



BALTIMORE HEALTHY STORES

Frequently Asked Questions

WHAT IS THE BALTIMORE HEALTHY STORES PROJECT?

“Baltimore Healthy Stores” (BHS) is a health promotion project being led by the Johns Hopkins Center for Human Nutrition in collaboration with the Baltimore City Health Department, community-based organizations, and large and small food stores in the city.

WHAT DOES BALTIMORE HEALTHY STORES WANT TO DO?

BHS wants to improve city residents’ access to a nutritious diet and increase their knowledge about healthy food choices and preparation methods. This will reduce the risk for diseases like diabetes and heart disease. We will work in both large supermarkets as well as smaller food stores, which play an important role in the diets of local residents.

WHAT WILL THIS PROJECT DO FOR MY STORE?

BHS will show that you care about the people in your neighborhood – your customers – and show that your store is interested in doing its part to keep local people healthy and improve their food choices. In addition to in-store promotions, there will be posters, and other media promoting the program. Your store will be advertised as a “healthy store,” a public relations benefit which will possibly result in an increase in customers.

WHAT IS THE TIME FRAME FOR THE BALTIMORE HEALTHY STORES PROJECT?

We plan to run the main program in East and West Baltimore from December 2005-November 2006 in about 18-20 stores.

WHAT WILL ACTUALLY HAPPEN IN THE STORES?

Participating stores will be asked to stock between 10 to 20 healthy foods (5-10 healthy foods for corner stores) during promotional periods. The program consists of five phases and each phase will run for two months. We will use shelf labels to bring customer attention to these healthier choices (e.g., lower fat products) along with recipe suggestions, posters or other displays, and product taste-testing demonstrations. The promotional materials will be provided free of charge.

WHO WILL ORDER THE PROMOTED FOODS?

We will assist the stores in ordering the promoted foods, but it is our hope that the stores will want to stock the foods after the promotional phase. We would prefer that stores work through their regular distributors/vendors in order to get the foods. This way the food will be easily gotten should the stores decide to continue stocking the foods.

BALTIMORE HEALTHY STORES

Frequently Asked Questions, page 2

WHAT KINDS OF FOODS ARE YOU GOING TO PROMOTE?

There will be 1-3 target foods each phase (5 phases). Some of the likely foods include low-sugar cereals (WIC approved), low-fat milk, fresh/frozen/canned vegetables, baked chips or pretzels. Other foods will be decided on in partnership with the stores and community.

ARE YOU PROMOTING SPECIFIC BRANDS OF PRODUCTS?

For the most part, no. We will ask storeowners to stock low fat milk (for example), but they can use any brand they want. There may be a few cases where a specific brand is used.

HOW ARE STORES SUPPORTED IN BUYING THE TARGETED FOOD?

We will provide a \$50 gift card or voucher to the stores. You can use the gift cards or vouchers in wholesale stores to purchase the targeted foods. It will be distributed in each promotional phase.



Sample shelf labels that will be used to highlight promoted foods

For more information, please see www.healthystores.org
or call Dr. Joel Gittelsohn, 410-955-3927