In 2011, DC Central Kitchen initiated the Healthy Corners program to combat food deserts by distributing fruits, vegetables and healthy snacks to corner stores in DC’s most underserved neighborhoods. With limited access to fresh fruits and vegetables, the Healthy Corners programs provides an opportunity for residents in wards 5,7 and 8 to purchase fresh fruits and vegetables at affordable prices from 69 participating corner stores. We engage customers at corner stores by conducting community events at each store and using surveys as a method to gather information to meet consumer demand. The program has grown significantly over the last five years and is in need of capacity building and strategic planning to take the program to the next level. The VISTA selected to work with this program will have the following responsibilities:

- Conduct corner store site visits quarterly for all participating corner stores
- Complete ‘Nutrition Environment Measures Survey’ training (approximately 20-30 hours)
- Conduct NEMS assessments on a semi-annual basis for all participating stores
- Train participating corner store owners semi-annually on program policies and procedures
- Organize, plan, and implement community events, cooking demonstrations, nutrition education and pop-up markets at corner stores and other community venues
- Conduct customer, store owner, and community surveys at community events
- Input data from customer, store owner, and community surveys into database
- Develop logic models and evaluation tools to assess impact of the program
- Enhance current policies relating to store owner terms and conditions
- Create and design newsletters, handouts, and other pertinent marketing materials to distribute at corner stores and community events
- Develop healthy eating text messages for text message marketing
- Plan and host a meeting to convene all participating corner store owners

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