

Wood County Grocer's Meeting

Wood County Health Department
Wednesday October 26th, 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.”¹



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 options- not 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

L:\Health\All Employee Share \CPHMC Grant (AF)\Fruit-Veggie of the Month Handouts\Apple- Oct Fruit of the Month.pub

Fruit/Vegetable of the Month

WANT TO
..... EAT
HEALTHY?

FOLLOW THE COLORS TO GET
..... YOU THERE



Go, Slow, Whoa Program

[L:\Health\All Employee Share\CPHMC Grant \(AF\)\Grocery Stores\HPWC-Carnival Details.pdf](L:\Health\All Employee Share\CPHMC Grant (AF)\Grocery Stores\HPWC-Carnival Details.pdf)

- 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.**

