

North Carolina Healthy Food RETAIL DESIGNATION PROGRAM

The North Carolina Healthy Food Retail Designation Program aims to support and recognize small food stores that improve healthier food access. The program consists of two components: the North Carolina Healthy Food Retail Designation and technical support.

The designation identifies small food stores that maintain a minimum stock of products from the following categories:

- Fruits
- Vegetables
- Dairy/dairy substitutes
- Whole grains
- Protein
- Water

Designation materials (door cling and certificate) are provided to recognize stores that meet the minimum criteria.

Support for the program includes a guide for those interested in partnering with small store owners to help them make progress toward the designation. In-store promotional materials will also be made available for marketing healthy foods.



Obesity, Diabetes, Heart Disease and Stroke Prevention (ODHDSP) Project North Carolina Healthy Food Retail Designation Program

APPROACH | The North Carolina Division of Public Health supports work to strengthen healthier food access and sales in small food stores across the state with ODHDSP funding received from the Centers for Disease Control and Prevention.

- Efforts are focused in five regions in the state (see gray area on the map on the reverse side).
- At least 10 small food stores in the regions of focus will begin working to provide healthier foods each year from 2016–2018.
- Technical assistance will be provided to regional coordinators to assist small store owners in increasing availability of healthier food items and using promotion, placement and pricing to sell their healthy foods and beverages.

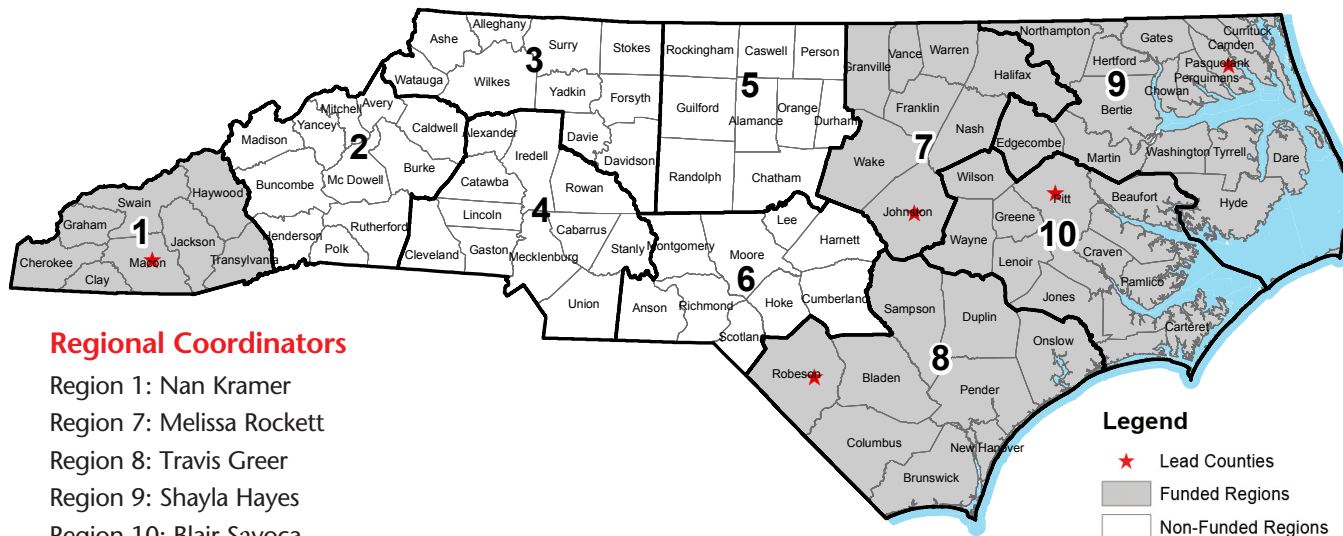
STAFFING | The ODHDSP grant provides funding for the following staff positions to implement healthy food retail:

- A Healthy Eating and Communications Coordinator, Jen Sohl-Marion, housed at the NC Division of Public Health, Community and Clinical Connections for Prevention and Health Branch.
- ODHDSP Regional Coordinators housed in a local health department in each of the five targeted regions (see map on reverse side).

The North Carolina Healthy Food Retail Designation Program is supported by the following partners:

- American Heart Association
- Local health departments
- NC Alliance for Health
- NC Alliance of YMCAs
- NC Cooperative Extension, NC State University
- NC Department of Agriculture and Consumer Services
- NC Department of Commerce
- NC Division of Public Health
- University of North Carolina at Chapel Hill

Obesity, Diabetes, Heart Disease, and Stroke Prevention (ODHSP) Grant Funding



"[A regular long-haul trucker customer] has lost almost 50 pounds. He told me it started with him buying one small container of green grapes from me."

—David Rizek, Owner of Mark's Food Mart, Pitt County

"This brings people in. They realize we have more healthy things to snack on."

—Lisa Trice, Manager of Soco Grocery and Meat Market, Cherokee County

"We sell our produce very cheap, cheaper than the grocery store, but when it all falls into place we have doubled our investment. The money filters back into the community in more ways than one. I encourage other stores to be open to the option. There can be a great reward with minimal investments."

—Matthew Schaffer, Owner of Patriot Market, Davidson County



**Community & Clinical
CONNECTIONS
for Prevention & Health
Branch** NORTH CAROLINA
DIVISION OF PUBLIC HEALTH

This handout was produced by the Community and Clinical Connections for Prevention and Health Branch, Chronic Disease and Injury Section, Division of Public Health, NC Department of Health and Human Services. If you have any questions about information in this handout, please email contact@communityclinicalconnections.com. For more information on the Community and Clinical Connections for Prevention and Health Branch, please visit: www.communityclinicalconnections.com.