P4 (continued)

researchers to reconsider our approach to eating behaviors which is eater-centered and decoupled from economic considerations.

Funding: None.

P5 Healthy Corners: What Variables Predict Sustainability?

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Background (Background, Rationale, Prior Research, and/or Theory): Lack of access to healthful foods is a contributing factor to higher rates of chronic conditions. To address this determinant of health and increase access to fresh fruits and vegetables, corner stores have been targeted to transition from a traditional to a healthy corner store, particularly in food deserts. The question of whether these stores will sustain this initiative, after current subsidies end, remains unclear.

Objective: The goal of the healthy corners' evaluation is to understand what variables predict continuity (sustainability) in providing healthy items should the financial and technical assistance supports for the program be reduced or eliminated.

Study Design, Setting, Participants, Intervention: District of Columbia (DC) has been actively engaged in supporting 71 healthy corner stores to increase the sale of fresh fruits and vegetables. Using nine variables such as sales data, Nutrition Environment Measures Survey—Corner Store, and owner surveys, we created a Healthy Corner Store Scorecard to predict sustainability of the market.

Outcome Measures and Analysis: Forty two stores had complete datasets that were used in the analysis. Using the Healthy Corner Scorecard, a higher score may predict long-term sustainability.

Results: Years in the healthy corners program, store owner involvement, and variety and pounds of fruit and vegetables sold appear to predict the sustainability of a healthy corner store. Stores that have been in the healthy corner store program for an average of 58 months, earned the highest scores on the scorecard.

Conclusions and Implications: Transitioning traditional corner stores to healthy corner stores takes long-term support, funding, and time. DC has made an investment to improve food access to its most vulnerable residents. It appears from the store-level data that DC is making great progress in having corner stores offer healthful food items. Additional research is needed to fully answer the sustainability question.

Funding: Department of Health, Washington, DC.

P6 How to Form a Successful Collaboration From “Farm Gate” to “Consumer Plate” to Support Food Systems Education

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Objective: Form a collaboration for food systems programming that brings together Extension educators from “farm gate” to “consumer plate.”

Target Audience: Extension professionals working with consumers, youth, agriculture producers, food service, and food processors.

Theory, Prior Research, Rationale: Today's consumer faces many decisions influencing food choices. However, 98% of Americans are several generations removed from direct farming, according to former United States Secretary of Agriculture, Tom Vilsack. As a result, they are less familiar with how our food systems work.

Description: In response to consumer concerns (i.e. food safety, GMOs, pesticides, etc.), we formed a statewide interdisciplinary team of agriculture, family/consumer science, food science, and 4-H professionals to work together to reach consumers from “farm gate” to “consumer plate.” The steps, which are continually evolving, included dividing into teams [production agriculture, food processing, youth, and consumers/food service] who met together and separately, electronically and face-to-face; establishing a listserv and web-based location to share information; creating a logic model; conducting a statewide survey to determine program priorities; identifying areas to work together; and developing core questions all teams could use in clientele surveys.

Evaluation: Quantitative and qualitative data support this approach. The survey [n = 1,208] identified food safety as our state's top priority and gave us a common emphasis; staff in different disciplines collaborated in developing programs, articles, and social media; and the core set of questions used with all clientele helped aggregate data. Consequently, we could report on our overall impact and say, “Over 42,000 youth and adults statewide made changes and/or reinforced knowledge of food safety practices from when food is produced until food reaches consumers' plates.”

Conclusions and Implications: This statewide collaboration model could be replicated and implemented by others in extension for greater outreach in food systems education.

Funding: None.

P7 Leveraging Local: Messages to Promote Consumption of Local Foods in Elementary Schools

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