ABOUT MM | WHAT
MARKETMAKEOVERS.ORG

A dynamic, user-friendly online toolkit about the process of making over small corner stores to carry healthier food choices.

- Designed to serve a national community:
  - public health practitioners + advocates
  - community activists
  - educators
  - policymakers

- Features the work of the South L.A. Healthy Eating Active Community Initiative (HEAC), local high school students, and Public Matters, using the conversions of three corner stores in South L.A. as case studies

- A combination of pragmatic information and creative, innovative strategies in multiple presentation formats:
  - downloadable, user-friendly how-to’s of market makeovers
  - innovative youth-generated videos that provide context about South L.A.’s food desert - its history, consequences and documentation of efforts to alleviate it

- Innovative video content through three media channels:
  - N³ (Neighborhood Network News)
  - YUMTV
  - MMTV (Market Makeover TV)

- An evolving guide:
  - a repository of information, best practices + lessons learned
  - a forum for exchange
  - a springboard for advancing work in this burgeoning field