O25 (continued)

barriers and opportunities for PSE capacity building within the state's SNAP-Ed program, and preferred PSE strategies among stakeholders.

Results: IA staff's knowledge of PSE requirements increased during the year. Numerous barriers (e.g., lack of resources and familiarity of strategies) and opportunities (e.g., current relationships and interest in strategies) for capacity building were identified. Some preferred PSE strategies aligned among stakeholder groups (e.g., farmers markets, gardens).

Conclusions and Implications: Opportunities exist to build capacity of SNAP-Ed programs to comply with federal rules through exploring and aligning the readiness and need of IAs, partners, and target populations.

Funding: Supplemental Nutrition Assistance Program - Education

O26 Mandela MarketPlace's Health and Wealth Net: A Resident-Led, Systems-Based Food Enterprise Model

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Objective: Mandela MarketPlace's Health and Wealth Net (MHWN) was developed to improve health-related quality of life and to increase access to economic opportunities by meeting community-identified food and wellness needs in Oakland.

Target Audience: MHWN focuses on the 23 census tracts identified as Vulnerable Populations in Alameda County; this includes 30,858 residents <100% FPL.

Theory, Prior Research, Rationale: The MHWN Theory of Change views food insecurity and poor health indicators as attributable to poverty and social inequality. The model addresses this linkage and research on food deserts and health disparities by changing the food system to both prioritize ownership and asset-building and to increase access to healthy food for low income residents.

Description: The MHWN model is a healthy retail initiative that builds community-institution partnerships, strengthens local retail, and increases access to locally-sourced produce. Through the incubation of an in-house produce distribution company and a cooperative grocery store, which source sustainably-grown produce from a network of local farmers, and the development of 16 new retail locations in targeted communities, MHWN is building a locally-owned network of healthy food-based businesses in Oakland.

Evaluation: As part of a Centers for Disease Control and Prevention REACH grant, a mixed-methods evaluation was

conducted to determine change in amount of healthy foods purchased, estimate contribution of the model to the local economy, characterize the customers buying healthy foods and examine perceived benefits, challenges, impacts of participating in the MHWN.

Conclusions and Implications: Preliminary findings suggest that the model reaches the target audience, contributes substantively to the local economy, and successfully increases healthy food purchasing. Future evaluation should examine whether long-term objectives are successfully met.

Funding: Center for Disease Control and Prevention

O27 Examining the Need for a Healthy Corner Store Intervention

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Objective: To determine the need for a healthy corner store intervention in food deserts.

Study Design, Setting, Participants: Geographic information systems (GIS) mapping, windshield surveys, semi-structured interviews with corner store managers (n=2), food and marketing and walkability audits of recruited stores (n=2), and customer intercept surveys (n=60) were conducted in food deserts (n=3) in one Florida county.

Outcome Measures and Analysis: GIS mapping: SNAP household density and proximity to corner stores; windshield surveys: store proximity to housing; food, marketing, and walkability audits: "healthfulness" ratings; manager interviews: perceived barriers to program success; customer intercept surveys: store accessibility, food purchasing/consumption habits, and food assistance program participation. Store audit data, store manager interviews, and customer intercept surveys were analyzed using Excel, Microsoft Word, and SPSS, respectively.

Results: Corner stores scored low on food, marketing, and walkability audits. Managers were uncertain whether customers would spend SNAP benefits on produce or other healthy items. Half of interviewed customers do not own a car, 62% shop daily at the corner stores, and 58% use SNAP benefits at the corner store. About half of customers eat three or more servings of fruits and vegetables per day. Participants would purchase fruits from the stores if available. Taste, healthfulness, and convenience had the largest impact on decision to purchase fresh fruits and vegetables.

Conclusions and Implications: SNAP-eligible residents living in food deserts purchase and consume food from the corner stores in their neighborhood and are interested in purchasing fruit if available. A healthy