



North Carolina Department of Health and Human Services
Office of Public Affairs

2001 Mail Service Center • Raleigh, North Carolina 27699-2001
Tel 919-855-4840 • Fax 919-733-7447

Beverly Eaves Perdue, Governor

Albert A. Delia, Acting Secretary

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Contact: Mark Van Sciver (919) 707-5059

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New Videos Help Grocery Shoppers Buy Healthier Foods

RALEIGH – A healthy diet starts in the grocery store, but knowing what to choose when you get there can be challenging. The N.C. Division of Public Health in collaboration with N.C. Cooperative Extension has created *Aisle by Aisle: Choosing Foods Wisely* – a series of 12 free online videos to help North Carolinians navigate their grocery store aisles.

The video series helps grocery shoppers with simple tips on making better choices when buying food for themselves and their families.

“Most people know they should eat a healthy diet to prevent disease and promote good health, but there is still a gap between what we know and what we do,” said Dr. Ruth Petersen, chief of the Chronic Disease and Injury Section in the Division of Public Health. “The videos provide great take-along messages with specific information about how to make smart choices for yourself and your family.”

Each video is approximately two minutes long and covers tips on how to shop, read nutrition labels and understand ingredient lists. Video hosts provide a range of choices to help consumers feel confident when buying and eating healthier food items.

“These videos were designed to specifically improve grocery shopper confidence in making better choices in food purchases,” said Dr. Carolyn Dunn, a nutrition specialist with N.C. Cooperative Extension. “They also help shoppers reach the goal of cooking and eating more meals at home – an important strategy for managing weight and controlling sodium, fat and sugar.”

The video series can be found on www.MyEatSmartMoveMore.com. Each video is accompanied by a tip sheet that provides specific tips for each aisle in the grocery store, from frozen foods to bread and snacks. The tip sheets are free to download and are sized to fit into a purse, pocket or coupon book for ready reference.

Eat Smart, Move More North Carolina is a statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, earn, play and pray. The N.C. Division of Public Health works to prevent diseases like diabetes, heart disease, stroke and cancer, some of the leading causes of premature death and disability among North Carolinians. For more information on healthful eating and active lifestyles, visit www.MyEatSmartMoveMore.com.

NC Cooperative Extension helps individuals, families, and communities put research-based knowledge to work to improve their lives. Contact NC Cooperative Extension’s Family and Consumer Sciences online at www.ces.ncsu.edu/depts/fcs/F&N.html.

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