



SHOP HEALTHY NYC!

How to Adopt a Shop

A guide to working with your local food retailer



Department of
Health & Mental
Hygiene

Center for
Economic
Opportunity

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About the Guide

This guide is based on the work of Shop Healthy NYC, a food retail program run by the New York City Health Department.

Who should use this guide?

Individuals or community groups that want to Adopt a Shop to support their local food retailer in stocking and promoting healthy foods and beverages.

What does it contain?

Simple steps to Adopt a Shop with ideas and resources for each step of the way.

Does your group have the staff and resources for a comprehensive neighborhood-wide food retail program?

If your group has the capacity to do more than Adopt a Shop and is interested in implementing a healthy food retail program in an entire community, see the **Shop Healthy NYC! Implementation Guide**. This resource contains guidance for a team of staff on how to work with all major components of a food retail program: retailers, suppliers, distributors and community members.

Adopt a Shop

Would you like to improve the food and beverage offerings at your local food store? Do you want a better selection of fresh, high-quality fruits and vegetables? Would you like to see fewer ads for unhealthy foods and beverages? As a consumer, you have the power to work with your community stores and ask for changes. Stores will stock what their customers buy; you can create healthy changes with your wallet. Whether you're a school, community-based organization or interested resident, this Adopt a Shop guide can provide direction and practical guidance to achieve your goal.

What Is Adopt a Shop?

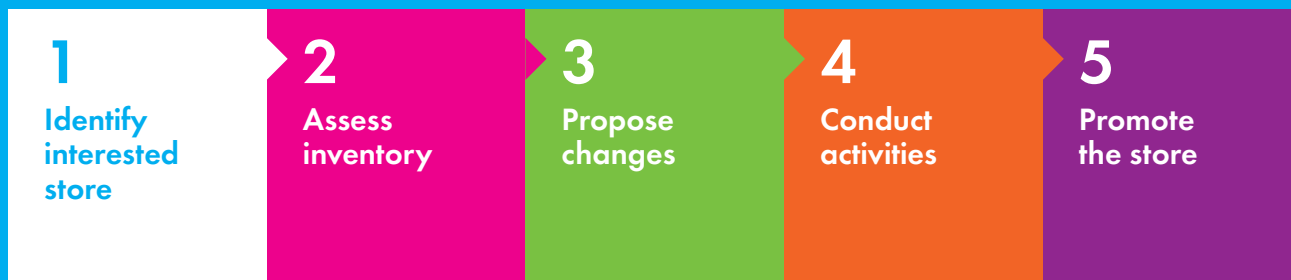
Adopt a Shop works to increase community demand for and availability of healthier foods and beverages in neighborhood food retailers. The Adopt a Shop model recognizes the importance of community support for building relationships with local retailers. A "shop" can be a corner store, supermarket, farmers' market or mobile fruit and vegetable vendor.

How Does It Work?

Adopting a corner store or supermarket requires enthusiasm and planning. Here's how it works: identify a store interested in working with you; assess the store inventory and environment; propose changes to the owner; conduct activities to support the store; and promote its healthier offerings and encourage customer involvement.



5 Simple Steps to Adopt a Shop



How to Adopt a Shop

Step 1. Identify an Interested Store

In choosing a store, consider:

- *Where do your members, employees and constituents shop?*
Maintaining a relationship will be easier if you choose a nearby and frequented store with a consistent customer base.
- *Do you have an existing relationship with the store owner?*
You may have greater buy-in if you're already on good terms with the owner.
- *Could the store benefit from improved food and beverage offerings?*
Choose a store that will benefit from your support.

Once you identify a good candidate, meet with the owner or the store's decision-maker.

- When visiting the store, work in groups for support, but be mindful of a store's size. In small spaces, limit the size of your group to two or three people.
- Visit during nonpeak hours, when it's more likely that the owner will be available.
 - Check if the store has a breakfast (7:00 to 9:30 am) or lunch (12:00 to 1:00 pm) rush.
 - If your store is near a school, avoid the after-school rush from 2:30 to 3:30 pm.
- Go with a smile and a friendly attitude.
- Compliment the owner/manager on the store's assets and the healthy items the store already carries.
- Present Adopt a Shop as a business opportunity. Let them know you want to help them make more money through healthy changes.

See page 6 for a **Sample Script** and page 7 for a **Store Owner Survey** to help guide your conversation

Step 2. Assess the Store's Inventory and Environment

Before determining what changes to propose, you will need to assess the products the store currently stocks – what's healthy and what isn't.

