

. The lackluster exterior has been rejuvenated with a fresh coat of paint. The prominent displays of junk food and beer, which greeted patrons, have been replaced with an array of healthy foods such as fresh fruits and vegetables, bottled water, and nutritious snacks. The Euclid Market is the third facility in the East Los AngelesâBoyle Heights area to receive a CPHHD-supported transformation. The first opened in November 2011, and the second became operational in February 2012. The latest conversion was funded by the National Heart, Lung and Blood Institute of the National Institutes of Health and was led by the UCLA Fielding School of Public Health. The Euclid Market is a component of a collaborative strategy with community members to improve eating habits and reduce disease risk among the areaâs dominant Latino population, which is plagued by high rates of obesity-related chronic diseases. As most are aware, obesity is one of the nationâs most significant public health concerns. Alex Ortega, PhD, the director of the UCLAâUSC Center for Population Health and Health Disparities, explained, âBoth of the existing transformed stores in the East L.A. area are reporting increased profits and greater foot traffic, so thatâs good news for the small business owner.â Dr. Or