

## 'We have to do something:' Jacksonville students push for healthy foods at neighborhood stores

The I'm A Star Foundation's mission is to empower youth to believe they are 'solution-oriented STARS (Smart Talented And Resilient Students) destined to change the world.

The Foundation has 2 major focus areas: Healthy Living and Homelessness. Our students have been on the cutting edge in each arena.

In **November 2012**, student leaders in the I'm A Star Foundation partnered with the Duval County Health Department to become one of the first organizations...and absolutely the first student organization...to bring awareness to the impact of food deserts. They were the first group to create SOLUTIONS for addressing food deserts.



▲ HIDE CAPTION

Dominique Trowell shows off the newly expanded fresh fruit and vegetable offering at a Jacksonville Quickway store. His youth group is supporting the Duval County Health Department's healthy corner store initiative. - Dominique Trowell, I'm A Star Foundation







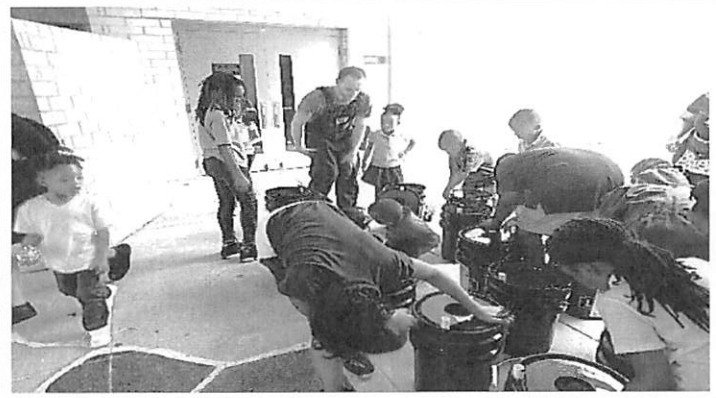


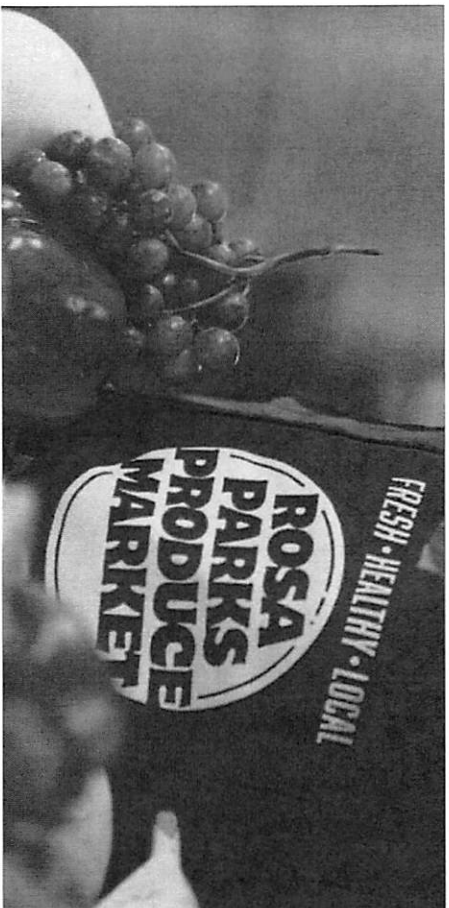


***“Give a man a fish and he'll eat for a day.  
Teach him how to fish and he'll eat for a lifetime...”***



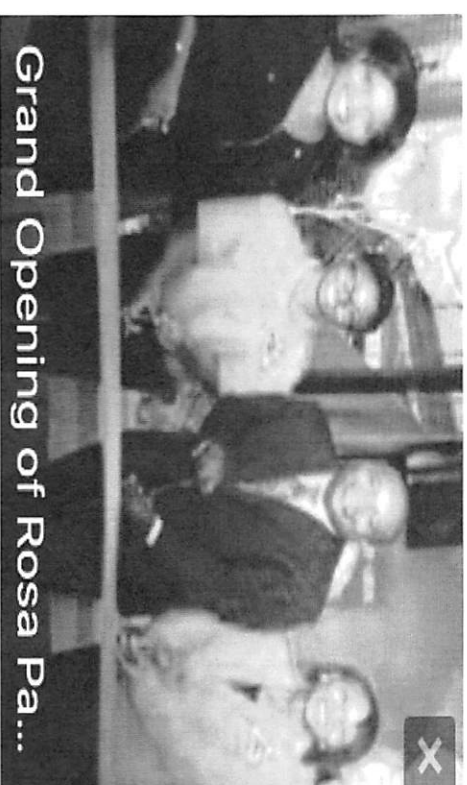
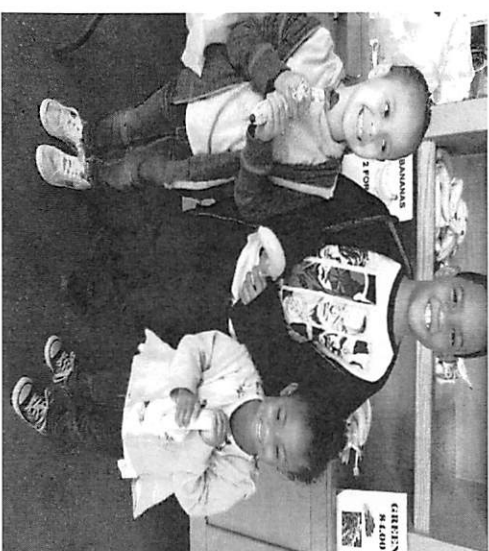
**STUDENTS ARE PLANTING BROCCOLI, KALE,  
COLLARD GREENS AND LETTUCE....  
IN A FEW WEEKS THEY WILL HARVEST AND EAT  
WHAT THEY PLANTED**





