

Retail Store Criteria
Boston Strategic Alliance for Health

The Strategic Alliance for Health Healthy on the Block initiative is working with community members and organizations to increase access to healthy affordable food through corner stores. Our goal is to help corner stores in East Boston and Mattapan to offer healthier options, including better quality fruits and vegetables at a reasonable price.

To help us learn more about your store, please answer the following questions:#

Are you interested in the health of the community?

- Very interested
- Somewhat interested
- Not interested

In terms of your community, would you say your store is:

- Very involved
- Somewhat involved
- Not involved

In terms of your community, would you say your store is:

- Very open to working with community members
- Somewhat open to working with community members
- Not open to working with community members

Is your store interested in the Healthy Corner Store movement?

- Very interested
- Somewhat interested
- Not interested

Criteria for participating

A. Stock fresh produce

- a. Two types of fruits. Must have \$20.00 worth.
- b. Two types of vegetables. Must have \$20.00 worth.

B. Stock healthier options

- a. Stock whole grain cereal (see index for example of list)
- b. Stock whole wheat bread or whole grain bread and brown rice. (see index)

C. Display marketing materials

- a. Create shelf space
- b. Post display boards

D. Label and promote healthy items

- a. Display item price label
- b. Display item name label
- c. Engage community members about healthy options
- d. Display nutrient information

E. Maintain Cleanliness of store

- a. Proper lighting
- b. Reduce the use of boxes
- c. Maintain clean shelf space

F. Participate in Technical Assistance/ Training opportunities provided by SAH(For example based on needs identified by store owners, we may offer training in the following)

- a. Marketing and promotion, In- Store display materials
- b. Store layout/building improvement/product placement, cleanliness
- c. Produce handling and display
- d. Inventory systems, getting loans
- e. Energy efficiency, refrigeration

f. WIC information will be provided