

HEALTHY FOODS BEGIN WITH YOU

MAKING HEALTHY FOODS A PRIORITY IN YOUR
FOOD SHELF



EVERYBODY NEEDS
HEALTHY FOOD

TODAY'S TOPICS

- **INTRODUCTION**

Why a healthy food shelf is important

- **HOW TO SUPPORT HEALTHY CHOICES IN YOUR FOOD SHELF**

Q: WHY MAKE HEALTHY FOODS A PRIORITY?

A: TO SERVE OUR COMMUNITIES BETTER

THE ISSUES:

- Higher rates of diet-related conditions like diabetes & heart disease are found in low-income communities.
- A more nutritious diet will allow people to live healthier, happier, more stable lives & will give children a stronger start.



WHAT ARE THE CONSEQUENCES OF AN UNHEALTHY DIET?

- Low-income people with **diabetes** have more difficulty managing their condition & have a higher likelihood of **poor health outcomes**.
- The prevalence of **sugar & carbohydrates** in our food system (including food shelves) and the scarcity of whole grains & fresh produce contributes to this problem.



More expensive fresh foods that are more time intensive to find and prepare

OR



Inexpensive and widely available carbohydrates

WHAT ARE THE CONSEQUENCES OF AN UNHEALTHY DIET?

Poor nutrition is linked to:

- ↓ Decreased energy levels.
- ↓ Decreased ability to concentrate & learn.
- ↑ Higher vulnerability to illnesses in children and adults.



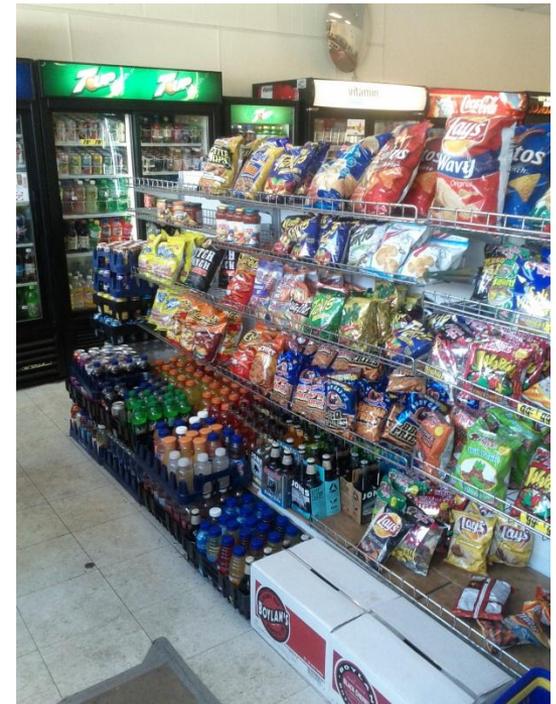
The odds of dying of **heart disease** rise in tandem with the % of sugar & sodium in the diet.

AN UNHEALTHY STATE OF AFFAIRS

- Convenience foods more often available in low-income neighborhoods are also high in sugar and sodium.



Fast Food



Corner Stores

FOCUS ON THE BASICS IN YOUR FOOD SHELF

- Staple foods such as milk, eggs, produce & grains are often more expensive than cheap, processed unhealthy foods.
- By stocking more basic & healthy items, we are giving our clients **more choices**, not fewer, because they can decide what to do with their discretionary income.



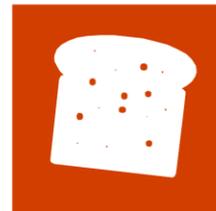
WHAT'S ON YOUR SHELF?