It is important to observe the store environment. How is the produce being displayed? Are there advertisements posted outside or inside the store? What type?

See page 8 for a **Store Observation Form**

Step 3. Propose Changes

When deciding on changes to propose to the store owner, consider the following:

- *Who shops at the store?* Knowing the customer base will help determine which changes will be most successful. For example, if high school students frequent the store at lunchtime, introducing a healthy deli combo meal may be well received.
- *Impact and feasibility.* Propose changes that are feasible and likely to make a real impact on the store and its customers.
- *How receptive is the owner?* It is important to build trust with the owner. Consider inviting the store owner to your site for a meet-and-greet to help build your relationship.

See page 9 for **Healthier Foods to Request and Promote at Your Store** and pages 10-11 for **Ideas for Healthy Changes**

When requesting a change:

- Start with small requests and propose larger changes over time.
- Listen to what the store owner has to say and address whatever concerns he/she raises.
- Tell the owner you understand the risk in selling new items, and that you are committed to generating demand for healthier products in the community.
- Buy something. Making a purchase conveys the message that you're committed to supporting the store.

Step 4. Conduct Activities to Support the Store

Store-based activities help the store make healthy changes and build a relationship with the owner. Activities can be simple (such as delivering postcards where customers indicate the healthier items they would like the store to carry) or more involved (such as holding a store cleanup), depending on your time and resources. Use our suggested activities or be creative and design your own.

Make sure your activities have an impact by choosing ones that increase the stock of healthy foods, create demand for healthy products or improve the store environment.

See pages 16-21 for **Suggested Activities** to help your group choose and plan a fun activity

Step 5. Promote the Store

Once the store has made healthful changes, promote the store in your community. Some ideas include:

- Create an advertisement for the store and run it in your organization's newsletter. Highlight the new, healthy options available, and include photos and the store location.
- Post flyers on community bulletin boards.
- Hang posters in high-visibility areas at your organization and around the neighborhood.
- Hold a contest at your organization to design the best flyer or poster.

How to Support Farmers' Markets and Mobile Fruit and Vegetable Vendors

Farmers' markets and mobile fruit and vegetable vendors offer fresh, nutritious foods to community residents. But these vendors often need help advertising their locations and drumming up business. Adopt a market or vendor by conducting fun and engaging promotional activities, like those listed below.

Design flyers	Create a poster and/or flyer that promotes healthy eating and provides the location of the market/vendor.
Distribute maps	Distribute a map with the locations of the markets/vendors. In New York City, visit nyc.gov and search Farmers' Markets for a map of all markets in the city.
Distribute recipe cards	Distribute recipe cards that vendors can display and distribute at their stand or cart, featuring fruits and vegetables sold by the vendor. Visit nyc.gov and search Stellar Recipes .
Write a story	Interview a farmer or vendor, and write a story for your organization's newsletter or list serv.
Organize walking tours	Organize a walk to your local market/vendor to promote physical activity and healthy eating.
Become a "regular"	Buy snacks from your local market/vendor for your group's regular meetings or events.





Coupons for FREE Fruits and Vegetables for New York City Community Groups

Health Bucks, worth \$2 each, can be used to purchase fresh fruits and vegetables at all farmers' markets in New York City, and are distributed by the Health Department. Every market that accepts EBT (Electronic Benefits Transfer, or food stamps) offers one \$2 Health Buck for every \$5 in EBT spent. Make sure your constituents know!



Community organizations in New York City may apply for free Health Bucks to distribute to their clients to support nutrition education and other health-related activities during the market season. To apply or to learn more, visit nyc.gov and search [Farmers' Markets](#).

Outside of New York City?

Visit the United States Department of Agriculture for a farmers' market near you: search.ams.usda.gov/farmersmarkets

Tools

Sample Script for Talking with a Store Owner

Hello, my name is _____ and I [*live/go to school/work*] in this neighborhood. Is the owner or manager available?

- If the owner is not available, find out the best day and time to reach him/her and return to the store then.
- If the owner IS available, continue below with:

My [*family/friends/coworkers*] and I are regular customers here. We like your store and come often because it's close to our [*home/school/work*].

