



Shop Healthy Shasta Lake
Healthy Store Change Toolkit

Healthy Store Change Idea List

1. Move fresh produce and healthy snacks to front counter/point of sale area.
2. Provide local produce.
3. Add more variety of fresh produce and other healthy foods such as more whole grains.
4. Add healthy items in bulk foods such as nuts and whole grains.
5. Provide a healthy checkout and/or healthy end cap displays.
6. Place signs throughout the store that point to healthy foods on sale.
7. Provide opportunities to taste free samples of fruits and vegetables or other healthy foods.
8. Provide free recipe cards.
9. Larger stores can set up distribution to smaller stores of grab and go items such as prepared fruit salads.
10. Clearly separate youth friendly products away from adult products (i.e. non-alcoholic beverages away from alcoholic beverages, toys and candy away from tobacco products).
11. Clean and organize shelving, product displays and coolers to increase visibility and accessibility of healthy products.
12. Remove trash and debris outside of store, spot paint exterior of store.
13. Freshen storefront appearance and store visibility.
14. Remove some signs from windows and glass doors and wash windows.

How We Can Help

1. Provide technical assistance on selecting healthy choices for display.
2. Provide technical assistance on best practices for alcohol sales and signage.
3. Provide technical assistance on tobacco signage and resources.
4. Provide healthy product promotion through signage, food demos, recipe cards and merchandising equipment such as display racks, baskets, shelving, small refrigeration units, and initial stocking of healthy snacks in checkout lane.
 - a. Signage may include shelf inserts, shelf talkers, push/pull or in/out door signs.
 - b. Signage may also include refrigerator, floor and entry decals and signage to designate the healthy checkout lane.
5. Provide press release and media coverage, including one celebration event, to increase visibility of your effort to make healthy changes. Media could include such venues as radio, newspaper, print, billboards and bus stops.

