

RETAIL FOOD & PHARMACY  
**HEALTH & WELLNESS**  
OPPORTUNITIES ACROSS THE STORE

## **Part 1: Build the Foundation for Your Health & Wellness Program**

### **Get Support from the Top**

The most important step to any new program or effort within a company is top level support. If your leadership supports your health and wellness efforts: congratulations! If not, then your first step is to secure his or her support. Here's how:

- **Gauge their personal interest in health:** if it's high, you already have a head start. Chances are good that if your leadership is health conscious, he or she will be supportive of creating a store/working environment that encourages health.
- **Show them the money:** Find out what your company currently spends on health care costs for employees. Provide your leadership with a cost analysis of how much could be saved if employees adopt healthier habits.
- **Appeal to their sense of competition:** Supermarkets across the country are proving that health and nutrition sells. Provide your leadership with a list of comparable competitors in other market regions who are offering health and wellness programs. Make the case that health and wellness programs offer market distinction, additional sales (if marketed properly) and offer customers added value for shopping at your supermarket.

Resources:

- [Making a Business Case](#)
- [Effects on Healthcare Costs](#)

Retailers offer their employees and customers Health and Wellness programs for many reasons, but some of the main motivators are that well-executed programs can:

- **Decrease Employee Health Care Costs**

- [ROI of Wellness](#)
- [What's the Hard Return on Employee Wellness Programs?](#)
- [ROI-Based Analysis of Employee Wellness Programs](#)
  
- **Address Customer Demand and Interest**
  - Research report: [The Future of Health and Wellness in Retailing](#)
  - PowerPoint Presentation: [The Wellness Crossing](#)
  - Power Point Presentation: [Reimagining Health and Wellness](#)
  
- **Increase Sales of Items and Products Related to Health and Wellness**
  - [Measurable Sales Lift & Strong ROI from In-Store Wellness Program](#)
  
- **Improve Customer Loyalty**
  - Article: [Building Loyalty with Health and Wellness](#)
  - Case Study: [Martin's Super Markets Feeds Shoppers' Desire for Quick, Healthy Meals—Grows Sales & Loyalty Storewide:](#)

### **Establish a Health and Wellness Committee**

A wellness committee provides opportunities for both store associates and customer involvement in the program. The Committee should be a team of store associates from all levels of the company (shelf stockers, cashiers, category managers, etc.) and several types of customers (different lifestyles, ages, etc.) who meet regularly to plan, review and evaluate activities that will be offered by the store to promote healthier lifestyles.

### **Functions of Health and Wellness Committee:**

- Review needs and interests survey results
- Brainstorm program ideas
- Plan activities
- Develop and review communication and marketing plans
- Serve as champions and advocates of the health promotion and wellness programs
- Review evaluation results

If your program will be geared to store associates as well as customers, consider all areas of your workforce – multiple sites, shift workers, diversity (race, gender, ethnicity), and departments. It's also important to consider who will chair or co-chair the committee. Include skeptics of wellness as well and not just those employees already practicing healthy lifestyles.

An effective, manageable committee will have at least 4 members and maximum of 12

to 15 members. The committee should meet regularly with a planned agenda and action items. Typically, committees meet frequently (once per month) during the planning stages and less often (4 times per year) as the program becomes more established.

Successful Committees have a shared mission, vision and goals. Members need to believe that their participation is worthwhile and appreciated, that their work is important, benefits the company and co-workers, and they are recognized for their contributions. Thank your committee members often and regularly for their efforts.

### **Find Out What Your Customers Are Interested In**

Success of your wellness program depends on both your customers and store associates: customers and employees at all levels of the company have to feel involved and engaged so they will participate in and talk favorably about your programs.

The best way to do this is to ask customers and employees input and feedback about planned wellness programs. Once programs have been launched, evaluation tools can be used to make additional improvements to ensure maximum participation, buy-in, and support.

