



**NEW YORK CITY DEPARTMENT OF HEALTH  
AND MENTAL HYGIENE**  
Mary T. Bassett, MD, MPH  
*Commissioner*

**MEDIA ADVISORY**  
**Tuesday, May 20, 2014**  
**(347) 396-4177**

### **MEDIA ADVISORY**

#### **HEALTH DEPARTMENT AND CENTER FOR ECONOMIC OPPORTUNITY TO RELEASE REPORT SHOWING SUCCESS OF *SHOP HEALTHY NYC* IN BRINGING HEALTHIER FOOD TO LOW-INCOME NEIGHBORHOODS**

*Shop Healthy NYC* is a program that works with communities to increase access to healthy foods. The results of the first evaluation report to be released tomorrow show that in its first year, *Shop Healthy NYC* increased promotion and access to healthier foods in 170 Bronx neighborhood stores, reaching more than 80% of bodegas and supermarkets in the neighborhood, and increased the proportion of advertising for healthy foods and stocking of healthier food options.

The Bronx has the highest obesity rate among the City's boroughs at 32%. Nearly two-thirds of adults in the Bronx are overweight or obese, and have developed or are at risk of developing related illnesses like type 2 diabetes.

Health Commissioner Dr. Mary Bassett will be joined by the Center for Economic Opportunity and partners to discuss highlights from the report, the importance of access to healthier foods for all New Yorkers and how critical neighborhood efforts are in the long-term health of both individuals and families.

**WHEN:** Noon - Wednesday, May 21, 2014

**WHAT:** Health Department and the Center for Economic Opportunity release *Shop Healthy NYC* report detailing success of program in its first year working with bodegas and supermarkets in the Bronx.

**WHERE:** Urban Health Plan  
1054 Simpson Street  
Bronx, NY  
Nearest trains: 2, 5 (at Simpson Street stop)

**WHO:** **Dr. Mary Bassett**, Commissioner, New York City Department of Health and Mental Hygiene  
**Matthew Klein**, Executive Director, Center for Economic Opportunity  
**Dr. Nicole Hollingsworth**, Senior Director, Community & Population Health, Montefiore Medical Center  
**Paloma Hernandez**, President and CEO, Urban Health Plan  
**Alex Hauter**, Manager of 20/20 Deli (a *Shop Healthy NYC* store)

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