# Wood County Grocer's Meeting

Wood County Health Department Wednesday October 26<sup>th</sup>, 2016 10:00am-11:30am



#### Primary Objective A:

Increase the number of people in Wood County with improved access to environments with healthy food and beverage options

#### Primary Objective A.2:

Increase the number of grocery stores with new on-site and in-store placement and promotion strategies for healthy foods in the target community

# Community Partnerships for Healthy Mothers and Children

15 month grant from the National WIC Association

"50% of shoppers feel that their supermarket helps them make healthful choices. Increasing in-store marketing techniques to promote healthy products is a competitive strategy to keep up with the growing consumer demand for healthy food."<sup>1</sup>



**Your Impact** 

- If healthy foods were more accessible in grocery store checkout lines, would you purchase them?
  - 97.3% of participants said YES
- What would you like to see regarding healthy options in your local grocery store?
  - #1 answer = better prices#2 answer = healthier options easier to find

"perhaps make it easier to find healthy snacks & offer more optionsnot as much boxed/processed"

"more healthy snack choices rather than candy bars at checkout"

Limitations – population (WIC clients)

# **Survey Results**

### Questions

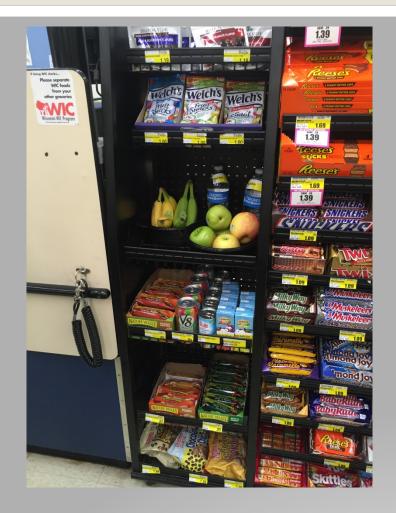
- Decals, signage, and/or advertisements in your store
- Unused and/or available space
- How many varieties of fresh, canned, and frozen fruit
- How many varieties of fresh, canned, and frozen vegetables

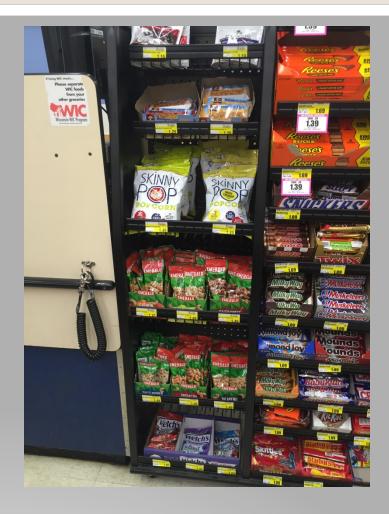
#### Results

- Most/all have space for additional promotional material
- Produce section was visible and attractively displayed

## **Grocery Store Assessments**

continuous assessments throughout grant period





**Healthy Checkout Lanes** 

- Juice Boxes Apple, Fruit Punch (40% less sugar)
  - V8
  - Pineapple Juice
    - Snack Mix
- Bars Nature Valley,
   Quaker
  - Hot Cereal
    - Popcorn
      - Nuts

#### Healthy Checkout Lanes Cont.

- Give shoppers what they want
- Make your store more pleasant for parents shopping with children
- Support shoppers' health
- Get ahead of the curve



- 1. We promote here at WIC
- 2. Grocers follow up by promoting in the store

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\CPHMC Grant (AF)\Fruit-Veggie of
the Month Handouts\Apple- Oct
Fruit of the Month.pub

Fruit/Vegetable of the Month



# Go, Slow, Whoa Program

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- Implement by end of Nov 2016
  - Track through May 2017
- Incorporated in Healthy Check Out lanes, Fruit/Vegetable of the month and throughout the store



Go, Slow, Whoa Cont.