### **Here are several ways to identify customer/employee needs and interests:**

- Conduct focus groups with customers, employees or both;
- Discuss wellness interests during store associate meetings;
- Distribute and summarize a needs and interests survey
  - See sample survey below
- Ask for suggestions when evaluating programs.

## Health and Wellness Interest Survey Sample

At [STORE NAME], we care about your health. We are in the planning stages of offering some new health and wellness programs in our stores that we hope will make it easier for you to make healthier choices. We want to offer programs that will meet your needs and interests and we would appreciate your help! Please take a few minutes to complete the survey and return it to [LOCATION] by [DATE]. Your answers will be combined with those of others and reviewed so we can offer programs that will interest you.

Rate your interest in the following topics and activities on a scale of 1 – 3 with one (1) being of little or no interest; two (2) being of some interest and three (3) indicating that you are very interested. Indicate your response by circling or 'Xing' the number that best indicates your interest in the topic.

	1	2	3
Shelf tags that show healthier eating options			
Recipes and menu planning information for: <ul style="list-style-type: none"> <li>▪ Quick, healthy meals for busy lifestyles</li> <li>▪ Family-friendly meals/Helping my children eat healthier</li> <li>▪ Gluten free</li> <li>▪ Cooking for one</li> <li>▪ Selecting and prepare fruits and vegetables</li> </ul>			
Printed information I can pick up at the store and take home with me			
Information I can access online			
Grocery store tours that teach how to select healthier foods for certain health conditions (diabetes, heart disease, wheat allergies, etc)			
Cooking demonstrations and sampling			
Cooking classes			
Food Safety Information			
Health screenings such as blood pressure, cholesterol, blood sugar			

Flu shots clinics	
Other types of health and wellness information:	
Fitness Events	
Smoking Cessation	
Stress Management	
Low Back Health	
Health Fairs	
Other Types of Classes or Events:	

**Resources: Types of Programs that Can Be Offered**

- [WorkPlace Health Promotion](#)
- [Turnkey Programs](#)
- [The Power Of Partnerships](#)
- [Meal Solution Merchandising](#)

## Part 2: Plan Your Approach

Once you have support from upper management or the leadership of your company, you need to consider what you want to offer your customers (and possibly, employees) for health and wellness. The table below can help you refine your decision-making:

### Questions to Guide Decision Making for Your Wellness Program

Key Questions	Potential Answers	Resources that Can Help
What is the PRIMARY purpose of your program?	<input type="checkbox"/> Increase customer satisfaction <input type="checkbox"/> Increase customer loyalty <input type="checkbox"/> Increase sales of healthier products <input type="checkbox"/> Improve company image within the community	<ul style="list-style-type: none"> <li>▪ Research report: <a href="#">The Future of Health and Wellness in Retailing</a></li> <li>▪ <a href="#">Website: Healthier Worksite Initiative</a></li> </ul>
What kind of program will your company support?	<input type="checkbox"/> Single, one time event <input type="checkbox"/> Cycle of planned events throughout one year <input type="checkbox"/> Continuous, ongoing program that will continue for more than 1 year.	<ul style="list-style-type: none"> <li>▪ PowerPoint: <a href="#">The Power Of Partnerships</a></li> </ul>
Who is your target audience?	<input type="checkbox"/> Customers <input type="checkbox"/> Employees <input type="checkbox"/> Both	<ul style="list-style-type: none"> <li>▪ Research report: <a href="#">The Future of Health and Wellness in Retailing</a></li> <li>▪ PowerPoint: <a href="#">Leveraging Organic and Natural Brands</a>:</li> <li>▪ PowerPoint Presentation: <a href="#">The Wellness Crossing</a></li> </ul>
What topics or	<input type="checkbox"/> Healthy Eating/Meal	<ul style="list-style-type: none"> <li>▪ <a href="#">Implementation and Evaluation of Worksite Wellness Programs</a></li> </ul>