We like to eat healthfully, but noticed that it is often hard to find healthy foods in this neighborhood. We're here today to ask you to make some small changes in your inventory. We will purchase these new healthy items from your store and encourage others to do so as well. Would you be willing to stock healthier options such as [*low-fat milk/apples/whole wheat bread/etc.*]?

If you receive a positive response:

That's great! When would be a good time for us to come back so that we can talk about working together to support and promote your store? During this visit, I'd like to check out your inventory and see what healthy foods you currently stock and where there's room for improvement.

You and your store are an important part of our community. Thanks for what you do and we look forward to buying healthy items here in the future!

If you receive a negative response:

Simply thank the owner for taking the time to listen to your concerns.



Store Owner Survey

Use this survey to get to know the store owner better and to learn what challenges he or she may face and how your group can help.

Today's Date: _____ Your Name: _____

Store Name: _____

Name of Owner: _____

Address: _____

How long have you owned or managed this store? _____ years _____ months

What are the 3 top-selling items in your store, including nonfood items?

1. _____

2. _____

3. _____

Are there any healthier items that you are interested in selling? Yes No

If so, what are they?

What makes it hard to carry more healthy foods in your store?

How can we best help you offer and sell healthier foods?

Thank you for your time!

Store Observation Form

After the store owner has agreed to participate, it's helpful to assess what products the store currently stocks and promotes, what's healthy and where there is room for improvement. Use the following form to conduct your assessment.

Today's Date: _____ Your Name: _____

Store Name: _____

Address: _____

1. Are there ads for the following products on the outside of the store? Mark all that apply.

Tobacco Beer Sugary Drinks Other Specify: _____

2. Are there ads for the following products on the inside of the store? Mark all that apply.

Tobacco Beer Sugary Drinks Other Specify: _____

3. Are there any ads on the front door? Yes No

4. How many types of fresh vegetables are for sale? _____

5. How many kinds of fresh fruits are for sale? _____

6. Please circle the number that best describes the overall quality of fresh produce.

At this site, what is the overall quality of the...	Poor quality (brown, bruised, overripe, wilted)	Low mixed quality (more poor than good)	High mixed quality (more good than poor)	Good quality (absolutely NO rotting or moldy items, all very fresh, no soft spots, excellent color)
Fresh vegetables	1	2	3	4
Fresh fruit	1	2	3	4

7. Please circle Yes or No to indicate whether the store has/does the following:

Stocks low-fat milk (1% or fat-free)	Yes	No
Stocks canned fruit in 100% juice	Yes	No
Stocks canned vegetables, beans or soup with a label that says "Low-sodium," "Low-salt," "No salt added" or other messages indicating low in sodium	Yes	No
Stocks 100% whole wheat bread with 2 grams fiber per slice and with "whole grain" or "whole wheat" listed as the first ingredient	Yes	No
Stocks baked potato chips	Yes	No
Stocks dried fruit with no sugar added	Yes	No
Stocks nuts with no sugar added and no more than 200 milligrams of sodium per serving	Yes	No
Places produce at the cash register	Yes	No
Places produce near the front entrance of the store	Yes	No
Places refrigerated water at eye level	Yes	No
Places refrigerated low-calorie drinks at eye level (low-calorie drinks have no more than 25 calories per 8-ounce serving)	Yes	No

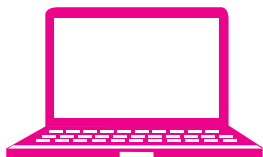
8. If the store has a deli, please circle Yes or No to indicate whether they offer the following options:

Sandwiches on 100% whole wheat bread	Yes	No	N/A
Meal Combo with fruit and/or water	Yes	No	N/A

Healthier Foods to Request and Promote at Your Store

Use the results from the Store Observation Form to recommend changes to the store owner. Suggested healthier items for the store to stock and promote include:

