

Title of Intervention	Baltimore Healthy Stores	
Website	http://www.healthystores.org/BHS.html	
Intervention Strategies	Environments and Policies	
Purpose	Increase the availability of healthy food options and to promote them at the point of purchase.	
Populations	General, urban grocery shoppers.	
Settings	Community-based	
Partners	John Hopkins School of Public Health, Baltimore City Health Department, The Center for Adolescent Health Promotion and Disease Prevention, Grocery store owners.	
Intervention Description	"Participating supermarkets and corner stores stocked promoted foods, and printed materials were displayed with moderate to high fidelity. Interactive consumer taste tests were conducted. Materials developed specifically for Korean American corner store owners were implemented.' Themes included: Healthy breakfast, cooking at home, Healthy snacks, Carry-out, and Healthy Beverage.	
Theory	Social cognitive theory	
Resources required	Staff/Volunteers:	Interventionist (1-3 per store)
	Training:	Not mentioned.
	Technology:	Not mentioned.
	Space:	Grocery store shelves and floor space.
	Budget:	"Store owners were provided with \$25 or \$50 gift cards for food wholesale stores during each intervention phase, and were supplied with cans of cooking spray, fruit baskets containing 5 pounds of fresh fruit, and five to seven loaves of whole-wheat breads according to the size of stores at the beginning of phases 2, 3, and 4, respectively."
	Intervention:	Incentive foods or vouchers, store incentive gift cards and stock items, taste testing, promotional materials, shelf labels, education displays, and interventionist report form.
	Evaluation	Store visit evaluation form.

Evaluation	Design:	Quasi-experimental Study
	Methods and Measures:	The Healthy Stores intervention was implemented in 2 supermarkets and 7 corner stores, mainly Korean. Promotions, taste testing, and stocking of the featured healthy foods were conducted in 5 phases, 2 months each. 'Promoted food availability was assessed during and after its promotional phase.' The stocking status of the promoted food before the promotional phase was assessed by a weekly food sales form.
Outcomes	Short term impact:	'Baltimore Healthy Stores was successfully implemented in small and large stores in a low-income area of Baltimore City. Food store-based interventions in both small and large stores are a viable means of increasing the availability of healthy foods choices and for conducting point-of-purchase promotions, targeting low-income minority populations in urban settings.'
		Stocking of healthy foods can lead to increased sales.
	Long term impact:	Not measured
Maintenance	Incentives, taste tastings, promotional materials, collaboration with store owners.	
Lessons Learned	Incentive cards and coupons were not utilized by small store patrons, these promotions may work better in larger markets where customers are accustomed to coupon usage.	
	Being adaptable and working closely with store owners was a key to success of this project. Shelf, wall, and floor space vary by store and promotional posters, shelf signs, and food demonstrations should be chosen to fit the store environment.	
	The use of colorful displays, giveaways, and free samples were part of the success of the consumer taste testing.	
Citation(s)	Gittelsohn, Joel, Suratkar, Sonali, Song, Hee-Jung, Sacher, Suzanne, Rajan, Radha, Rasooly, Irit, et al. (2009) Process Evaluation of Baltimore Healthy Stores: A Pilot Health Intervention Program With Supermarkets and Corner Stores in Baltimore City Health Promot Pract. Jan 2009.	
	Song, Hee-Jung, Gittelsohn, Joel, Kim, Miyong, Suratkar, Sonali, Sharma, Sangita, Anliker, Jean (2009) A corner store intervention in a low-income urban community is associated with increased availability and sales of some healthy foods. Public Health Nutrition. 12(11). 2060-2067	

Current Program Status	Complete implementation resources and research results are available at: http://www.healthystores.org/BHS.html . Baltimore Healthy Stores is one of 5 Healthy Stores initiatives; culturally appropriate materials are available in PDF format for all projects.
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