<p>program areas is your audience most interested in?</p>	<p>Planning</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Weight Management</li> <li><input type="checkbox"/> Health Screenings</li> <li><input type="checkbox"/> Physical Activity/Fitness</li> <li><input type="checkbox"/> Smoking Cessation</li> <li><input type="checkbox"/> Stress Management</li> </ul>	<ul style="list-style-type: none"> <li>▪ <a href="#">Turnkey Worksite Health Promotion Programs for the Workplace</a></li> <li>▪ <a href="#">Turnkey Worksite Health Promotion Programs</a></li> <li>▪ PowerPoint Presentation: <a href="#">The Wellness Crossing</a></li> <li>▪ PowerPoint: <a href="#">Reimagining Health and Wellness</a></li> </ul>
<p>How will you fund your program?</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Self-fund with internal dollars</li> <li><input type="checkbox"/> External partner contributions</li> <li><input type="checkbox"/> Fee for service</li> </ul>	<ul style="list-style-type: none"> <li>▪ Article: <a href="#">Cost Savings of Health And Wellness Programs</a></li> <li>▪ PowerPoint: <a href="#">What's the Hard Return of Wellness?</a></li> <li>▪ White Paper: <a href="#">ROI Based Analysis of Employee Wellness Programs</a></li> <li>▪ <a href="#">Controlling Healthcare Costs Using Worksite Health Promotion Programs</a></li> <li>▪ PowerPoint: <a href="#">Measuring ROI of Your Health and Wellness Programming</a></li> </ul>
<p>What human resources will you need to implement your program?</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Engage outside program vendors</li> <li><input type="checkbox"/> Hire new employees</li> <li><input type="checkbox"/> Retrain existing employees</li> <li><input type="checkbox"/> Contract with consultants</li> </ul>	<ul style="list-style-type: none"> <li>▪ <a href="#">Ways to Provide Staffing for Your Worksite Health Promotion Program</a></li> </ul>
<p>How will you promote the program?</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Internet</li> <li><input type="checkbox"/> In store signage</li> <li><input type="checkbox"/> Print advertising (store flier, etc)</li> <li><input type="checkbox"/> In-store radio</li> </ul>	<ul style="list-style-type: none"> <li>▪ <a href="#">E-Book: New Perspectives in Wellness and Benefits Communication</a></li> </ul>

	<input type="checkbox"/> TV	
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Potential barriers to the success of your program (and, how will you address them?)	<input type="checkbox"/> Lack of internal support <input type="checkbox"/> Lack of resources (human or financial) <input type="checkbox"/> Lack of customer awareness	<ul style="list-style-type: none"> <li>▪ <a href="#">Program Description of the State of California's Take Action! Program</a></li> </ul>
Who else within your organization will you need to involve in the planning, implementing, and evaluation of the program?	<input type="checkbox"/> Store Managers <input type="checkbox"/> Category Managers <input type="checkbox"/> Pharmacists <input type="checkbox"/> Dietitians	<ul style="list-style-type: none"> <li>▪ E-Book: <a href="#">New Perspectives in Wellness and Benefits Communication</a></li> </ul>
What information will you collect to evaluate your program?	<input type="checkbox"/> Formal Evaluation: Surveys, Interviews <input type="checkbox"/> Sales data <input type="checkbox"/> Participation Levels <input type="checkbox"/> Customer feedback	<ul style="list-style-type: none"> <li>▪ How To Guide: <a href="#">The Fundamentals of Evaluation</a></li> <li>▪ <a href="#">Evaluating Worksite Health Promotion Programs</a></li> </ul>

**Additional Resources for Planning Your Wellness Program**

- Article: [Carefully Crafting Your Organization's Wellness Plan](#)

## **Quick Start Programming: Tools You Can Use to Get Your Wellness Efforts Started**

The hardest part of any program is the initial start. Rather than starting with in-store programs (e.g., screenings, health fairs, or weight loss programs), It may be easier to start with a communications approach to wellness using a combination of in-store announcements, website articles, blog postings, and possibly tweets via Twitter or facebook postings. The themed [Healthy Ideas Calendar](#), [Monthly Health Articles](#), and [Radio Scripts](#) can get you started. You can use these tools in any of the following ways:

- Use the articles in your in-store or employee newsletter or magazine or publish them online on your website or facebook page. Adapt them to your region by using ideas and suggestions that will interest your customers.
- Use the articles to create blog posts or break the information into short tidbits that can be “tweeted” via Twitter.
- Use the in-store radio scripts as is or use them to script YouTube videos that you can upload to your store’s website. Additionally, you can use them as guides for any media requests (TV or radio) that you receive.
- If monthly themes seem overwhelming, start simply by choosing one theme to address per quarter. Start planning about six months in advance so you can line up any in-store displays, coupons, or specials to complement your efforts.

## **Cooking Demonstrations: The Basics of How to Plan, Conduct and Evaluate an In-Store Cooking Demo**

“Cooking” demonstrations (demos) are extremely helpful ways to catch customers’ attention during shopping trips. Whether the demo’s purpose is to introduce new ingredients or a cooking technique, it will draw customers and if done well become a “must attend” event whenever offered. You might consider offering any of the following cooking demonstrations:

- January is National Birth Defects Prevention Month and folate is a key nutrient that can prevent spina bifida. Offer in-store cooking demos or displays featuring folate-containing or folic acid fortified foods such as cereals, baked goods, leafy vegetables (spinach, broccoli, lettuce), okra, asparagus, fruits (bananas, melons, lemons), legumes, yeast, mushrooms, organ meat (beef liver, kidney), orange juice, and tomato juice.
- In November, feature a demo that focuses on how to handle those plentiful Thanksgiving leftovers in creative ways: turkey soup, turkey burritos, turkey potpie, etc.

Here are the basics of planning, conducting, and evaluating a cooking demonstration:

- **Choose a day, time and purpose for your demonstration.** Choose a day of the week and time that will maximize customer interest and participation. In terms of purpose, decide whether you intend to showcase ingredients, cooking skills, nutrition information or all of the above.
- **Consider your location carefully.** Choose an area of the store that has good traffic flow (so you aren’t blocking aisles), and has enough room so that if you have a small crowd, it won’t disrupt other shoppers too much. In addition, if you will require electricity for either cooking or refrigeration, identify an outlet or a way to safely place an extension cord.
- **Carefully select a recipe to demonstrate.** First and foremost, the recipe must be delicious, look appetizing, and appeal to a wide range of tastes. Ideally, the recipe will be fairly simple (5 ingredients or less), and easy for beginner to intermediate cooks. Techniques used should be ones that most people can replicate without a struggle or special appliances.
- **Focus on interesting ingredients** that customers are interested in but may need additional information about. Examples might include quinoa, field greens, avocados, nuts or a cut of meat like flap steak. The ingredients you choose will be in demand on demo day, so make sure you are adequately stocked for the increased sales.
- **Practice the demonstration ahead of time.** This will make sure you know how the demo will flow and anticipate any challenges. Think about the details like how you will store ingredients at the demo site when they aren’t in use (e.g.,

cooler) or where you will place utensils, plates, etc once they've been used (e.g., trash can for disposables or dish bins for washable items).

- **Have an assistant**, who can help you out if you forget something or need additional help.
- **Keep things structured yet friendly so customer will feel comfortable asking questions.**
- **Invite customers to taste** what you prepare and provide immediate feedback on what they think of the dish.
- **Ask customers to complete a quick survey** (3-5 questions) about the demo so you can refine your efforts. Questions might ask about types of recipes or foods they would like additional information about or their likelihood of trying the recipe at home.
- **Monitor sales of the cooking demo ingredients for at least 1 week following the event.**

### **Part 3: Obtaining Resources for Wellness Programs**

Establishing resources, both human and financial, for a wellness program can be an obstacle to its success. Like all worthwhile programs, wellness takes some upfront investment that is more likely to yield returns in the long run not short term.