<p>Beverages</p> <ul style="list-style-type: none"> <input type="checkbox"/> Low-fat milk (1% or fat-free) <input type="checkbox"/> Seltzer <input type="checkbox"/> Water <input type="checkbox"/> Unsweetened tea 	<p>Prepared Foods</p> <ul style="list-style-type: none"> <input type="checkbox"/> A healthier sandwich on 100% whole wheat bread with low-fat condiments <input type="checkbox"/> Grilled vegetables on a whole wheat wrap <input type="checkbox"/> A meal combo with a piece of fruit and water <input type="checkbox"/> Vegetable sticks with a low-fat yogurt dip in individual to-go portions <input type="checkbox"/> Fresh fruit salad <input type="checkbox"/> Green salads and bean salads with vinaigrette dressing <input type="checkbox"/> Canned soup that is low-sodium (no more than 480 milligrams per serving) or has no added salt
<p>Snacks</p> <ul style="list-style-type: none"> <input type="checkbox"/> Nuts with no sugar added and no more than 200 milligrams of sodium per serving <input type="checkbox"/> Dried fruit with no sugar added <input type="checkbox"/> Hummus <input type="checkbox"/> Baked potato chips <input type="checkbox"/> Unsalted rice cakes <input type="checkbox"/> 100% whole grain cereal with no more than 10 grams of sugar and at least 2 grams of fiber per serving 	<p>Grains</p> <ul style="list-style-type: none"> <input type="checkbox"/> 100% whole wheat bread with at least 2 grams of fiber per slice and a whole grain listed as the first ingredient <input type="checkbox"/> 100% whole grains such as brown rice, whole wheat pasta and oats
<p>Produce</p> <ul style="list-style-type: none"> <input type="checkbox"/> All fresh fruits and vegetables <input type="checkbox"/> Canned beans and vegetables or frozen vegetables that are low-sodium (no more than 290 milligrams per serving) or have no added salt <input type="checkbox"/> Frozen or canned fruit that is in 100% juice 	
<p>Dairy</p> <ul style="list-style-type: none"> <input type="checkbox"/> Low-fat or fat-free yogurt <input type="checkbox"/> Low-fat or fat-free cottage cheese <input type="checkbox"/> Low-fat or fat-free cheese 	



Online Resource: What Are Healthy Foods?

In 2008, New York City established nutrition standards for foods purchased and served by all city agencies. Shop Healthy NYC follows these standards for identifying healthier products. For more information, visit nyc.gov and search [NYC Food Standards](#).

Ideas for Healthy Changes

Use this list to offer feasible suggestions to retailers for implementing change. If you need help determining what qualifies as “healthy,” use the list and the online resource provided on page 9.

Those ideas highlighted in bold are the core components of Shop Healthy NYC, followed by other healthful suggestions.

Product

- **Stock low-sodium canned goods and canned fruit in 100% juice.**

Most of the salt and sugar we eat comes from packaged, processed and store-bought food. The majority of stores already stock canned goods, so it makes sense to provide a healthier alternative to existing products.

- **Stock at least two healthy snacks (fewer than 200 calories).**

Children frequently shop at corner stores near their schools, purchasing more than 350 calories/day of mostly junk foods.* Stocking healthier alternatives helps kids (and adults) make better choices.

- **If the store has a deli counter, offer and promote a healthy sandwich or meal combo (with a piece of fruit and water).**

The majority of retailers have a deli, but most do not promote a healthy option. Offering a healthy alternative at an attractive price promotes healthier eating.

- **In supermarkets, improve the produce section.**

All supermarkets have a produce section, but the quality varies greatly. Training retailers in produce procurement, handling and display is a win-win: stores sell more of these high-margin items and the community gains access to higher quality fresh fruits and vegetables.

- Stock grab-and-go fruit and veggie snacks (such as cut-up fruit in containers or vegetable sticks with low-fat dip), bagged salads or meal packs (such as soup kits that include an assortment of vegetables).
- Stock 100% whole grains, such as 100% whole wheat bread, brown rice, whole wheat pasta and oatmeal.
- Stock water and low-calorie[†] drinks.
- Stock only smaller (not more than 16 ounces) bottles/cans of sugary drinks in refrigerator cases (including fruit drinks, sports drinks and energy drinks).
- If the store sells alcohol:
 - Eliminate the sale of large sizes such as 24- and 40-ounce alcoholic beverages.
 - Stock only beer and other alcoholic beverages without cartoons on their packaging and advertising.



* Borradaile KE, Sherman S, Vander Veur SS, et al. Snacking in children: the role of urban corner stores. *Pediatrics*. 2009;124:1293-1298.

[†] Low-calorie drinks contain no more than 25 calories per 8 ounces (note: this applies to all beverages except 100% fruit juice or milk).

Placement

- Offer fruits and vegetables at the front of the store or at checkout. For supermarkets, create and maintain a healthy checkout aisle that stocks only healthy foods and drinks and/or nonfood items like magazines or household items.

Placing produce and other healthy products in high-visibility areas and at checkout increases impulse purchases of these healthy items.