Shop Healthy Shasta Lake Store Replaces Alcohol Signs with Healthy Eating Signs

Before



After

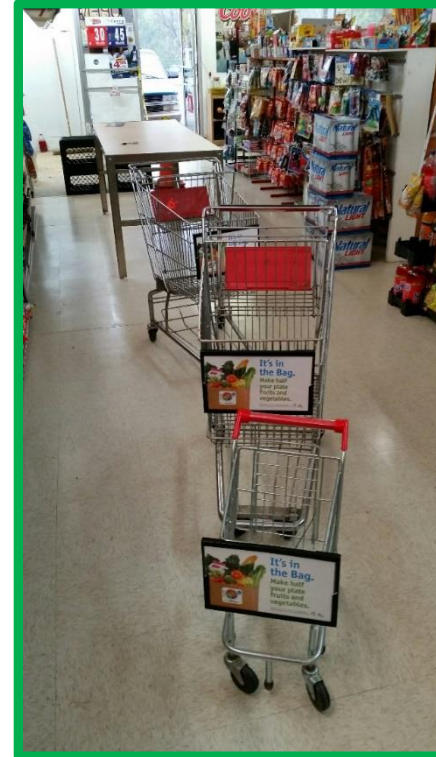


Shop Healthy Shasta Lake Store Makeovers

Floor Signage



Healthy Signage on Carts



Recipe Cards



Move Fruits and Vegetables to Front



Shop Healthy Shasta Lake Checkout Makeover

Before



After

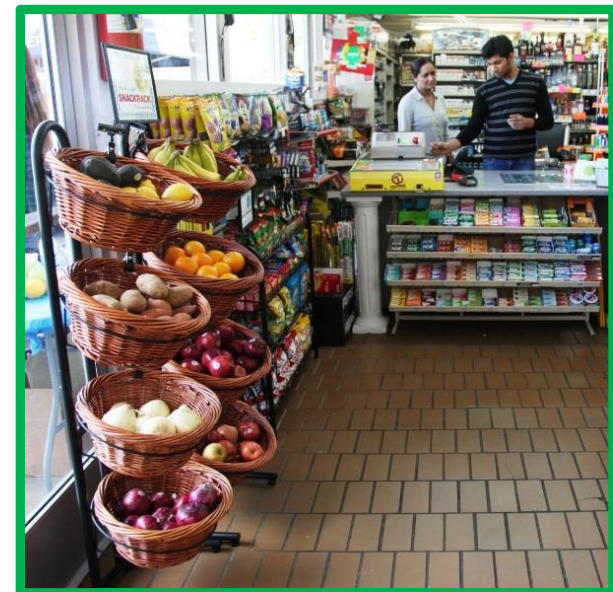
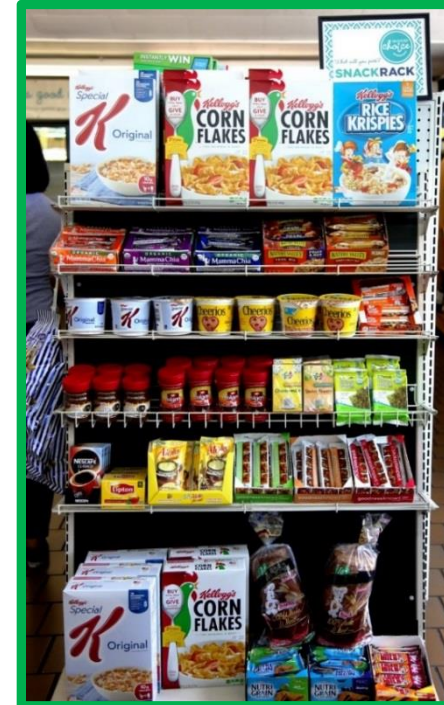