There are essentially three ways to fund your wellness efforts, each with advantages and disadvantages:

- **Create a line item budget and fund the program internally.**
  - Advantage: Maximum control of the program and ability to be in charge of customer communications and feedback.
  - Disadvantage: All of the financial and staffing responsibility.
- **Work with partners who will offer in-kind donations of expertise, goods, service, and materials for your program.**
  - Advantage: Less staffing and financial costs.
  - Disadvantage: Working with partners requires compromise and negotiation.
- **Invite partners to co-sponsor your programs in return for advertising and publicity that they'll receive.**
  - Advantage: Can make wellness program "profitable" or at least break even financially.
  - Disadvantage: Have to carefully create credible programs so that customers do not view them as sales or marketing events.
- **Hire outside vendors to run your programs: they'll hire people and charge customers accordingly for programs.**
  - Advantage: The financial responsibility is handled by others;
  - Disadvantage: Very little control over the programs and communication with customers.

## Share the Load: Approaching Suppliers to be Partners in Your Wellness Programs

Sharing the investment in your wellness programs with others can make it easier to get your program started and keep it moving forward as you establish it. Adjustments to funding and staffing can always be made later on.

Many food, health and beauty, and pharmaceutical companies are more than willing to help you with your wellness efforts. The real secret is finding companies that fit well with your goals and are easy to work with. Here's a checklist of things to consider before you approach a potential company to partner or sponsor for your health and wellness efforts:

### Checklist of Considerations for Potential Partners

Questions to Consider:	YES or NO
Does this company have credibility with consumers in terms of health and wellness?	
What can this company potentially contribute to the program (e.g., goods, service, personnel or funding?)	
In terms of consumer health, does this company have the right products or services to contribute to your efforts?	
Does this company make sense in terms of the program?	
Will the effort of creating a partnership with this company have a significant beneficial effect on the success of my program?	
Are this company's requirements for partnering a fair exchange?	

If you answer "no" to more than 2 questions, carefully consider whether this vendor is right for your efforts at this time.

## Letter/Invitation to a Potential Sponsor/Partner Sample

The purpose of this letter is to invite a dialogue between you and a potential partner. Prior to contacting any companies, meet with your category and store managers to discuss potential partners since they may already have contacts within the company that can be tapped. In addition, they will have valuable insights about whom to approach and what to consider. You might want to have them co-sign your letters with you or ask them to reach out to their contacts in advance to facilitate the letter's reception and consideration.

Dear [CONTACT NAME]:

[STORE NAME] is committed to the health and wellness of its [# of CUSTOMERS] in [# OF STATES]. To (make it easier for our customer's to make healthier lifestyle choices,) meet our customer's requests for information about [TOPIC/ISSUE], [STORE NAME] is going to offer [PROGRAM NAME]. Each month/quarter, [DESCRIBE PROGRAM: *what information/classes or services you will be offering over what timeframe, etc. Include details like the target audience, the expected outreach, and the potential benefits to customers (information, knowledge, convenience, etc), as well as to the vendor and store (sales, corporate image, loyalty, etc).*]

I/we are contacting you as a valued vendor of [PRODUCT NAME(s)] to explore your interest in becoming a [SPONSOR, SUPPORTER, CONTRIBUTOR] to [PROGRAM NAME]. We are interested in meeting with you to further discuss our program. If you were to become a [SPONSOR], [STORE NAME] has a number of benefits that might interest you. For example, all vendors who support [PROGRAM NAME] will be mentioned by name in our [ADVERTISING, PRINTED ON PROMOTIONAL MATERIALS, IN STORE RADIO BROADCASTS, STORE FLIERS, WEEKLY NEWSPAPER ADS, ETC]\*.

As a valued vendor of [PRODUCT NAME(s)], your participation as a sponsor of [PROGRAM NAME] will help us reach customers with [INFORMATION/SERVICE], meeting a need that they have requested.

We encourage you to consider meeting further with us to discuss [PROGRAM NAME].

