinks, baby food, fresh produce, and other items (toiletries, candy, cigarettes, beer, liquor, hair products, diapers)

Youth survey – A 4-item satisfaction survey and pre-post knowledge assessment for youth participating in the "Food Justice" series. Youth attendees responded favorably to the 5-week "Food Justice" series. The graph below is a composite of results of the 4-item tool from all 5 classes. On a scale of 0 to 4, with 4 being the most positive, most answers indicated a positive response to the all five sessions.

Quotes in response to "What did you learn today?" include:

- "I learned about new vegetables and fruits and I also tasted it."
- "More about my community."
- "Making organic, natural juice is really good!"

Consumer survey – Results of a consumer survey related to produce buying habits in corner stores conducted in the four participating corner stores. Of the respondents (n=29), 17 purchase produce at the corner stores. Those who do not gave the following reasons for not purchasing produce at corner stores:

- "Just because"
- "No reason"
- "Not always fresh" (2 respondents)
- "Never thought about it"
- "Always go to Aldi’s"

Based on these results we believe effective marketing, especially through the harvest season when fresh produce is abundant, could improve sales of produce.

CONCLUSIONS
Currently in month 22 of a 2-year funding period, Around the Corner to Better Health is in the midst of harvest season, when fresh produce is abundant, and project marketing activities are fully implemented. To date, the project has provided great insights about the myriad issues related to improving healthy food access in four urban corner stores. In several months we will have final project results (final survey results, complete produce journal, post-interviews with store owners) to fully describe the findings of our intervention.

This project is funded in part by the Healthier Wisconsin Partnership Program, a component of the Advancing a Healthier Wisconsin Endowment at the Medical College of Wisconsin.