Healthy Checkout Examples

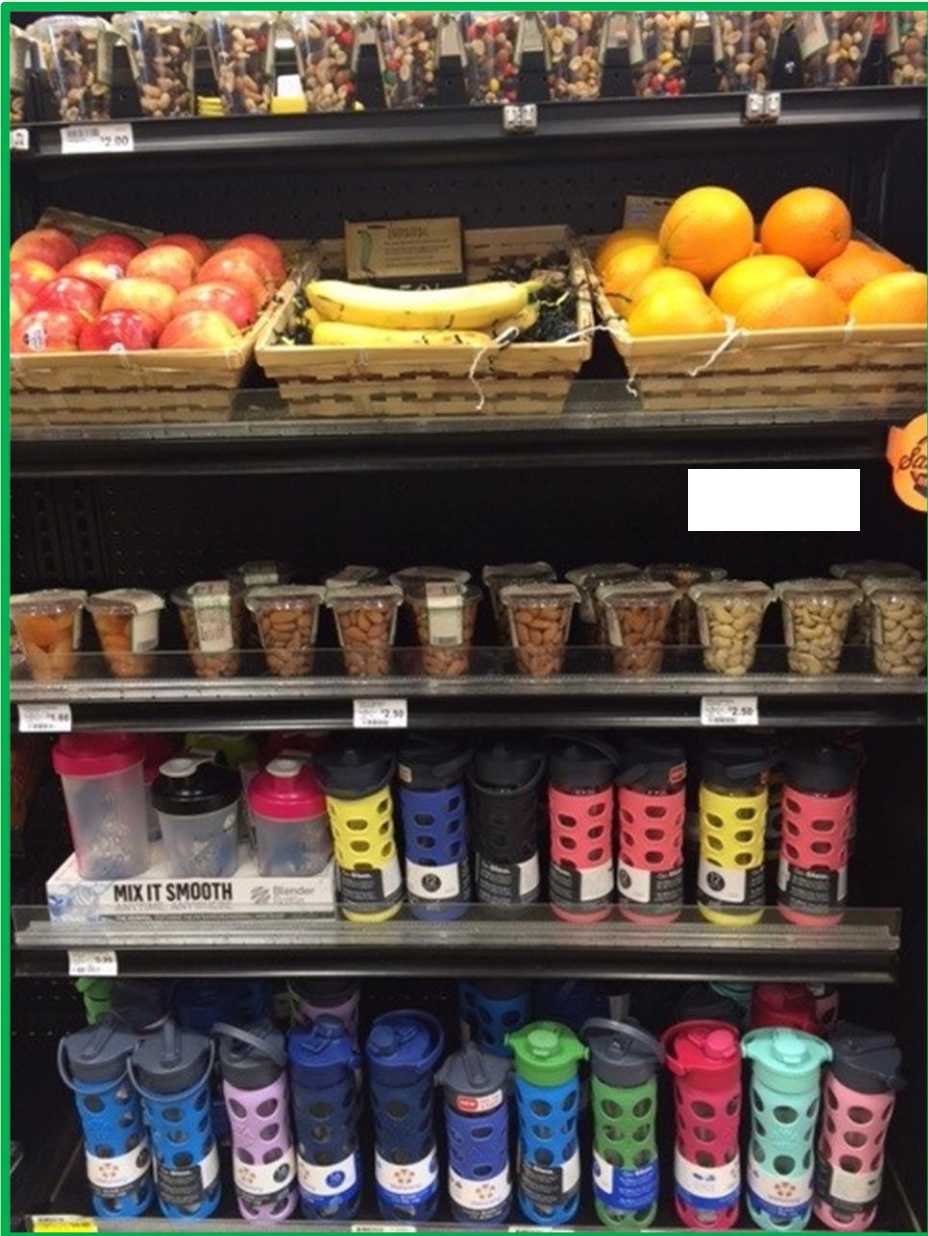
Before



After



Healthy Checkout Examples



Healthy Grab and Go



Shopping Bags

Distribute reusable shopping bags to customers to encourage healthy purchases.



Make it Easy to Grab

1. Containers of cut fruit.
2. Containers of vegetables and hummus.
3. Applesauce containers.
4. Fruit cup containers in own juice.

Create a Healthy Checkout

1. Display fruit in baskets.
2. Make a smart snacking zone near the checkout.
3. Consider pre-cut fruits and vegetables in grab-and-go containers.
4. Display healthy toys for sale near the cash register, like jump ropes or balls.
5. Move high fat, high sugar choices away from the checkout area.
6. Move ads for unhealthy foods, tobacco, and alcohol away from the checkout area.



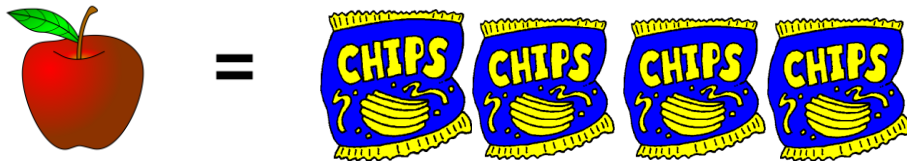
Display Stands and Baskets

Attractive displays using baskets and produce stands can help increase sales.

Business Benefits

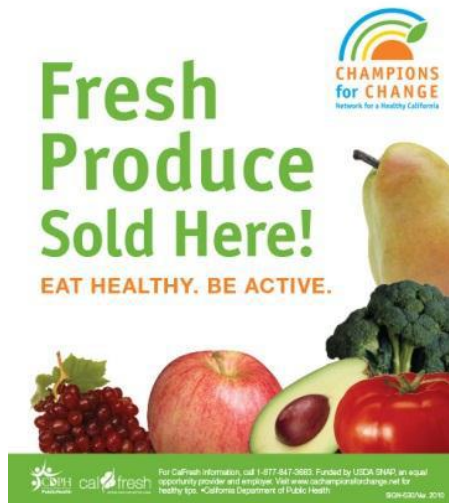
- ❖ New products means new customers
- ❖ Stand out from other stores
- ❖ Signs for healthy options increase sales
- ❖ Can yield high profit margins
- ❖ Gives shoppers what they want
- ❖ Encourages residents to shop locally

Example: 4 bags of chips = 20 cent profit
1 apple = 20 cent profit



Healthy Food Marketing/Branding Support

Clings



Recipe Cards



Additional Resources

Newsletter



Magnets



Serve brown rice with your stir-fry chicken and vegetables.



Add plenty of vegetables to your whole wheat tuna sandwiches.



Posters



Shopping Cart Signs



Shop Healthy Shasta Lake Marketing Ideas



1. Use logo to create healthy signage to your specifications.
2. Create refrigerator decals, deli signs, laminated and reusable price signs, posters, shelf talkers, shelf inserts, push/pull or in/out door signs, and floor and entry decals.
3. Create Shop Healthy Shasta Lake healthy checkout signage to designate healthy checkout lane.
4. Provide free marketing and advertising through a local media campaign.

Shop Healthy Shasta Lake Promotional Ideas

Cooking Demos or Food Sampling that Promote Healthy Foods



Mural Ideas

