



**Healthy Neighborhoods Learning Exchange Session**  
*Successes and Strategies in Implementing  
Healthy Food Retail Strategies*

Facilitators:

Layman Lee, Brownsville Partnership

Danielle Sherman, ALBD

March 8, 2017

# WebEx Platform

Cisco WebEx Event Center

File Edit View Communicate Participant Event Help

Event Info

 Participants


 Chat

 Q&A

▼ Participants (2)

Speaking:

▼ Panelists: 1

 Joanne Lee (Host)

## Healthy Neighborhoods Learning Exchange Session

- Direct technical support: 1-866-569-3239
- Muting Audio – please be aware of:
  - Whether your phone system plays music while on mute/hold
  - Minimizing background noise
- Chat Box





## Principles

Support networking and collaborative learning

- Co-development
- Shared leadership and organizing
- Self-reliant
- Inclusive
- Flexible

## Agenda

- I. Welcome and Introductions
- II. Healthy Food Retail Discussion, Cross-site Sharing, and Brainstorming
- III. Next Steps and Wrap-up



# Discussion

*What are the best ways to incentivize participation (business owners and residents)?*

*Hannah Fleisher,  
Two Bridges*

*How are restaurants and food entrepreneurs being engaged in health promotion efforts?*

*Kimberly Libman,  
East Harlem*

# Discussion

A photograph of a man and children playing soccer on a grassy field in a park. The man is in the center, wearing a white shirt and dark pants, leaning over a blue ball. A young girl in a red shirt is running towards him. Another child in a red shirt is on the right, also running. The background shows a line of trees with autumn foliage in shades of yellow and orange. The sun is low in the sky, creating long shadows on the grass.

*What are some strategies for developing projects that are culturally appropriate and respectful?*

*Hannah Fleisher,  
Two Bridges*

*What are some strategies for building trust in high poverty areas?*

*Nicole Tucker,  
GrowNYC*



## Discussion

*What are some examples of community-based organizations working in this space (churches, civic associations, etc.)?*

*Dwayne Wharton,  
The Food Trust*

A group of people, including adults and children, are playing soccer on a large, grassy field. The scene is set in autumn, with trees in the background displaying vibrant yellow and orange foliage. The sun is low in the sky, creating long shadows and a warm, golden light. A blue soccer ball is visible on the ground near the center of the group. The people are captured in motion, running and playing the game.

# Discussion

*How are you evaluating your efforts?*

*Karen Derusha,  
Clinton County*



## Discussion

*What can be done to improve the quality of food available in supermarkets? Who's role is it to set and maintain standards for quality?*

*Paul Tainsh,  
New York University*



A group of people, including adults and children, are playing soccer on a large, grassy field. The scene is set during autumn, with trees in the background displaying vibrant yellow and orange foliage. The sun is low in the sky, creating long shadows and a warm, golden light. A blue soccer ball is visible on the ground near the center of the group. The people are captured in motion, running and kicking the ball.

# Discussion

*What are strategies for merchandising in the store?*

*Tom Silva  
Foodlink*

A vibrant outdoor market stall with various fresh produce. In the foreground, there are baskets of watermelons, cucumbers, and okra. In the background, a woman in a white jacket and red top is seen working at the stall. The scene is set under a white canopy with trees and a blue sky visible through the background.

## Discussion

*What are concepts outside brick and mortar healthy food retail that have been successful?*

*Beth Machnica,  
Buffalo Niagara Medical Campus*



## Discussion

*What other work is currently happening in Manhattan or other communities that we haven't heard about today that might be helpful as a resource for our group?*

*Caitlin Falvey,  
East Harlem*

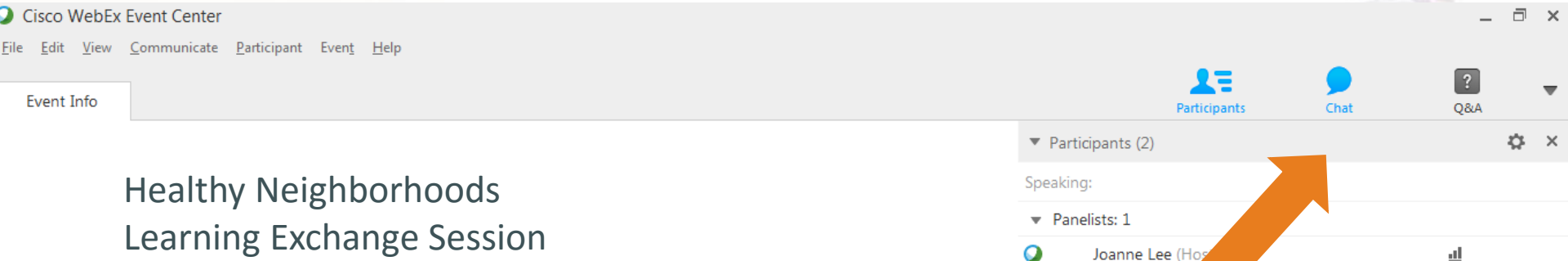


## Next Steps:

- *Interest in continuing learning, cross-site sharing and collaboration on this topic?*
- *Interest in a next session?*
  - *Topic(s)*
  - *Date and time*
  - *Facilitator(s)*

Healthy Neighborhoods Learning Collaborative resources:  
<http://activelivingbydesign.org/healthy-neighborhoods-fund-learning-collaborative-2/>

# We Want Your Feedback!



Healthy Neighborhoods  
Learning Exchange Session

*Please share your feedback using the chat box:*

*Type “+” and identify what worked well today*

*Type “-” and identify what could be improved*

**THANK YOU!!**