



Mayors Wellness Campaign
Put your community in motion.



SUPERMARKET TOUR



CHECKOUT THE AISLES

- The **World Health Organization** recognizes the role that good nutrition plays in preventing nutrition-related chronic diseases such as diabetes, cardiovascular disease and osteoporosis, among others. Nutrition education at the point of purchase can increase consumption of fruit and vegetables.
- Educate your community about how to purchase healthier foods by holding a tour of your local supermarket.
- Enlist registered nutritionists and dieticians to show community members how to purchase and create healthy eating options.
- Place signs in the supermarket with the Mayors Wellness Campaign logo to highlight the various healthy eating options that are featured in the store.



ACTION STEPS

Reach out

- Talk to local supermarkets about hosting a tour.
- Promote the host supermarket in advertisements for the supermarket tour.

Set a date

- Set a date for the supermarket tour. Consider hosting a cooking demonstration during the supermarket tour so residents can learn about healthy cooking at the same time.
- You might choose a one-time event or host events monthly at the same or different locations.

Promote the Tours

- Spread the word through flyers, emails, and social media.
- Partner with local business to attract people to the supermarket tour.
- Promote the nutritionist and dieticians and offer healthy recipes or food samples.
- Consider creating healthy shopping lists to hand out to participants, and having the mayor lead the tour alongside a local dietician.

FOLLOW THEIR LEAD!

Tell the Mayors Wellness Campaign what you did so we can spotlight your work here!



MORE RESOURCES

Hosting Supermarket Tours: Dietician's Guide and Checklist
Supermarket Tour: A Guide
Smart Fearless Shopper

For more information, contact the New Jersey Health Care Quality Institute's Mayor's Wellness Campaign at 609-452-5980 or info@njhcqi.org