- The foods commonly stocked in food shelves are frequently high in **sugar & sodium.**



AMERICANS ARE BECOMING MORE HEALTH CONSCIOUS

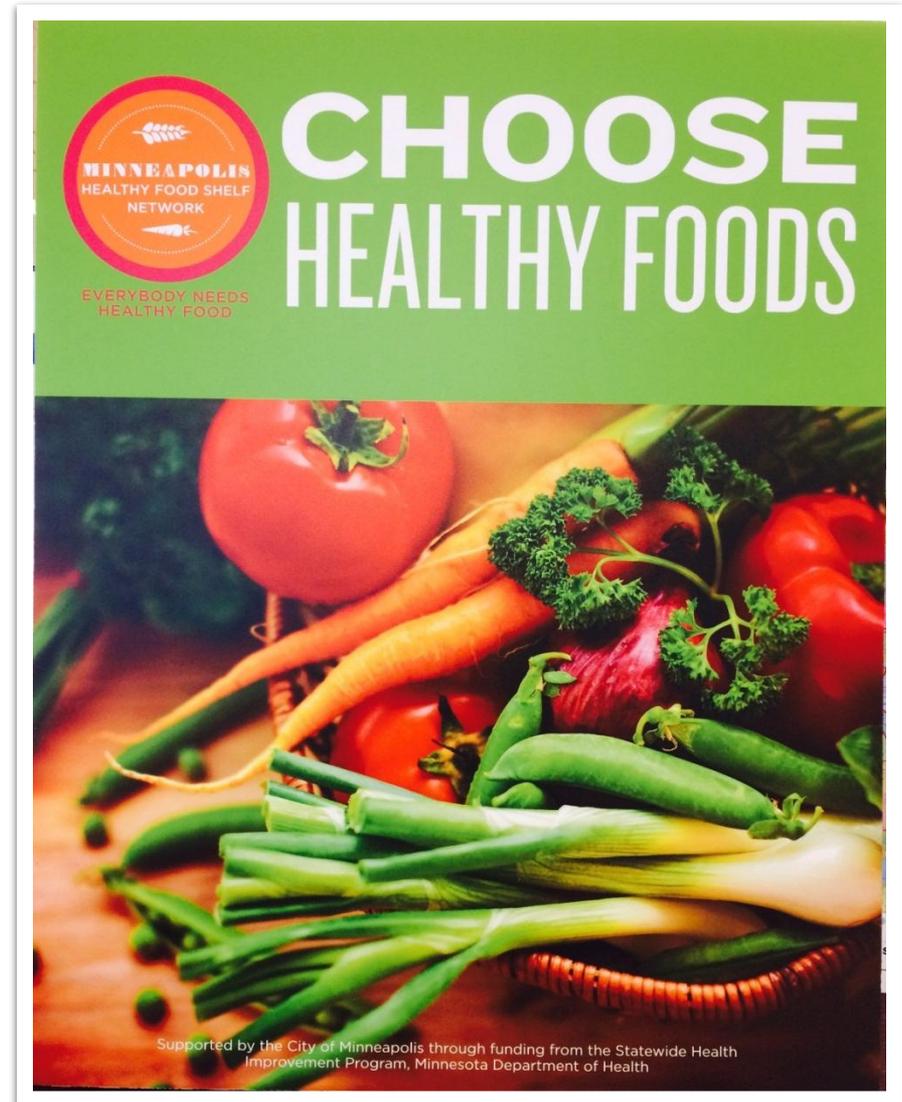
- Nationwide, more & more Americans need & demand healthier foods due to health concerns.
- Schools, child care centers, work places, hospitals, & retail food venues are part of broader efforts to increase the availability of healthy foods.
- **Food shelves are an important part of this solution.**



HOW TO SUPPORT HEALTHY CHOICES

CLIENT AUTONOMY TO CHOOSE HEALTHY FOODS IS IMPORTANT

- You don't have to make the choice for your clients
- Make the healthy choice the easier choice



HOW TO SUPPORT HEALTHY CHOICES

■ THINK LIKE A GROCERY STORE

- Adopt merchandising & display practices similar to a grocery store

■ TALK WITH YOUR CLIENTS

- Engage in discussions about healthy foods or healthy choices with your clients as they shop to encourage the healthy choice

■ TALK WITH DONORS

- Encourage donors to make donations of healthy items



THINK LIKE A GROCERY STORE



- Stock the shelf with healthy items at eye level
- Place face of product to the front so it can be seen
- Bring products to the front edge of the shelf
- Label healthy products on the shelf
- Create an eye-pleasing & organized environment

THINK LIKE A GROCERY STORE



- Arrange fresh produce in organized baskets
- Toss old produce that is spoiled



THINK LIKE A GROCERY STORE

VISUAL GUIDANCE

- Minimize the amount of unhealthy foods such as sweet treats, baked goods, & processed foods that are on your shelf
- If you have a lot of one type of unhealthy item, put most in back stock and only have 2-3 rows on the shelf of that item



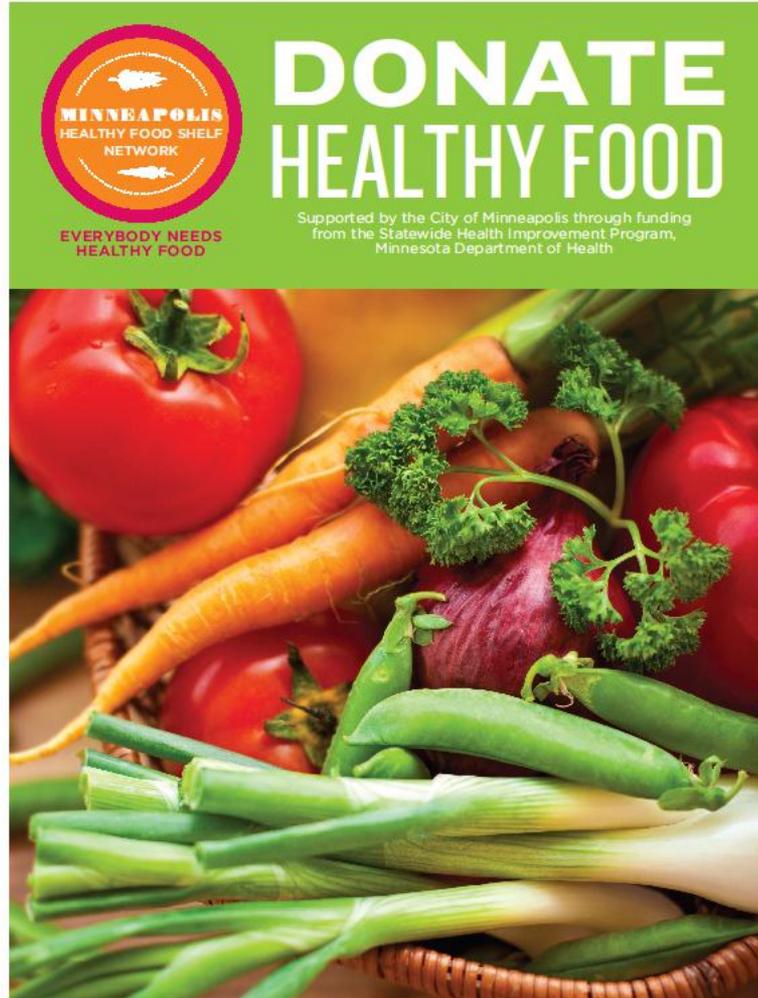
TALK WITH YOUR CLIENTS

VERBAL GUIDANCE

- Engage in discussions about healthy foods with clients as they shop to encourage the healthy choice.
- Point out new healthy items they might like to try.
- Give them courage to try a new item by telling them about a recipe or way of serving the food.



TALK WITH YOUR DONORS



- Encourage your donors to donate healthy canned items or fresh produce.
- Organize food drives that prioritize healthy items.
- Let donors know you accept monetary donations.

TALK WITH YOUR DONORS



Photo credit: Plant an Extra Row gardener
Timmy Kimbler (2014)

- Encourage donations of fresh produce from farms, community or backyard gardens.

BE A HEALTHY FOODS ADVOCATE

- As a food shelf volunteer, you have the opportunity to encourage healthy eating!





THANK YOU for your time & commitment.

TOGETHER we can make our community stronger & healthier by providing nutritious foods to those in need.

This training was made possible by the support from the Minneapolis Health Department & the Statewide Health Improvement Program from the Minnesota Department of Health.



EVERYBODY NEEDS
HEALTHY FOOD

QUESTIONS?

