



public health
law & policy

Welcome!

Our webinar is about to begin.

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Hannah Burton Laurison, MA



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Welcome to PHLP Webinar:

Healthier Food for Revitalized Communities

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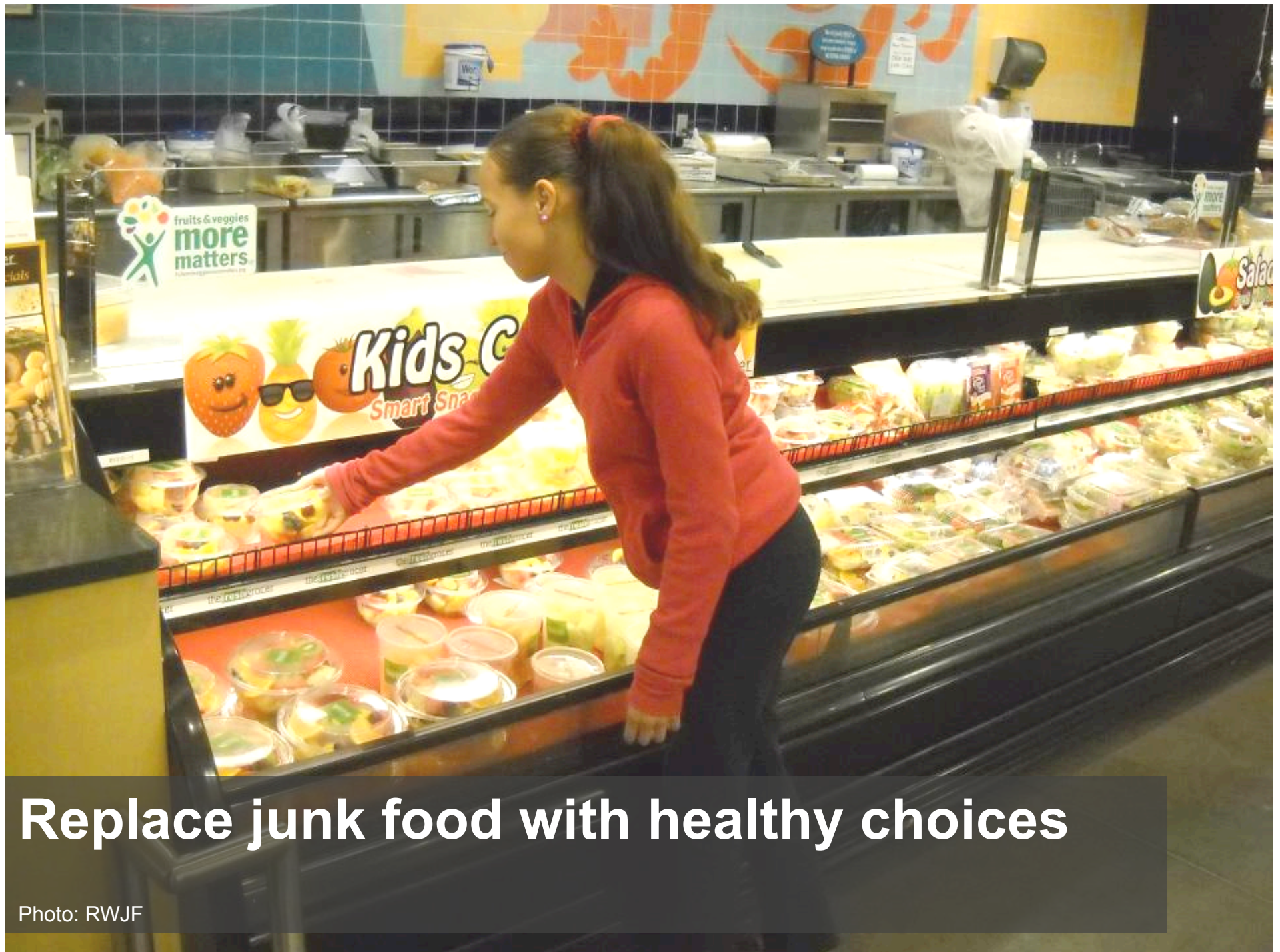
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Limit junk food

