

ChangeLab Solutions




MY NEIGHBORHOOD, MY STORE
COMMUNITY INVOLVEMENT IN HEALTHY CORNER STORES



Presented by
Hannah Burton Laurison, MA

Original broadcast: July 30, 2013

ChangeLab Solutions



Healthy Corner Store Webinar Series:
NEW CARROTS ON THE BLOCK

Sponsored by the Network for a Healthy CA – Retail Program
All webinars run from 11:00 am -12:30 pm PST



Tuesday, June 4
Making the Link between Stores & Suppliers
Overcoming distribution obstacles to bring fresh, healthy foods to corner stores.

Tuesday, July 2
Partnerships for Healthier Corner Stores
Collaboration between Nutrition, Tobacco control and Alcohol control advocates.

Tuesday, July 30
My Neighborhood, My Store
Community-driven strategies for corner store conversions.

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Listen to recordings of all webinars and access resources at:
www.changelabsolutions.org



ChangeLab Solutions

ChangeLab Solutions creates innovative law and policy solutions that transform neighborhoods, cities, and states. We do this because achieving the common good means everyone has safe places to live and be active, nourishing food, and more opportunities to ensure health. Our unique approach, backed by decades of solid research and proven results, helps the public and private sectors make communities more livable, especially for those who are at highest risk because they have the fewest resources.





The *Network for a Healthy California - Retail Program* facilitates partnerships between neighborhood stores and community health agencies to help increase the consumption and purchase of fruits and vegetables among CalFresh eligible Californians. The *Retail Program* provides retailers statewide with a unique variety of tools, resources, and outreach activities to inspire healthy change among consumers.

Funding for the Retail Program is provided by the USDA's Supplemental Nutrition Assistance Program. The program is led by the California Department of Public Health and administered by the Public Health Institute.



Hannah Burton Laurison, MA
Consultant to ChangeLab Solutions

Agenda

IN IT TOGETHER: WHY, HOW & WHAT

- **Why involve neighbors?**

Hannah Burton Laurison
ChangeLab Solutions

- **Lessons from the Field**

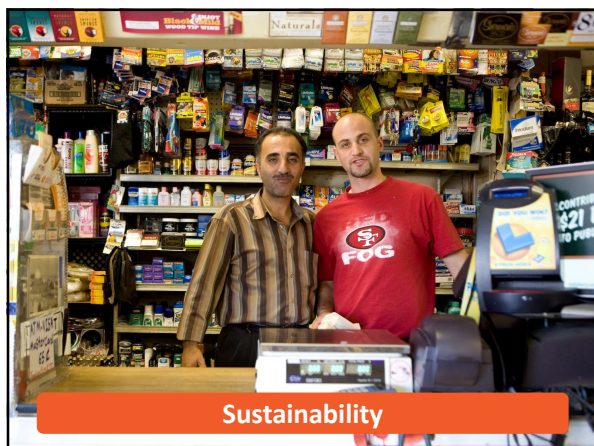
Sabrina Baronberg
NYC Dept of Mental Hygiene

Danielle Moreno
Sonoma County Dept of Health Services

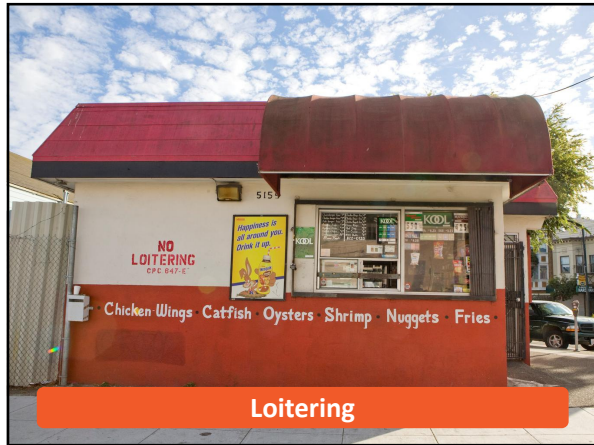
- **Q&A followed by Virtual Office Hours**

