

CHOOSE HEALTHY HERE

PROMOTING LOCAL BUSINESS AND COMMUNITY HEALTH

Our Mission -

Increase access to affordable, nutritious and safe foods while contributing to the viability of food retailers in high-need areas.

How?

Through smart marketing, nutrition education and careful evaluation, CHH increases both the supply and demand of healthful foods while decreasing the demand and supply of less healthful foods in Nebraska communities. The program model is three fold:

- 1 Nebraska Extension faculty and staff provide state-level coordination with the support of the Nebraska Department of Health and Human Services
- 2 Local agencies coordinate local implementation of a tailored version of CHH
- 3 Retailers work with local agencies to improve healthy food access in their store

We Strive to Address Four Food Access Categories:



Who Should Implement the Program at the Local Level?

Typically, local agencies involved in healthy retail initiatives include: chambers of commerce, community and economic development departments and organizations, nonprofits, neighborhood associations, schools, county Extension offices, local public health departments (LPHD) and other service organizations.

Why retail, why now?

This work began with a comprehensive evaluation of Nebraska food retailers' shelves in 34 counties. A need was identified and a network of partners formed. Fueled by a grant from the Center for Disease Control and Prevention (CDC), Nebraska Department of Health and Human Services (DHHS), University of Nebraska Extension and LPHDs developed and piloted Choose Healthy Here, a healthy retail support program. With the help of their communities, their University and DHHS, 31 Nebraska retailers - both grocery and convenience - have implemented strategies to increase health and nutrition in their communities.

