



# MORRIS HEIGHTS HEALTH CENTER

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## Morris Heights Health Center Launches “Burnside Eats Healthy” campaign

**Bronx, New York**—Morris Heights Health Center (MHHC) is launching the first healthy eating campaign that involves both shoppers and small businesses along the Burnside Avenue commercial district in the Morris Heights section of the Bronx. The initiative, known as “*Burnside Eats Healthy*,” officially kicks off on **Friday, April 27, at 2:00 p.m.** The event will take place at **85 W. Burnside Avenue, Bronx, NY 10453.**

The campaign, created by MHHC and funded by a grant from the New York City Department of Small Business Services (SBS), is designed to promote healthy eating habits amongst consumers by highlighting healthful food options offered by merchants (supermarkets, bodegas, and restaurants) along Burnside Avenue. The goal is to encourage residents to opt for healthy food and make them aware that those healthier options exist at eateries all along Burnside Avenue.

The campaign will feature:

- The first-of-its-kind healthy eats directory and menu guide in Morris Heights,
- A series of food tours and food demonstrations to educate the community on healthy eating and portion control,
- Special events in partnership with the small businesses to promote their healthy eating meals.

According to the 2016 Commercial District Needs Assessment conducted by SBS, consumers who shopped within the Burnside Avenue Commercial District area wanted “healthier choices” in terms of eating options and restaurants. Directly addressing this need, MHHC designed a Burnside Commercial District Corridor “menu” (Eat Healthy Menu) that will highlight healthy food options/meals for purchase by shoppers that visit any food merchant, bodega, restaurant or supermarket within the target area.

### About Morris Heights Health Center

Since its inception in 1981, Morris Heights Health Center has been a federally qualified health center. Funded by federal, state, city, private foundation grants and corporate donations, MHHC is an outgrowth of a grassroots community response to medical abandonment of the Morris Heights section of the Bronx. MHHC is a network of eight treatment and diagnostic centers serving 53,000 patients annually, and does so without regard to a person’s ability to pay. MHHC’s mission is to be “the vanguard for quality, affordable and accessible healthcare for all.”



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*Where the patient is at the center of everything we do*