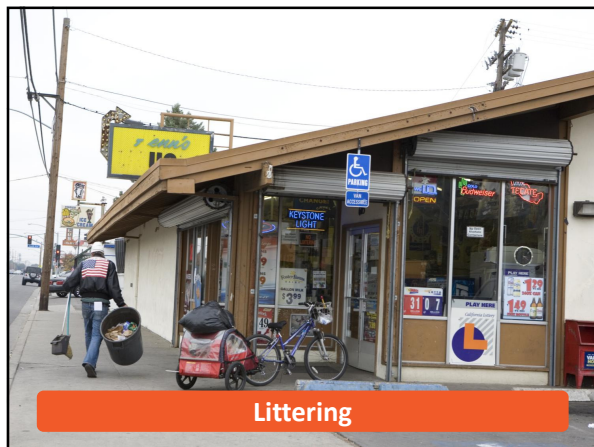


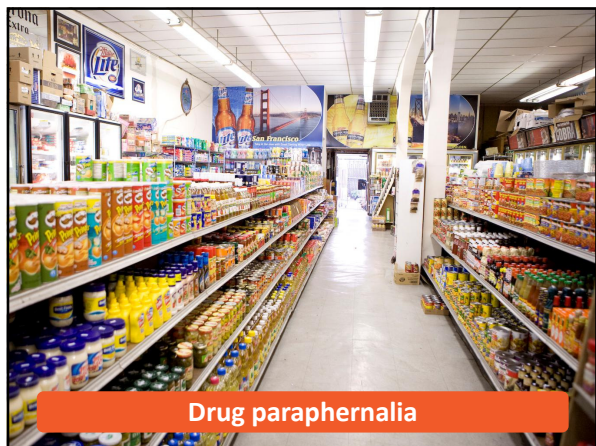






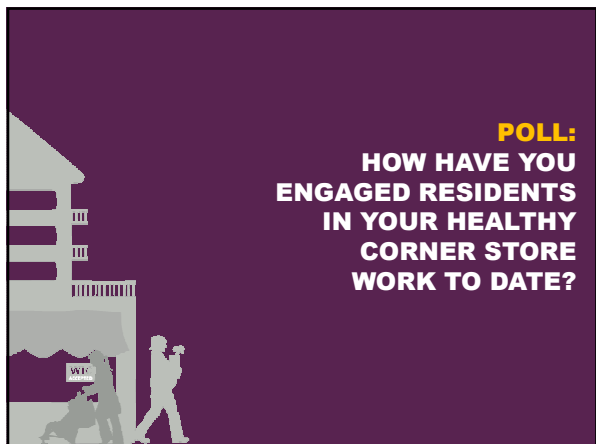
















New York City

Shop Healthy NYC!

Shop Healthy NYC addresses supply and demand

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graph TD; Distributors --> Retailers; Retailers --> Community; Distributors --> Community; Community --> Access[Increased neighborhood access to healthy foods];
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Marketing materials

Thirsty? Try water or other low-calorie drinks. Shop Healthy Here!

Special! Lunch Combo \$4.75

Special! Sandwich or Hot Dog \$3.50

Look for canned fruit in 100% juice

Incentives for retailers



Incentives transform the store environment

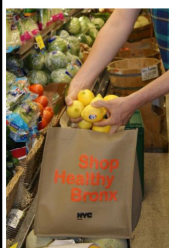
Before



After



Incentives help retailers to sell healthier foods



Reusable totes incentivize produce purchases



Kitchen equipment, such as salad starter kits and blenders, turn bruised or overripe produce into healthy grab-and-go items



Proclamations recognize retailer achievements



Resources for consumers

Shop Healthy Bronx!
Help our neighborhood be healthy.
Sell these items in your store:

(Check one or more)

- Fresh fruits, including _____
- Fresh vegetables, including _____
- 1% milk
- Low/No calorie drinks
- Whole wheat bread
- Low-sodium canned vegetables
- No sugar added canned fruits
- Healthy Deli Sandwich
- Other: _____



Nutrition trainings and Adopt a Shop workshops for community groups

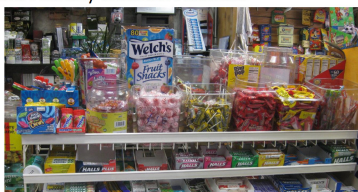


Adopt a Shop in action: Store cleanup



Adopt a Shop in action: Healthy checkout counter

Before



After



Adopt a Shop in action: Store makeover



Shop Healthy in the community: Supporting a farmers' market





To download the guides, visit nyc.gov and search *Shop Healthy*



Thank you. Questions?

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Visit us online at [facebook/EatingHealthyNYC.com](https://www.facebook.com/EatingHealthyNYC) or at nyc.gov and search *Shop Healthy*

