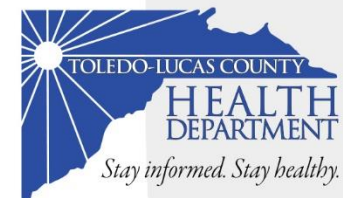


# Update: Healthy Food, Small Market Program



**Shannon M. Jones, MBA, MPH**  
Deputy Health Commissioner  
July 8, 2024

**Toledo City Council**  
Parks, Education, Recreation & Health Committee  
July 8<sup>th</sup>, 2024  
3:00p.m.

# Healthy Food, Small Market = Healthy Corner Store Initiative

## Healthy Food, Small Market Program has three primary goals:

- Enhance Healthy Food Accessibility
- Empowerment through education and training
- Fostering community partnerships



# Accomplishments

- Hired programmatic staff, Stephanie Baltes, RD,LD
- Established a diverse Healthy Corner Store Committee
- Designed and implemented HFSM website
- Created and released notice of funding availability (NOFA)
- Connected with other similar projects (nationally)



# Updated Timeline

Activity	Time	Date
NOFA/ Application Release	8:00am EST	June 17, 2024
Application submission deadline	3:00pm EST	July 31, 2024
1 <sup>st</sup> round of applications review		August 1, 2024
Top applicants identified Begin 2nd round in-person interview and in-store assessment	8:00am EST	September 2, 2024
Top 6 applicants to receive Notice of Award	8:00am EST	October 1, 2024
Contract execution deadline for applicants	8:00am EST	November 1, 2024
Project start date	8:00am EST	January 1, 2025
Project expenditure deadline	4:00pm EST	December 31, 2026

# Diverse Representation

Healthy Food, Small Market Program Committee formed with established and new community partners.

Partners represented on committee:

- OSU Extension
- Board of Lucas County Commissioners
- YMCA
- ToledoGROWS
- Toledo Lucas County Public Library
- TLC Plan Commission
- Grace Community Center/Junction Coalition
- Mercy
- United Way
- Sofia Quintero
- Promedica
- TMACOG
- Toledo Northwestern Foodbank
- City of Toledo
- Multiple staff members from the TLCHD

\*Additional discussions with Islamic Food Bank and Reinvest Toledo



# NOFA/Application

## Application Process

- ✓ Accessible electronically and hard copy
- ✓ Available in English, Arabic, and Spanish
- ✓ 6-week timeframe to apply, **due July 31<sup>st</sup> @ 3:00 p.m.**



## Eligibility

- ✓ ≤5000 sqft of retail space
- ✓ Independently owned (not a franchise, chain, or gas station)
- ✓ Accepts SNAP
- ✓ Located in 43604 thru 40615 and 43620 zip codes
- ✓ Current Retail Food Establishment license & COT Convenience Store license\*

*Applicants needing support may contact the small business and nonprofit support at the TLCPL 419.259.5244 or attend an assistance session.*

**Live Q & A with TLCHD: July 17<sup>th</sup> 7:00p-8:30p at Mott Branch.**



City of Toledo  
Toledo-Lucas County Health Department  
Notice of Funding Availability  
Healthy Food Small Market Program



# Selection of Applicants

Healthy Food, Small Market Program committee will review to ensure eligibility is met and score applicants based on the below criteria.

Criteria	Description	Maximum Points
Individual question participation	Answered all questions to provide an understanding of store's need for participation in program.	20
Program goals	Overall understanding of program goal. Demonstrates how program will improve health and wellness.	5
Healthy food promotion	Demonstrates commitment to promoting the sale of produce and healthy foods.	5
Marketing	Demonstrates commitment to partnering with program, open to changes within the store and community involvement through marketing.	5
Budget and Financial Need		
• Budget request	Budget is reasonable and adequate to meet the goals and objectives of the project.	5
• Justification of request	Adequately explains and justifies costs.	5
<b>TOTAL COMBINED POINTS</b>		<b>45</b>

## Selection, continued

- The top scoring applicants will be notified of their advancement to the second round, consisting of:
  - In-store assessment
  - In-person interview
- Results of these will be presented to the committee for funding determinations to be made.
- 6 stores , up to \$20,000 each. Must be spent by December 31, 2026.
  - Training and technical assistance
  - Food/nutrition education
  - Compliance checks
  - Evaluation efforts



# Awards may be used for...

## Marketing

Community engagement  
Flyers/newsletters promoting healthy food items  
In-store signage  
Recipe/Nutrition education materials  
On-site food demonstrations  
Mailings/postcards

## Healthy foods

Foods that are nutrient dense  
Foods that limit fats, sugars, and sodium  
Foods that are not over processed  
Financial assistance to purchase healthy food  
Staff training to properly handle foods safely

## Minor equipment

Produce stands  
Shelving units  
Produce baskets/containers

## Major equipment

Commercial refrigeration unit  
Commercial freezer unit  
Point of Sale (POS) system  
Electrical upgrade for equipment



# Thank You !

**Shannon M. Jones, MBA, MPH**

419-213-4143

[smjones@co.lucas.oh.us](mailto:smjones@co.lucas.oh.us)

**Stephanie Baltes RD, LD**

419-213-4692

[eatfresh@co.lucas.oh.us](mailto:eatfresh@co.lucas.oh.us)



## OPPORTUNITY FOR HEALTHY CORNER STORE FUNDING

This program provides 6 stores up to \$20,000 of funding for healthy food, marketing, and equipment.

### Who is eligible?

Stores less than 5000 sqft

Accepts SNAP

Current TLCHD Retail Food Establishment License

City of Toledo Convenience Store License (if applicable)

Not part of a chain, franchise, or gas station

City of Toledo zip codes:

43604	43608	43613
43605	43609	43614
43606	43610	43615
43607	43611	43620
	43612	

To see if your store qualifies and to  
apply, visit [lucascountyhealth.com](http://lucascountyhealth.com) or  
scan the QR code for more  
information.



This project is being supported, in whole or in part, by federal award number SLFRP1610 awarded to CITY OF TOLEDO by the U.S. Department of Treasury.

