



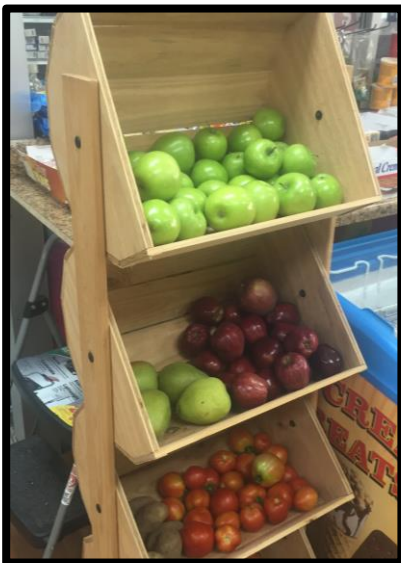
Baltimarket Healthy Stores Program

The Healthy Stores program aims to reduce childhood obesity through a multi-level, community-based program that transforms the retail food environment in Baltimore's food deserts, engaging corner stores, youth, grocery stores, and caregivers to increase supply of and demand for healthy foods. Current work is focused in the 21216, 21217, 21223 and 21229 zip codes.

The program has three elements: corner store, Youth Neighborhood Food Advocate, and grocery store-based nutrition education.

Corner Store

In corner stores, the program provides owners with technical assistance, customer education, marketing, start-up incentives and infrastructure to enable small stores to stock and sell healthier foods.



Participating stores are required to carry at least two varieties of healthy foods in six categories with perishable food in at least three categories.

Categories include whole grains, vegetables, fruits, low-fat dairy, healthy snacks, and healthy beverages.

Current partners include:

- Everything Cheap, 1300 W Lafayette Ave
- Lafayette Market, 1818 Pennsylvania Ave
- Mosher Food Market, 1346 W Mosher St
- McCulloh Convenience Store, 1700 McCulloh St



Youth Neighborhood Food Advocates

The Youth Neighborhood Food Advocates Program engages young people in conversations around health disparities, teaches practical nutrition information, and develops young people as community leaders. Youth are trained using a power and leadership-building afterschool curriculum. The curriculum culminates in planning and implementing projects to complement the corner store improvements.

Examples of Youth Neighborhood Food Advocates projects include:

- Block Party
Engaging community in conversations about nutrition label reading and health disparities at a block party
- Block Cleanup
Beautifying the blocks surrounding a corner store and giving out healthy food samples
- PSA video
Filming a Public Service announcement about healthy snacking
https://www.youtube.com/watch?v=ysiVzH_onoY



Grocery Store-Based Nutrition Education

Baltimarket in-store nutrition education is a program that educates and demonstrates healthy eating and cooking in West Baltimore grocery stores. This program is aimed at increasing purchasing and consumption of healthy foods. Program staff implements a series of 15 lessons that range from healthy snacking to eating more fruit and vegetables.

Our Year 1 partner is the Save-A-Lot store located on 1101 Pennsylvania Avenue.

For more information, please contact the Healthy Stores Manager Bo Banwo at 410-396-8917 or by email at bodunrin.banwo@baltimorecity.gov

www.baltimarket.org | <http://health.baltimorecity.gov/programs/baltimarket>

Thanks to our partners:

