



BALTIMORE HEALTHY STORES

Nutrition Training booklet for store owners



This booklet was developed by the Baltimore Healthy Stores project of the Center for Human Nutrition at Johns Hopkins University. Funded by the United States Department of Agriculture/Food Assistance and Nutrition Research Program and Center for Livable Future at Johns Hopkins University. Visit the Baltimore Healthy Stores site at www.healthystores.org

Why is it important to pay attention to nutrition and diet?

Improving what you eat is one of the best ways to prevent certain types of cancers, diabetes, hypertension and obesity. Relative to the diet in Korea, Korean Americans are more likely to have a westernized diet pattern which consists of higher intake of meat and fat and lower intake of vegetables. We need to improve nutrition knowledge to interpret information correctly since it is crucial to adapt healthy Western food items as well as maintain traditional Korean foods.

The purpose of this nutrition booklet is to help improve your nutrition knowledge for both you and your customers. Improved nutrition knowledge will help you to make right choices not only to select healthy, nutritious foods for you, but also to stock healthy foods for your customers. **This is a small but crucial step to make a big difference in the future.**

Am I Healthy?

Korean Americans are at risk for obesity related chronic diseases. According to some studies, Korean Americans have a high risk of type II diabetes, hypertension, and heart disease. Especially, Korean American elderly are approximately four times more likely to have type II diabetes compared to older Americans.

How about my neighbors?

Low-income African Americans are more obese compared to Whites (40% vs. 29%). A high prevalence of hypertension and diabetes is also observed in African American communities. Blacks are 1.6 times more likely to have diabetes than whites. Eating habits are one of major contributors to obesity and other diet-related diseases among this population. Your store is a big part of your customers diet.



Asian Food Guide Pyramid



The Asian Food guide pyramid was produced by Oldways Preservation and Exchange Trust of Cambridge.

GRAINS: Did you know that at least half of the servings of grains you eat should be whole grains?

Eating **refined grain (white flour, white rice, white bread)**

- Increases blood sugar level and insulin
- Raises bad cholesterol, fat (triglycerides) levels and lower good cholesterol
- May lead to cardiovascular disease and diabetes

Eating **whole grains**

Is a better choice for long-term good health

Eat fewer refined grains and more whole grains.
Whole grains: brown rice, barley, buckwheat, wheat, oats, rice cakes, millet, whole wheat pasta and bread.

Protects against diabetes, heart disease, cancer, constipation

FRUITS AND VEGETABLES

Diet rich in vegetables and fruits

- Lower blood pressure
- Fight against cancers, heart diseases, constipation

Eat various types of vegetables and fruits on daily basis.

LEGUMES, NUTS & SEEDS

Choose plant based protein more often.
Eat Soy beans, Red bean, Peas, Tofu, Mung beans,
Black beans, Pine-nuts, Walnut, Pistachios, Pecan,
Sesame seeds, Almonds.

VEGETABLE OILS

Use more vegetable oils.
Reduce saturated or trans fats.
Vegetable oils: Corn, Canola, Olive, Soybean oil.
Saturated/ trans fats: Butter, lard, margarine, shortening.

MEAT, FISH

Try to select lean meats.
Take off skin, visible fat from meat.
Drain and rinse your ground meat.
Include beans/legumes, fish and nuts in place of meat.

Dairy

Drink 1% or skim milk

Added fats

Use low-fat mayo or no mayo

How to read Food labels

Generally, traditional Korean meals are well-balanced and nutritious since they are based on grains and vegetables. However, the traditional Korean meals are also high in sodium. Further, the diet of some Korean American includes both traditional Korean foods and westernized foods which are high in fat and sugar.

How can you recognize which foods are better than others? To make right food choices for your meal, it's crucial to know about how to read food label.

Look at the nutrition label on the food package. On this panel you'll see three columns. The first column has a list of words like fat, sugars, dietary fiber and sodium. If you or your family members have certain diet related chronic disease, it's important to read this label carefully. When you read food labels, the rule of thumb is that it is a good food if good nutrients such as **fibers, minerals, vitamins are over 10%** and undesirable nutrients such as **saturated fat, cholesterol, sugars are less than 10%**.

Follow the 10% rule!



Here are some terms used on nutrition facts. The Nutrition Facts label lists the serving size of the food and the number of servings per container. It also identifies and quantifies key nutrients in a serving as a percentage of Daily Values(% DV) for a 2,000-calorie diet.

SERVING SIZE

Amount of food usually eaten at one time (Reference amount).

SERVINGS PER CONTAINER

Shows how many servings are in a whole container.

TOTAL FAT

Saturated fat , Trans fats

These types of fats cause some diet related chronic diseases such as cardiovascular disease, heart disease and obesity. The less these bad fats, the better and healthier the food is.

Unsaturated fats (monounsaturated fat, polyunsaturated fat)

Essential and good for improving your health.

SODIUM (SALT):

If you have some health problems like hypertension, you should also be careful for sodium content. In general, traditional Korean foods are high in sodium. Keep your sodium intake low; 2400 3000 mg or less each day. Particularly sodium content is high in processed foods such as ham, bacon and deli meats.

TOTAL CARBOHYDRATE

Carbohydrates consists of **fiber** and sugar. High dietary fiber helps to regulate blood sugar and metabolism. Fruits, vegetables, whole grain foods, beans are all good sources of fiber.

Avoid simple sugar.

Limit saturated fat, trans fat, cholesterol, sodium, and added sugar.

Get enough fiber, vitamins and minerals.

Which food is healthier for you?

Nutrition Facts	
Serving Size	1 bag (1.2oz)
Serving Per Container	about 1
Amount Per Serving	
Calories	150
Calories from Fat	90
<hr/>	
	% Daily Value*
Total Fat 10g	15%
Saturated Fat 3g	15%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 120mg	5%
Total Carbohydrate 15g	5%
Dietary Fiber 1g	4%
Sugar 15g	
Protein 2g	
<hr/>	
Vitamin A 0.2%	Vitamin C 13.3%
Calcium 0.5%	Iron 0%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	

Nutrition Facts	
Serving Size	1 bag (1.12oz)
Serving Per Container	about 1
Amount Per Serving	
Calories	110
Calories from Fat	18
<hr/>	
	% Daily Value*
Total Fat 2g	3%
Saturated Fat 1g	4%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 170mg	7%
Total Carbohydrate 25g	8%
Dietary Fiber 3g	12%
Sugar 3g	
Protein 2g	3%
<hr/>	
Vitamin A 0%	Vitamin C 60%
Calcium 14%	Iron 4%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	

The food on the left has relatively higher calorie, higher total fat and higher sugar content compared to the food on the right which has lower calorie, lower fat and higher fiber.

- Look for Calorie, Total Fat, Cholesterol and Sodium to reduce those nutrients.
- Look for fiber, other micronutrients for health benefits.
- Choose foods that has less than 10% of undesirable nutrients and more than 10% of desirable nutrients in Daily Value.

What will you get from the BHS program?

Incentives for participating stores.

\$ 50 gift certificate per phase for corner store owners.

The Baltimore Healthy Stores (BHS) program will provide a \$50 gift card to the stores in intervention area (East). The store can use the gift cards in wholesale stores to purchase the targeted foods. The card will be distributed at the beginning of each promotional phase.

We will assist the stores in ordering and stocking the promoted foods, but we encourage the stores to stock the foods voluntarily and even after the promotional phase. We expect that the BHS program will result in increased demand of customers for a promoted food. Your customers will know you are willing to help them improve their health.



Ways to show your care and concern for customers (Baltimore Healthy Stores)

1. Stock healthy foods in places that are easy to see (eye-level) and reach for consumers.



Ways to show your care and concern for customers (Baltimore Healthy Stores)

2. Stock foods that are being promoted each phase.

There will be 3-5 target foods each phase. The stores are expected to stock at least 5 units of each target food. On average, interventionists will visit each store once a week. The following table shows which foods are promoted for each phase.

Phase	Promoted Foods
Phase 1: Healthy eating for your kids	<ul style="list-style-type: none"> • Low sugar cereals (Cheerios, Kix, Special K, Corn flakes, Corn Chex, Rice Chex, Toasted oats) • High fiber cereals (Wheat Chex, Wheaties, Any Bran cereals, Grape-nuts, Whole grain Total) • Low-fat milk (2%, skim)
Phase 2: Cooking at home	<ul style="list-style-type: none"> • Cooking spray • Fresh, canned, frozen fruits / vegetables • Tuna in water
Phase 3: Healthy Snacks	<ul style="list-style-type: none"> • Baked or low-fat chips • Pretzel, low-fat crackers • Fresh, canned, frozen fruits / vegetables
Phase 4: Carry-out foods	<ul style="list-style-type: none"> • Whole wheat breads • Lite, low-fat, fat free mayonnaise • Chicken or Turkey slices
Phase 5: Low Calorie drinks	<ul style="list-style-type: none"> • Diet soda / other diet drinks • 100% fruit juice • Water, Flavored waters

Ways to show your care and concern for customers (Baltimore Healthy Stores)

3. Post healthy materials for customers.

Posters: we will use posters with different message per each phase.

Flyers, Recipe cards: Flyers and recipes will be distributed during cooking demonstration or sample giveaway.

Shelf label: Shelf labels will be located under the promoted foods to bring customer attention to healthier choices promoted by the BHS program.

The followings are examples of shelf labels.




Ways to show your care and concern for customers (Baltimore Healthy Stores)

4. Give a BHS Buy 3, Get 1 free card to your regular customers.

Distribute 10 Buy 3, Get 1 free card to customers in each corner stores for phase 1, 3, and 5. When they purchase at least one promoted foods per visit, they will get a signature from the store owner. Customers are recommended to check which promoted foods they purchase on the back of the card.

After they get 3 signatures, they will be given one free promoted food items. The store owners should save the cards and the BHS program will reimburse cost of free food items.

Healthy Reward Card (phase 1)	
Age _____	Gender (M/F) _____
Date _____	ID# _____
Buy 3 promoted foods*, Get 4th one FREE! (Up to \$4.00)	
EXPIRES SEPTEMBER 30, 2006	
1	2
3	4
<small>Look for the logo to identify the promoted foods!</small> <small>*See back of card for promoted foods and participating stores.</small> <small>Card must be signed by store staff at time of purchase to redeem free item.</small> <small>Customers can get only one signature per one visit per day.</small> <small>You must turn in your fully completed card in order to receive the free food.</small>	
	

BALTIMORE HEALTHY STORES	
<small>Baltimore Healthy Stores is a collaborative project between the Johns Hopkins Center for Human Nutrition, local community organizations, and local grocery to provide and promote healthy foods in Baltimore, Maryland.</small>	
*PARTICIPATING STORES Jo's Market - 25 N. Chester St. Super Save - 2100 E. Monument Roman's Food - 931 E. 22nd St. Sun Grocery - 2338 E. Monument King's Korner - 1713 Federal St. Hye's Grocery - 2819 E. Madison Green's - 1301 N. Luzerne Ave.	PROMOTED FOODS (Check if purchased) → Low-Fat (2%, 1%, Skim) Milk → Low-sugar/ High fiber cereals <small>(Cereals, Rice, Risper, Total 100, Corn Flakes, Chex, Grape Nuts)</small> → Other cereals approved by WIC.



Ways to show your care and concern for customers (Baltimore Healthy Stores)

5. Give a BHS coupon to your regular customers.

We will distribute 20 coupons to customers in each corner stores for phases 2 and 4. For phase 2 (cooking at home), when customers purchase a bottle of cooking spray, they will get \$2 discount. The store owners should save the coupon and the BHS program will reimburse the reduction in price or the coast of the item.

For phase 4 (carry out foods), customers can get free bottles of water or 100% juice as a replacement of soda when they buy whole wheat sandwiches with light mayonnaise or no mayonnaise.



Ways to show your care and concern for customers (Baltimore Healthy Stores)

6. Support cooking demos and taste test.

Cooking demonstrations and taste tests to promote healthy foods will occur in participating stores. Demos will be held 2 3 times per phase at eligible stores. Taste test and food sample giveaway will introduce healthy food alternatives. The stores are used to provide space for the program activities such as cooking demos, taste test and sample giveaway.

7. Read and follow the cultural guidelines and store owner guidelines.

The store owner guidelines show how to select, price and stock healthy food products for corner stores. The cultural guidelines reflect African American consumers demand to Korean American store owners and are developed to reduce cultural gaps and misunderstandings between store owners and consumers in small business setting. These guidelines will assist Korean store owners to identify healthier foods, encourage stocking of those foods, provide guidance on appropriate marketing strategies, and improve intercultural relations between store owners and customers.