Photo: Ken Roberts Photography, Flickr



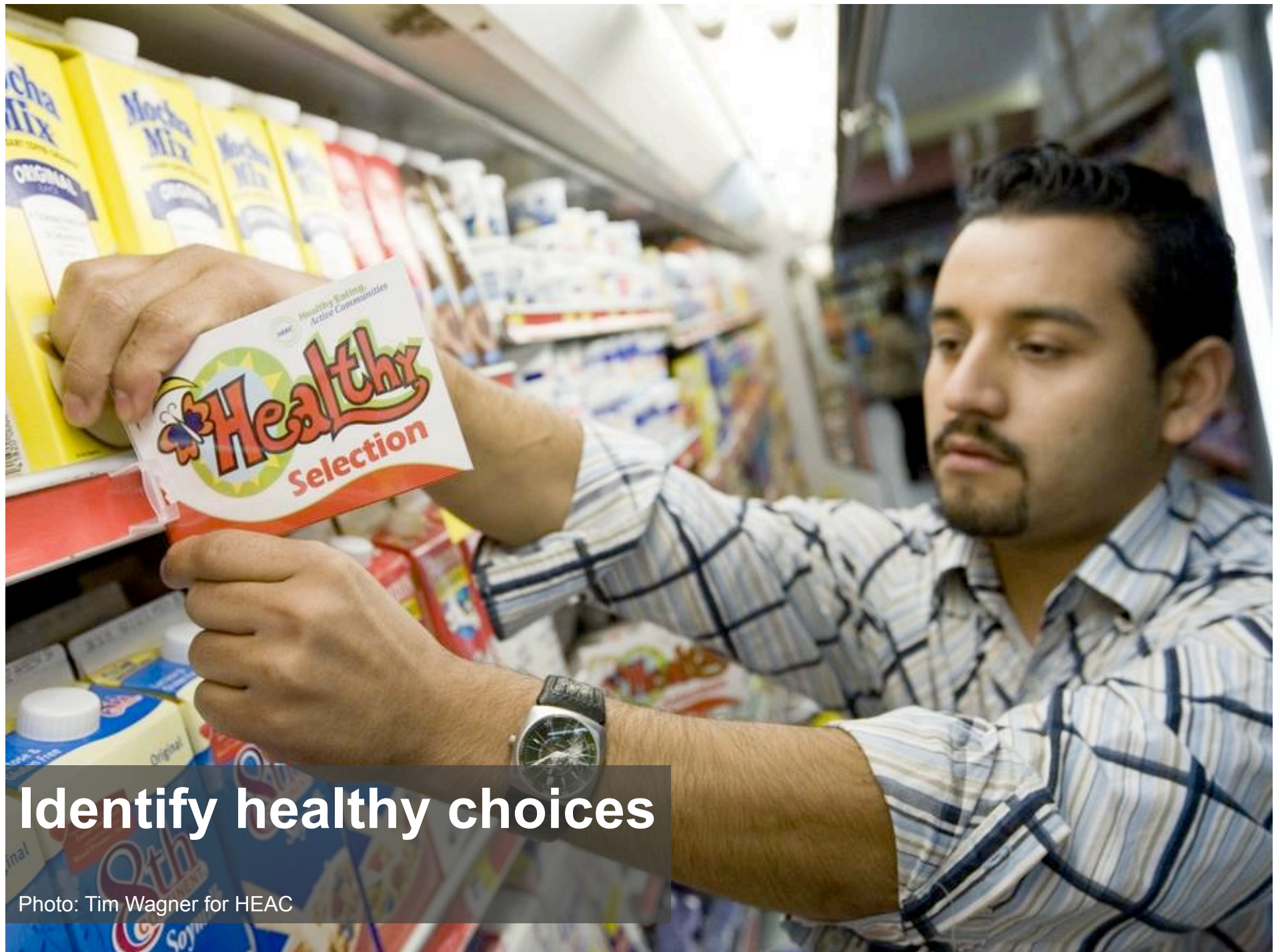
Replace junk food with healthy choices

Photo: RWJF



Decrease advertising of unhealthy choices

Photo: PHLP



Identify healthy choices

Photo: Tim Wagner for HEAC



Improve produce quality

Photo: Lydia Daniller for PHLP



Stock and merchandise healthy foods

Photo: Carrie Spector, PHLP



Public Health Law & Policy

We partner with state and local leaders to improve health in all communities, especially the underserved.