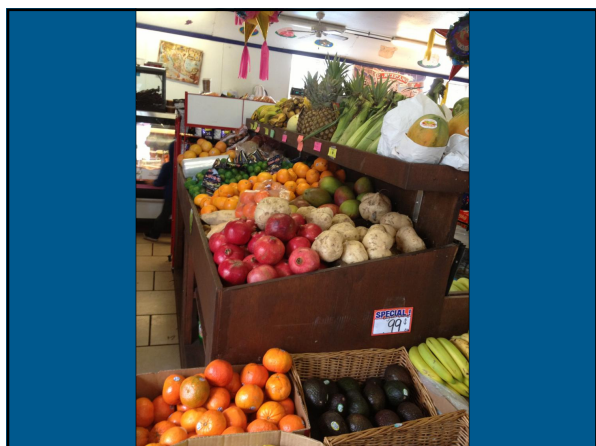


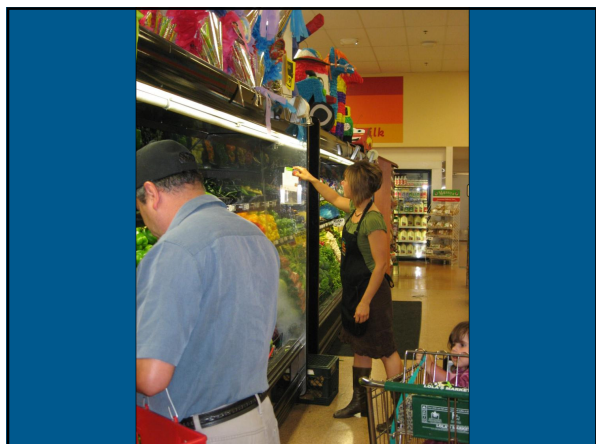


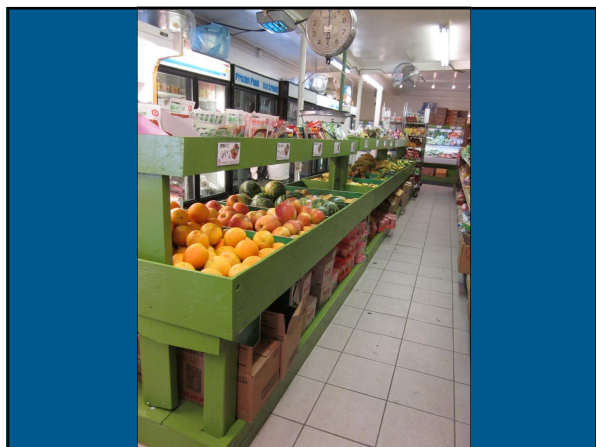


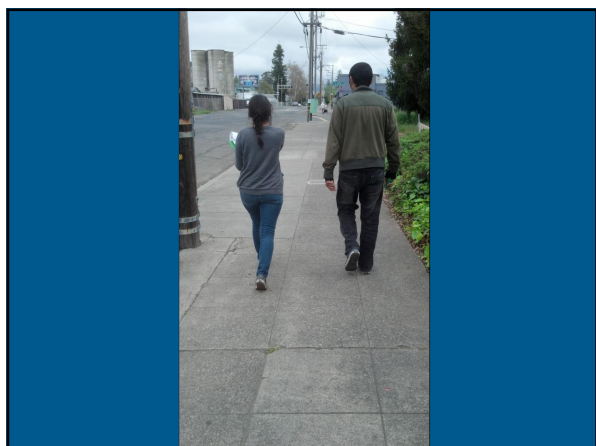
















Thank you!

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**HOW TO CONNECT
WITH NEIGHBORHOOD
RESIDENTS**

- Word of mouth
- Connect with community groups
- Attend neighborhood meetings
- Flyers and postcards
- List serves
- And more!





ChangeLab Solutions
HEALTHY FOOD RETAIL RESOURCES

How to Make Healthy Changes in Your Neighborhood

Booklet for Food Retailers
This booklet provides information on how to make your store a healthier place for your community. It includes information on how to select products, how to price them, and how to market them.

Booklet for Community Organizers
This booklet provides information on how to organize your community to make a healthier neighborhood. It includes information on how to identify needs, how to build a coalition, and how to advocate for change.

www.changelabsolutions.org

HEALTHY CORNER STORES NETWORK
CHANGELAB SOLUTIONS • THE FOOD TRUST • URBANE DEVELOPMENT

- quarterly webinars
- list serv
- technical assistance referrals
- networking

www.healthycornerstores.org

RESOURCES

www.nyc.gov/html/doh/html/living/shophealthy

RESOURCES

Sonoma County Healthy Food Outlet Project
Profits & Loyalty Through Healthy Changes

danielle.moreno@sonoma-county.org

RESOURCES

Learn about Sonoma County's program!
www.igrowsonoma.org

www.igrowsonoma.org

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ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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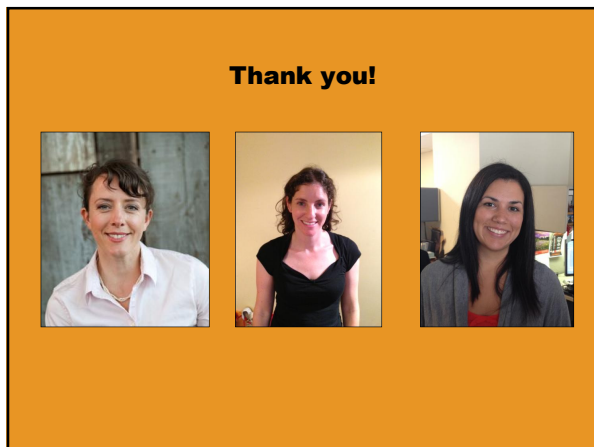












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THANK YOU!

For more information, contact:
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