- Display water and low-calorie drinks at eye level.

The obesity epidemic has many causes, but a large contributor is consuming sugary drinks. Encourage consumption of healthy beverages by placing them at eye level.

- Move sugary cereals to the top shelves, so they are out of eye level of children.
- Create a healthy end-cap (a display at the end of an aisle) and other special displays; only promote water and low-calorie beverages.
- If the store sells alcohol:
 - Stock alcoholic beverages on shelves rather than in coolers, to prevent the sale of cold beverages that could be consumed on the street. Use the extra refrigerator space to sell fruits and vegetables.
 - Move alcoholic beverages and tobacco products away from snack foods that attract kids and from food staples, such as bread, milk and eggs.
- If the store sells tobacco products, do not display near toys or other items that appeal to children and do not place at their eye level.

Promotion

- Promote healthy foods and beverages using signage on shelves and refrigerators, including shelf inserts, refrigerator decals, door signs, stickers, magnets, price signs and posters.

The food industry spends billions of dollars each year marketing unhealthy products. In contrast, healthy ads typically make up a small percentage of ads in stores. Promoting healthy items helps level the playing field.

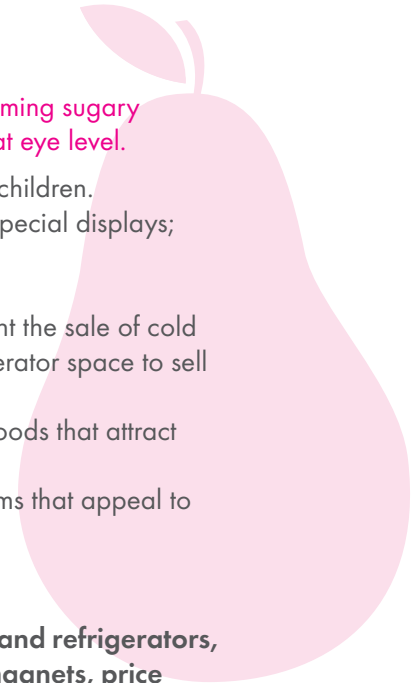
- Remove advertising from the entry door.

Doors are commonly littered with unhealthy ads. A clean door – with only EBT or WIC signs and a Shop Healthy NYC decal – is attractive and inviting to customers.

- Offer recipes for fruits and vegetables in the produce section.
- Cross-promote fresh produce by placing it in other locations throughout the store (e.g., at the deli counter).
- Promote only water and low-calorie beverages in circulars and other in-store advertising, instead of high-calorie drinks.
- Remove advertising for alcohol and tobacco from the store, or at least restrict it to the sections where these products are for sale.
- Post all signs required by law and follow all tobacco sale regulations, including asking for ID from anyone who appears under 25 years old and only selling tobacco products to those 18 or older.

Pricing

- Run discount promotions only for low-calorie drinks, such as water, seltzer and diet drinks, instead of high-calorie drinks.
- Encourage produce purchases through discounts, coupons or value card offers.





Resources

Ideas for Retailer Incentives

Incentives are essential to recruit retailers to participate in the initiative and to implement healthy changes. Offering a variety of items caters to the different needs and limitations of each store. Provide whatever the store needs (within your resources) to make healthy changes happen.



Display Stands and Baskets

Retailers often stock produce in cardboard boxes on the floor, which can deter customers and shorten shelf life. Attractive displays using baskets and produce stands can help increase sales.



Kitchen Equipment

Minimize the risk retailers face when stocking fresh produce by providing kitchen equipment, such as blenders and salad starter kits (knife, cutting board, peeler, to-go containers and Shop Healthy NYC sticker and price signs). These items turn bruised or overripe produce into healthy smoothies and grab-and-go items that are popular with customers.



Shopping Bags

Distribute reusable shopping bags to customers to encourage healthy purchases.



Sample Marketing Materials

Refrigerator Decals

low-fat milk, water

Why They Work: These decals educate at the point of selection and are more durable than materials that need to be taped.



Deli Signs

healthy sandwiches, lunch combo, breakfast combo

Why They Work: Many stores report that the deli is the best-selling area in their store. Although most retailers have a deli, few offer or promote a healthy alternative – a good strategy for encouraging healthier eating.



Price Sign

(laminated and reusable)

Why They Work: Items that are priced sell more quickly but many stores lack price signs, especially on fresh produce.



