

Baltimore Healthy Stores (BHS)

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Could you eat healthy if your neighborhood grocery is a small “corner” store?

Millions of Americans living in low-income, urban communities face this challenge every

day. Due to limited access to supermarkets, their primary food sources are fast food and corner/convenience stores.

Baltimore Healthy Stores (BHS) intervention can improve the availability of healthy food, and, through point-of-purchase promotions, increase customers’ awareness and skills in selecting and preparing healthier foods.

BHS has 5 themed phases, each lasting about 2 months. Each phase includes theme-specific behavioral objectives, promoted foods, point-of-purchase marketing and nutrition education strategies. The 5 themes are:

- **Healthy breakfast**
- **Healthy cooking at home**
- **Healthy snacks**
- **Carry-out purchasing**
- **Healthy beverages**

BHS intervention provides essential information, including how to:

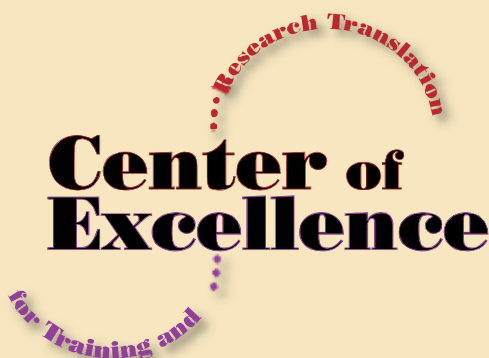
- recruit small store owners
- provide store owners with support and education to be successful (materials available in English and Korean)
- stock healthy foods
- promote healthy products
- create customer interest to try healthy products

BHS also provides a link to download intervention materials

In addition to Baltimore, the Healthy Stores intervention approach has been successfully adopted in:

- Republic of the Marshall Islands
- Apache Reservations in Arizona
- Navajo Nation
- Ontario First Nation Reserves
- Hawaii

BHS is a research-tested intervention based on systematic data collection and evidence at multiple levels. Formative work, process evaluation, and impact results have been published in 8 peer-reviewed journals. Joel Gittelsohn, PhD, serves as PI of BHS jgittels@jhsph.edu



The Center of Excellence for Training and Research Translation (Center TRT) is devoted to bridging the gap between research and public health practice with an emphasis on nutrition, physical activity, and the prevention and control of cardiovascular disease and obesity.

To advance the skills of public health practitioners, the Center TRT provides in-person and web-based trainings. To promote evidence-informed practice, the Center TRT identifies, translates and disseminates interventions, including the one featured above. To download the translated intervention and accompanying materials, visit the Center TRT website at www.center-trt.org

The Center TRT is based in the Center for Health Promotion and Disease Prevention at the University of North Carolina at Chapel Hill and is funded by CDC Cooperative Agreement Number 1-U48-DP001944-01.