## ROSA PARKS PRODUCE MARKET

I'm A Star Foundation has formed a collaborative partnership with the Jacksonville Transportation Authority to create a **unique and creative** approach to eradicating food deserts. Each week I'm A Star's students offer JTA's passengers an opportunity to purchase seasonal produce during their commute. JTA's passengers frequent the market and have expressed their delight in having healthy options and direct access to fresh fruits and vegetables.



Grand Opening of Rosa Pa...



PHOTOS FROM ROSA PARKS PRODUCE MARKET'S POST  
IN MOBILE UPDATES  
15 OF 40



Cities Throughout America Were Intrigued  
By The Students' Ability To Address Food Deserts In Core Cities –  
ABC 7 (Chicago, Illinois Invited Students To Comet To Chicago To Share Ideas)





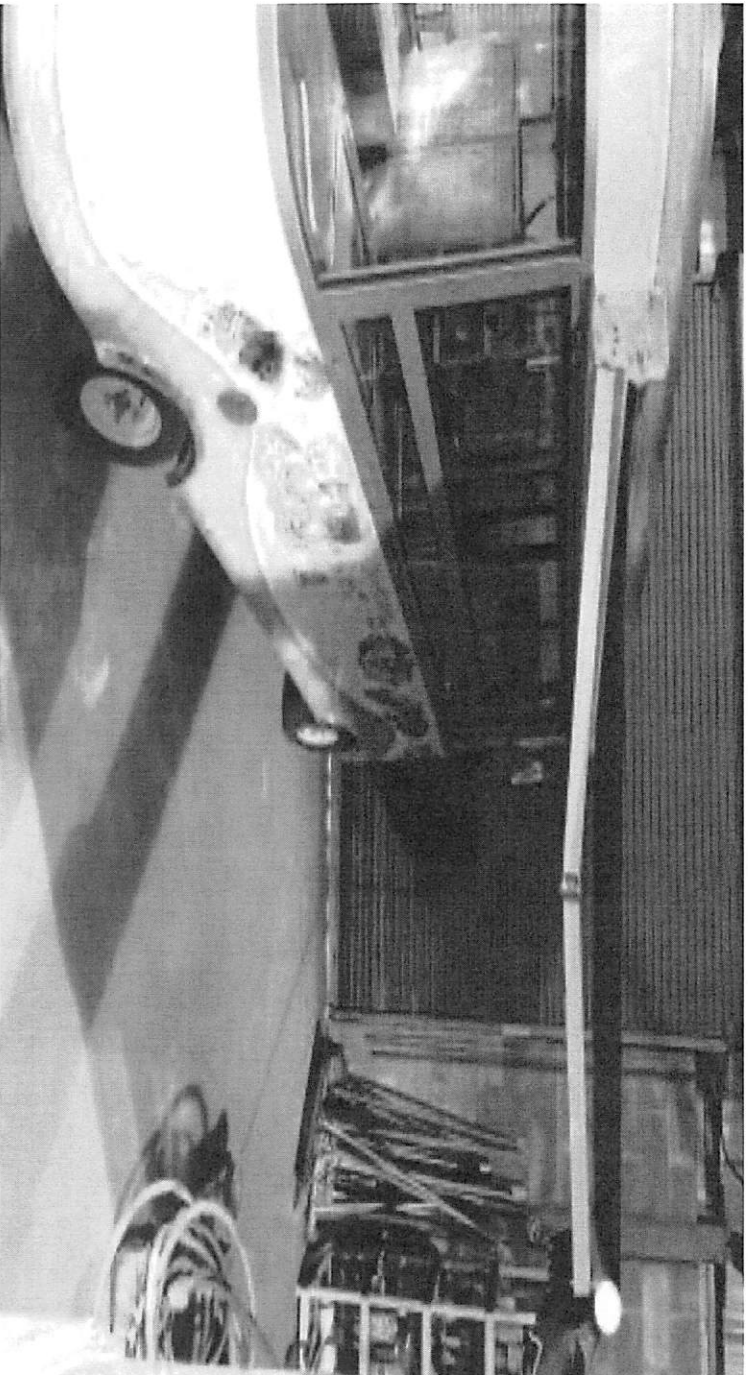
Saturday, August 13, 2016

**CHICAGO (WLS) -- Teenagers from Jacksonville, Florida are leading a nationwide charge to end childhood obesity; all with help from the United States Surgeon General. The Fit Over Fat USA campaign is a social-media challenge to get kids talking about health issues. Through the I'm A Star Foundation, the teenagers are encouraging kids in Chicago to participate by posting pictures and videos of themselves eating healthy or being active; using the hashtag #FitOverFatUSA.**