Posters and Hanging Flag Banner

Why They Work: Posters and flag banners create a visual impact. Posters come in a variety of sizes to accommodate store needs; banners come in units of 25 that can be hung from the ceiling or outside.



Don't Recreate the Wheel (unless you want to).

All of New York City's digital artwork is available to your group for FREE.

Email shophealthy@health.nyc.gov.

Shelf Talkers

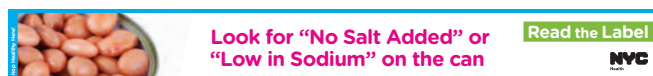
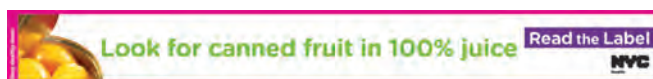
low-sodium canned goods, canned fruit in 100% juice, 100% whole wheat bread, 100% whole grains, low-fat milk and healthy snacks

Why They Work: Shelf talkers are designed to hang over the side of the shelf and educate consumers at the point of selection, which promotes healthy food choices.



Shelf Inserts

Why They Work: Shelf inserts fit into the same slot as traditional price signs, providing an alternative to shelf talkers, which can be displaced during stocking and may not be compatible with all shelving units.



Push/Pull or In/Out Door Signs

Why They Work: These attractive signs are alternatives to unhealthy product ads often found on entry and exit doors.



Entry Decal

Why They Work: A decal on the entry door makes it easy for passers-by to identify retailers making healthy changes.



Activities

Promote Healthier Products in the Store

Creating attractive marketing materials can encourage store patrons to make healthier choices. These materials should meet the needs of the store owner and be designed with an eye to the store's interior space and design. The New York City Health Department has created a variety of materials — including refrigerator decals, price signs, deli special signs, shelf talkers, posters and banners — to capture the attention of customers. See pages 14-15.

Suggestions for Promoting Healthier Products

- Design materials that can be posted at the point of selection, for example, shelf inserts that encourage the shopper to read the label and choose wisely.
- Create durable, laminated materials. For glass doors, decals or stickers last longer and are more attractive than materials that need to be taped.
- Develop eye-catching price signs for produce. Produce in stores is often not priced; items that are priced sell more quickly.
- If the store accepts WIC or EBT, make sure signs are posted and highly visible.
- Remove all advertising for unhealthy products so healthy ads don't compete for the customer's attention. If the store owner isn't comfortable taking down all ads, start with those on the entry door, as these ads for unhealthy products are seen by customers and passers-by alike.





Host a Cooking Demonstration

A cooking demonstration conducted at the store benefits neighborhood residents and store owners. This activity teaches simple cooking skills and introduces residents to healthy, tasty foods. A demonstration also creates buzz around the store, brings in passers-by who may become customers and uses ingredients purchased from the store. Consider partnering with a chef from a local culinary school or Cooperative Extension who may be willing to conduct the demonstration at no cost.

Planning Tips

- In collaboration with the store owner, choose a date and time for the cooking demonstration.
- Select a healthy recipe that showcases products sold at the store (see example below).
- Translate the recipe into other languages, if necessary.
- Recruit people to attend.
- Meet with the owner two to three days before the demonstration to ensure the store has all the ingredients.



(Recipe is courtesy of City Harvest)

Black Bean and Fruit Salsa

Ingredients

- 1 cup chopped **fresh fruit**
(pineapple, mango, peach or papaya)
- 1 cup **low-sodium canned black beans**,
rinsed and drained
- ½ cup **fresh lime juice**
- ½ cup **fresh cilantro**, chopped
- 1 small **red onion**, chopped
- 1 **red bell pepper**, seeded and chopped
- 1 **green bell pepper**, seeded and chopped
- 2 cloves **garlic**, finely chopped
- 1 **fresh jalapeño**, seeded and finely chopped
(optional)
- 1 teaspoon each **salt** and **pepper**

Directions

1. Combine all ingredients in serving bowl and toss together.
2. Serve immediately or refrigerate two hours and serve chilled.

Supplies Needed

- Bowls and other cooking supplies and utensils (e.g., can opener)
- Plastic spoons or forks for samples
- Cups or bowls for samples
- Napkins
- Table and table cloth
- Apron, hair tie/head covering and gloves
- Promotional signage for your table
- Garbage bags and cleaning products
- Copies of the recipe – include the average price per serving
- Extras: camera, photo release forms



Demonstrate Demand with a Postcard Campaign

Store owners will stock what their customers buy. One simple way to get stores to carry healthier foods is to have consumers ask for them using postcards (like the one shown below). Consumers indicate what healthier products they would like the store to carry and then deliver the postcards to the store.