Sincerely,

NAME  
TITLE  
CONTACT INFO

\*Advertising is just one example of a sponsor benefit. Other benefits might be the opportunity to meet with customers at in-store events, the goodwill effect of taking part in the program, or credibility extended to the company by their participation in the program. Another type of benefit might be that the company's product is featured along with others in special display apart from the shelf-space the vendor usually occupies.

### Partnering Do's and Don'ts\*

DO.....	DON'T....
<ul style="list-style-type: none"> <li>▪ Have a clear statement of your program's goals</li> </ul>	<ul style="list-style-type: none"> <li>▪ Underestimate the amount of time it may take to work with a partner. Planning, decision-making, and approvals may all take additional time.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Have a written agreement that specifically outlines the key roles and responsibilities of each partner</li> </ul>	<ul style="list-style-type: none"> <li>▪ Assume that partners will understand what you expect them to contribute, financially or otherwise</li> </ul>
<ul style="list-style-type: none"> <li>▪ Describe any financial commitments</li> </ul>	<ul style="list-style-type: none"> <li>▪ Choose partners with limited flexibility or tolerance for the retail food environment.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Identify key decision makers by name and title</li> </ul>	<ul style="list-style-type: none"> <li>▪ Assign the responsibility of managing the partnership(s) to an under-experienced staff member. Partnerships require good managers who can negotiate well, be team players, and share credit with others.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Have a review and approval process in place</li> </ul>	<ul style="list-style-type: none"> <li>▪ Forget to give credit for contributions and say thank you often.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Clearly state the terms of dissolution of the partnership</li> </ul>	<ul style="list-style-type: none"> <li>▪ Hesitate to end a partnership that is not advantageous to your wellness goals, or that threatens the credibility of your program or store.</li> </ul>

\*Adapted from: "Nutrition Information in the Supermarket: How to Plan, Implement and Track Programs That Work." Food Marketing Institute, 1993, and "Making Health Communication Programs Work." US Dept. of Health and Human Services, National Institutes of Health, National Cancer Institute, 2001.

**Additional Resources:**

- PowerPoint Presentation: [The Power of Partnerships](#)

## Part 4: Communications and Promotion: The Key to Initiate and Maintain Excitement

A communications plan is essential to letting your customers, employees and others know about the wellness events, information or services that you offer. The best program in the world will fail if no one hears about it. Fortunately, in a retail environment, there are many channels available for letting people know about your store's events, services and information. Depending on your budget, here are a few of the benefits and disadvantages of the channels you might use:

### Potential Communication Channels for Retailers

Channel	Benefits	Disadvantages
E-mail	<ul style="list-style-type: none"> <li>▪ Inexpensive</li> <li>▪ Can easily be forwarded and shared with other people</li> </ul>	<ul style="list-style-type: none"> <li>▪ Can only communicate with customers who have provided e-mail addresses</li> <li>▪ Easy to delete, ignore, get filed as "junk"</li> </ul>
Social Media: Twitter, FaceBook, Smart Phone Applications (Apps), etc	<ul style="list-style-type: none"> <li>▪ Inexpensive</li> <li>▪ Can easily communicate with customers and others who have opted to follow your store, "like" you on FaceBook, download your app, etc.</li> <li>▪ Social media users who have chosen to include your store in their circles may be more receptive than customers receiving information via other channels</li> <li>▪ Easily forwarded and shared</li> </ul>	<ul style="list-style-type: none"> <li>▪ May only reach certain demographics (younger, tech savvy, owners of Smart Phones)</li> <li>▪ Depending on how many "friends" some one has, or how many people they "follow", maybe lost in the info stream</li> <li>▪ Will be ignored if not directly relevant to something customer is interested in and cares about.</li> <li>▪ Must adhere to venues guidelines if offering contests, sweepstakes,</li> </ul>

