



## EAT WELL, GET WELL

### HIGHLIGHTING HEALTHY FOOD

- Incorporating healthy foods into your diet helps you achieve or maintain a healthy weight. It also reduces the risk of chronic disease and improves overall **wellness**.
- To promote healthy eating in your community, partner with local food stores to encourage the consumption of healthy foods.
- By encouraging food stores to place nutritious foods in visible areas, you take a step to help residents make healthier choices while grocery shopping.
- Stores should also put nutritional information in plain view, so shoppers are more aware of what they are buying and eating.

### ACTION STEPS

#### Get in Touch

- Contact your local food stores and ask them to join your wellness campaign activities around nutrition.
- Provide a brief description of your goals and ask for their ideas.
- Consider holding a conference call with all participating food stores to discuss their ideas and to begin the conversation.
- Recruit participants from large and small food markets. Don't forget to include your local convenience stores and gas stations as well.
- Connect local farms with smaller stores to ensure produce is offered in all neighborhoods.

#### FOLLOW THEIR LEAD!

In 2012, Paramus hosted a Supermarket Sweep in their local Whole Foods. The grocery store invited students to a healthy shopping tutorial. Attendees were taught how to shop for healthy foods and the choices they have.

#### Set up Nutritional Information

- With your local grocery stores, make signs to spotlight nutritious foods.
- Information might include calories, vitamins and health benefits.
- Work collaboratively to bring produce to the front of the store.
- Ask food stores to consider these healthy **merchandising** tips.

### **Highlight for Healthy Alternatives**

- Prepare literature with healthy choices and recipes to distribute at the partnering stores.
- Consult information provided by the USDA's **Food and Nutrition Information Center**.
- Lead a shopping trip explaining how to shop for healthy foods, **using WebMD's 10 tips for healthy grocery shopping**.
- Because older people have different nutritional needs, ask seniors if they want to participate in a senior-specific healthy shopping day.
- Seniors can also refer to **these Food and Drug Administration tips**.

### **Demonstrate to Inspire**

- Find community partners who are willing to jointly organize healthy cooking demonstrations. For more information on how to organize a healthy cooking demonstration reference the Mayors Wellness Campaign Healthy Cook Off tool.
- For example, consider partnering with local gyms that already offer nutritional education to help you run these events in your local food stores.



## **MORE RESOURCES**

**Center for Nutrition Policy and Promotion  
United States Department of Agriculture MyPlate Tool**