

This brief introduces the *Corner Stores Value Framework* as a tool for assessing the value of corner stores intervention strategies for childhood obesity prevention.

Corner Stores: These strategies include policy, practice, or environmental changes focused on corner or convenience stores (i.e., a retail business with buildings less than 5,000ft² in size, convenient pedestrian access, extended hours of operation, and/or a stock of at least 500 products) to increase the purchase and consumption of healthy foods and beverages or to limit the purchase and consumption of foods and beverages with minimal nutritional value.

What is a value framework?

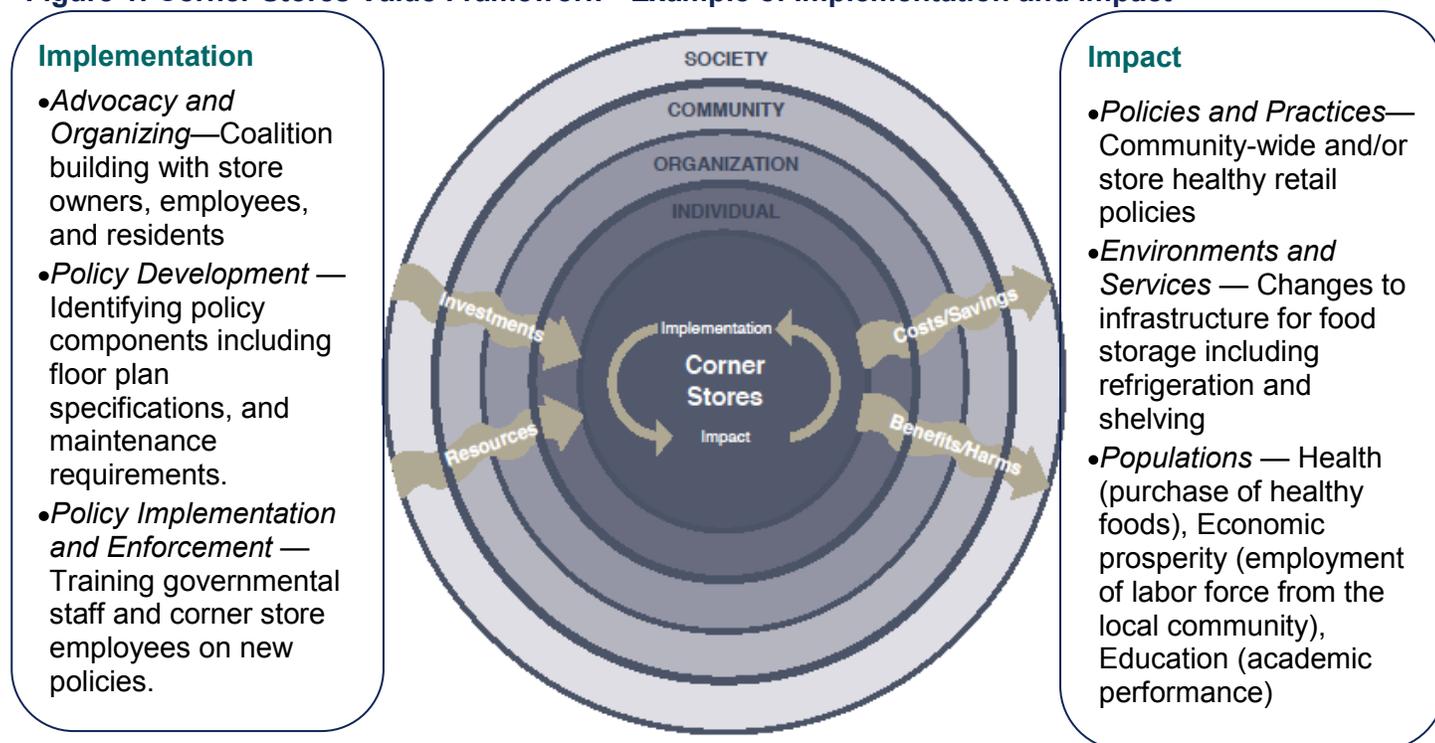
Value frameworks illustrate the complex system of implementation steps necessary to produce a range of impacts across four ecological levels of influence (individual, organizational, community, and society). These frameworks identify the investments and resources required to plan, implement, and maintain intervention strategies (inputs), as well as the associated costs, savings, benefits, or harms (outcomes).

Investments/Resources: Monetary and non-monetary inputs that support the planning, implementation, or maintenance of corner stores strategies.

Costs/Savings: Monetized outputs resulting from the planning, implementation, or maintenance of corner stores strategies.

Benefits/Harms: Actual or potential favorable or adverse consequences that may result from implementation and maintenance of corner stores strategies.

Figure 1: Corner Stores Value Framework—Example of Implementation and Impact



How do I use the Value Frameworks in my community?

- 1) *Customize the value framework with information from your community:* The framework can guide comprehensive community assessments to identify indicators for measurement and analysis.
- 2) *Weigh investments and resources versus potential costs, savings, benefits, and harms:* The framework provides community leaders with an evidence-based approach to local decision-making.
- 3) *Design your corner stores initiative:* The framework offers activities for advocacy and organizing; policy development, implementation, and enforcement; and build out and maintenance of environments.
- 4) *Evaluate the effectiveness of your initiative:* The framework points to a range of evaluation outcomes to demonstrate the collective impact of your corner stores initiative.