**In 2014, students from the I'm A Star Foundation organized a childhood obesity summit in Jacksonville, Florida, attracting 1500+ teens. Then in December 2015, 'I'm A Star' teens visited Washington, D.C. and met with U.S. Surgeon General Dr. Vivek Murthy to pitch their call-to-action. Dr. Murthy joined the students in Jacksonville for a Breakfast With Champions, a Student Townhall Meeting where he answered questions from students and led a 1- mile walk to end Childhood Obesity. I'm A Star Student Leaders Larissa Houston and Tracy Davis, Jr. joined ABC7 to talk about their movement.**

**The Fit Over Fat USA campaign can also be found on Facebook, Twitter and Instagram:  
@FitOverFatUSA**

I'm A Star Will Move With JTA To The Regional Transportation Center  
To Open The "James Weldon Johnson STAR Produce Market



**REQUEST:** \$30,000 To Purchase And Wrap A Retrofitted Vehicle (Complete  
With Shelving, Refrigeration and Special Equipment)

## **'We have to do something:' Jacksonville students push for healthy foods at neighborhood stores**

**By Beth Reese Cravey**

Posted Nov 14, 2012 at 6:12 PM

Dominique Trowell was stunned when he found out from the Duval County Health Department that his generation was expected to be the first not to outlive their parents.

The 17-year-old Robert E. Lee High School student wanted to help improve the health of his parents' generation - and his own.

"We have to do something to change that," he said.

So on Wednesday he was among the members of the I'm a Star Foundation, a citywide youth group founded by former School Board member Betty Burney, steering customers to a newly expanded fresh fruit and vegetable offerings at Quickway Food Store located at Moncrief Road and Golfair Boulevard. The small neighborhood store is one of two in Jacksonville participating in the Health Department's newly launched healthy corner stores initiative, named "So Fresh, So Clean" by the youth group.

The program is part of a nationwide movement to address "food deserts" by increasing the availability of healthy, fresh, affordable foods in neighborhoods with no large grocers within walking distance, said Jocelyn E. Turner, the Health Department's agency's Community Relations Director.

With the help of the Foundation, the agency conducted community assessments in zip code 32209, a Northside area with food deserts. Those assessments determined that the community needed help reducing chronic health conditions such as diabetes, hypertension and heart disease - and a healthy diet with accessible, affordable fresh vegetables and fruits was the way to go, she said.

She found two clean, spacious neighborhood stores with heavy foot traffic - the Quickway Food Store and the Good Neighbor Food Mart at 2127 Fairfax St. - to participate and both agreed. Quickway already offered a few fresh foods, but expanded its inventory; the Food Mart will operate a monthly fresh market. The Jacksonville Farmers Market and the Clara White Mission's farmers market are ready suppliers.

Bruce Ganger, executive director of Second Harvest North Florida, a regional food bank, applauded the effort.

"Food deserts are a big problem in all areas of Jacksonville and Duval County, whether urban, suburban or rural. This initiative will go a long way to not only providing healthy, fresh food to those who struggle to feed themselves and their families, but to addressing health issues associated with diets that do not include fruits and vegetables," he said.

Chalan Yazgi, who owns the Quickway and several other stores, said he wanted to help his customers live healthier lives and, thanks to area farmers markets, was able to provide affordable fruits and vegetables.

"It could help save a life," he said.

Turner said she hopes residents in other areas will ask their corner stores will follow suit, as do Burney and state Rep. Mia Jones, D-Jacksonville, both of whom were on hand at Quickway Wednesday, and state Sen. Audrey Gibson, D-Jacksonville, who sent a representative.

"This creates an environment for customers to ask for these things," Jones said. "Supply and demand."

Trowell and other youth group members said they see the importance of the initiative and will spread the word in their communities.

"I don't want to be the generation that could not help other generations," said Keana Johnson, 15, who attends Darnell Cookman Middle/High School. "It's all about giving back to the community."

Kayla Cobb, 16, of Stanton College Preparatory School, agreed.

"It is a chance to make a difference," she said.



The initiative will help residents lower high blood pressure and deal with diabetes, and live longer lives, said Ebony Davis, 16, of A. Phillip Randolph Academies of Technology.

"It's a great opportunity," she said.

Beth Reese Cravey: (904) 359-4109

#### HEALTHY CORNER STORE INITIATIVE

For more information, call Jocelyn E. Turner at (904) 253-2037.