We do this by researching legal and policy questions, drafting policy language, and training community leaders to put these ideas to work.



Disclaimer

The information provided in this webinar is for informational purposes only, and does not constitute legal advice. Public Health Law & Policy does not enter into attorney-client relationships.

The primary purpose of this webinar is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation. PHLP incorporates objective non-partisan analysis, study, and research in all our work.

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A national audience




healthy corner stores network

community food security coalition • public health law & policy • the food trust • urbane development



- quarterly webinars
- list serv
- technical assistance referrals
- networking

www.healthycornerstores.org



IT Technical Assistance Q&A Recording

Email swatkins@phlpnet.org for
technical assistance.



**Podcast: A Fresh Approach
available at www.phlpnet.org**

Photo: PHLP



Robert Ogilvie, PhD
Public Health Law & Policy

The goal: corner stores that are economically self sufficient and offering healthy food





Economic Development and Redevelopment

Economic Development agencies promote economic growth



Redevelopment agencies improve physical conditions



Traditionally, neither has focused on stimulating healthy food retail



Both agencies have:





Business Development Expertise

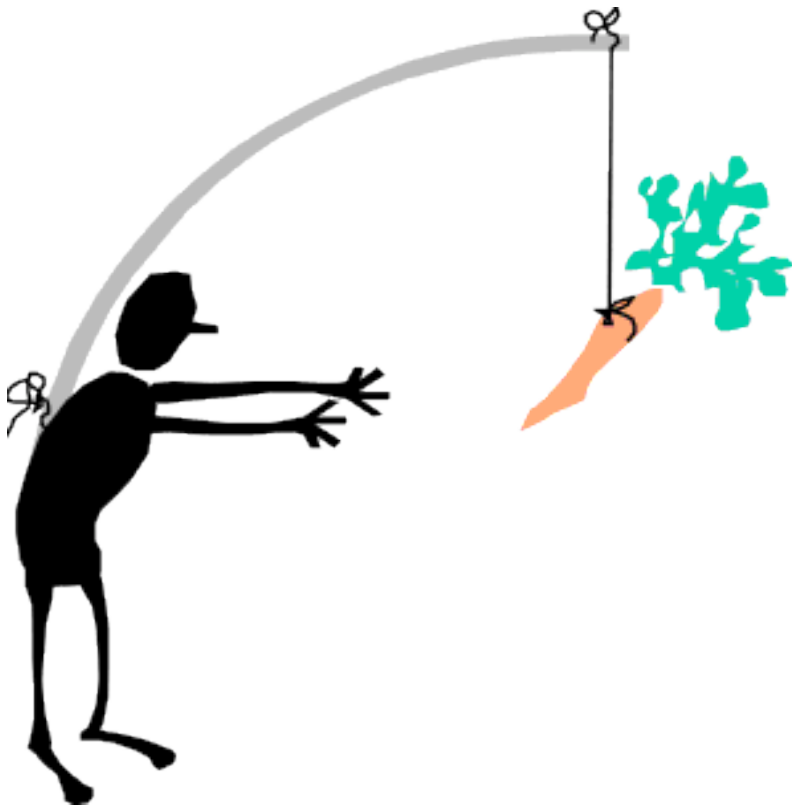
- business planning
- accounting/financial planning
- marketing
- merchandising

Financial Tools

- Façade improvement/store exteriors
- Low cost loans
- Equipment (i.e. refrigerator)
- Energy efficiency



How to build your case and attract new partners:



#1: Consider the motivators

How to build your case and attract new partners:



#1: Consider the motivators

#2: Mobilize and share data

How to build your case and attract new partners:



#1: Consider the motivators

#2: Mobilize and share data

#3: Play your strengths

- marketing
- education
- outreach