Shop Healthy NYC!

Help our neighborhood be healthy.
Please sell these items in your store:

(Check one or more)

<input type="radio"/> Fresh fruits, including _____	<input type="radio"/> Low-sodium canned vegetables, soup and beans
<input type="radio"/> Fresh vegetables, including _____	<input type="radio"/> Canned fruit in 100% juice
<input type="radio"/> 1% milk	<input type="radio"/> Healthy deli sandwich
<input type="radio"/> Low/No calorie drinks	<input type="radio"/> Other: _____
<input type="radio"/> Whole wheat bread	

Thank you. Name: _____


Center for Economic Opportunity

Suggestions for Using Postcards

It may be easier for a store owner to respond to a request for one healthy item at a time, especially when you are still building trust with the owner. Decide on one item your group would like to see stocked at your local store and follow these easy steps:

- Distribute cards at your next group meeting.
- Have everyone check the same item on the postcard and sign their name.
- Hand deliver the postcards to the store owner, and tell the store your group is committed to buying the item.
- Follow up with the store to see whether your item has been stocked.
- Thank the store owner when the item has been stocked.
- Support the store by purchasing the item and shopping at the store.

Alternatives to postcards include a suggestion box, a white board or a notebook kept near the checkout.

Free postcards are available for New York City residents and groups by calling 311 (Keywords: Shop Healthy NYC Postcard).

Create a Healthy Section or Checkout Aisle

Product placement and promotion can greatly influence customer purchases. Unhealthy products placed near the checkout or in other high-visibility spots encourage impulse buying. By moving healthier items to more visible locations, creating attractive displays and marketing these healthier products, you can make it easier for customers to make healthy choices. Talk with the store owner about creating a healthy section of the store.

Planning Tips

- Suggest this activity once you've established a good relationship with the store owner.
- Select a time when the store is not busy. Saturday mornings often work well.

Suggestions for a Healthy Section or Aisle

- Create a healthy section on a special display stand, on a shelf, at the checkout counter or on an end-cap (a display at the end of an aisle) where shoppers can easily find healthy foods. For a supermarket, create an entire healthy checkout aisle.

Suggestions for Stocking the New Section or Aisle

First, move candy, chips, sugary drinks and other unhealthy items to another less visible place in the store or remove them from eye level. Then, restock the section with healthy items. Some suggestions include:

- fruits and vegetables in wicker baskets or other attractive displays
- bundled recipe items, such as avocados, garlic, lime, onion, tomatoes and jalapeno for guacamole (include a display stand with printed recipes)
- fresh produce for an easy grab-and-go snack, like apples, bananas and oranges
- physical activity toys and tools, such as balls, Frisbees, jump ropes, bubbles, kites, hacky sacks, pedometers or stretch bands
- seasonal items, such as sunscreen and sunglasses or hats and gloves

See page 9 for **additional suggestions of healthier snacks and beverages** to stock in your new section or aisle

Before



After



Hold a Store Cleanup

A clean, visually appealing store attracts customers. A store cleanup is a great way to show the store owner that you are committed to improving the store environment and helping to increase business.

Planning Tips

- Suggest this activity once you've established a good relationship with the store owner.
- Select a time when the store is not busy. Saturday mornings often work well.
- Bring your own supplies to avoid burdening the owner and to build good will.

Suggestions for a Store Cleanup

- Freshen up the fruit and vegetable display.
 - Point out rotting produce to the owner.
- Sweep and mop floors and sweep the sidewalk.
- Dust grocery items.
 - Point out expired items to the owner.
- Remove old signage and ads.
 - Point out items that are mislabeled or have no price signs to the owner.
- Wash windows and entry door and remove faded ads.

Supplies Needed

- Buckets
- Paper towels and dust rags
- Latex gloves
- Adhesive or glue remover
- Cleaners (e.g., window, floor, dusting)
- Plaster scraper or other scraping tool
- Broom and mop

Reminder: Always ask the store owner for permission before removing advertising, moving merchandise or throwing things away.



For more information:

 311

 nyc.gov and search Shop Healthy NYC

 shophealthy@health.nyc.gov



Department of
Health & Mental
Hygiene

Center for
Economic
Opportunity