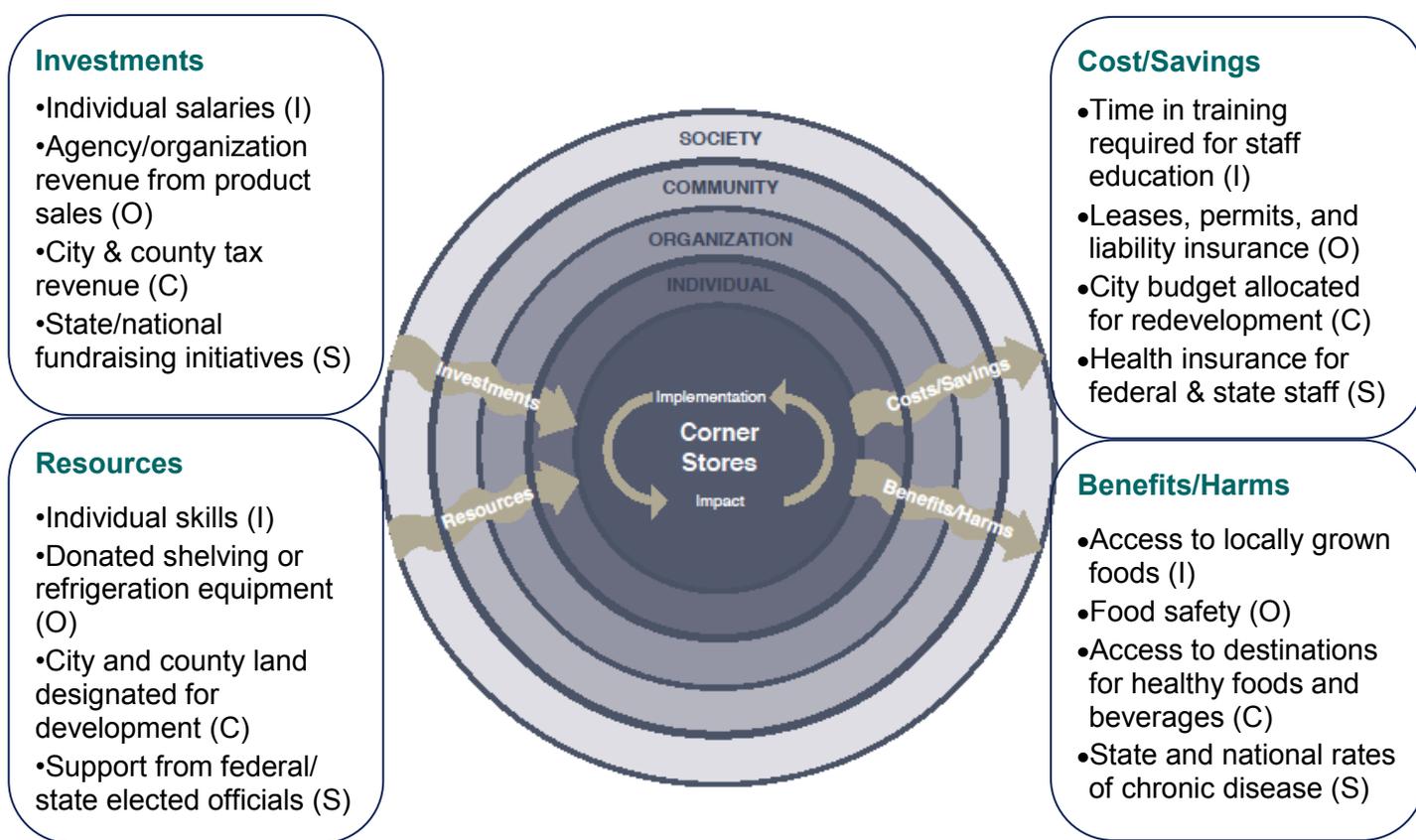
Corner Stores Example

An example corner stores initiative is designed to improve access to healthy foods and beverages for local residents by offering these healthy options at corner stores. Successful planning, implementation, and maintenance of this policy requires multiple investments and resources (inputs) to minimize costs, maximize savings, increase benefits, and reduce harms (outputs).

Organizing cross-sector, multi-disciplinary partnerships with active community engagement and mobilization to conduct the planning, implementation, and maintenance activities is likely to generate buy-in and support to increase the sustainability of these efforts.

Figure 2 shows examples of these inputs and outputs at the individual (I), organizational (O), community (C), and societal (S) levels. These examples illustrate the complexity inherent in implementing corner stores that serve multiple interests in the community as well as the political, social, environmental, economic, and health impacts.

Figure 2: Sample Corner Stores Value Framework—Inputs and Outputs



The value frameworks were created as part of the *Evaluation of Healthy Kids, Healthy Communities* to document and share lessons learned related to the value of childhood obesity prevention interventions implemented across 49 *Healthy Kids, Healthy Communities* partnerships funded by the Robert Wood Johnson Foundation.

A complementary Value Framework Manual was developed to provide a detailed review of six primary strategies, including: active transportation, parks and play spaces, child care physical activity standards, child care nutrition standards, corner stores, and farmers’ markets. For more information, see the manual (www.transtria.com/hkhc.php).