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<p>Website</p>	<ul style="list-style-type: none"> <li>▪ Allows information to be easily located or searched for</li> <li>▪ Can ask site users to “register” so that announcements can be sent via e-mail</li> <li>▪ Can easily update information</li> </ul>	<ul style="list-style-type: none"> <li>▪ Customers must actively “visit” the site to find out about new events and programs</li> <li>▪ User experience must be good: Website pages must be easy to navigate and events easy to find or visitors will not return.</li> </ul>
<p>Direct Mail</p>	<ul style="list-style-type: none"> <li>▪ Can easily select customers and potential attendees by zip code.</li> </ul>	<ul style="list-style-type: none"> <li>▪ May be perceived as junk mail and quickly discarded.</li> </ul>
<p>In store signage, banners, posters, etc</p>	<ul style="list-style-type: none"> <li>▪ Complete control over placement, design, etc.</li> <li>▪ Can easily tailor messages to right audience by placing near products that they typically purchase.</li> </ul>	<ul style="list-style-type: none"> <li>▪ More expensive than digital communication.</li> <li>▪ Longer “shelf” life than direct mail or e-mail since customers may see the signage multiple times over the course of several shopping trips.</li> </ul>
<p>In-Store Radio</p>	<ul style="list-style-type: none"> <li>▪ Complete control over content, airing, etc.</li> <li>▪ Takes advantage of audio communication instead of visual (less competition for this channel the retail space)</li> <li>▪ Can easily target customers within the store(s) where programs, service, etc. will be offered</li> </ul>	<ul style="list-style-type: none"> <li>▪ Must repeat the message strategically at key shopping times for target audience since it typically take more than one exposure for customers to hear and register the message.</li> <li>▪ Hard to include a lot of information. Need to interest shoppers in seeking additional information from the</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Need to be short, action-oriented, and upbeat. Record them and have several people listen to them before they go “live.”</li> </ul>	website or other ways.
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Weekly Circular, newspaper ads	<ul style="list-style-type: none"> <li>▪ Customers expect to get information this way and seek it out</li> </ul>	<ul style="list-style-type: none"> <li>▪ Messages and announcements can get lost in the advertising</li> <li>▪ May not be cost effective to provide information in this space (competition for manufacturer ad dollars)</li> </ul>
TV	<ul style="list-style-type: none"> <li>▪ Ability to reach many audiences</li> </ul>	<ul style="list-style-type: none"> <li>▪ Expensive</li> <li>▪ Can be easily tuned out by those who digitally record TV programs and fast forward through commercials.</li> </ul>

### Social Media Guidelines

Traditional forms of promotion and communication such as print advertisements, radio and TV have been used effectively by retailers for more than 50 years. Social media and digital communications are relatively new and may not be as well understood as the more traditional forms. Here are a few basic guidelines on when and how to use social media to alert customers about new in-store promotions, and ways to encourage customers to be healthier. (Note: there are many other social media sites besides Facebook and Twitter but they are two of the most popular ones.)

#### Facebook:

- Posts are typically ways for people to keep up with their family and friends;
- Advertisers may buy space and ads are selectively targeted to appear on the pages matching demographic most likely to be interested in that product.
- Many companies have a Facebook presence that functions like an alternative webpage that allows interaction between the viewer and the page creator.

Some retailers offer contests and incentives to get people to “like” them on Facebook. Whenever a Facebook user “likes” a company’s Facebook entry, this is communicated out to that person’s friends letting them know about the company or message as well. [SAMPLE SCREEN of MEMBER COMPANY, e.g., Kroger or Safeway.

- Best uses: added value announcements that offer the customers something they will truly use (a discount) or when there’s an important announcement that will affect shoppers.

### Twitter:

- Rapidly becoming the way people send information (“tweets”) out quickly to those who “follow” them;
- Tweets must be short (140 characters or less) and to the point.
- Make sure customers will really care about the info or they will “unfollow” you;
- [Twitter Dictionary](#)
- Sample Tweet Message Formats to try:
  - Just seen: [short sentence & web page link]
  - Over Heard (OH): [short sentence & web page link]
  - Great recipe: [short sentence & web page link]
  - Just arrived: delicious [food name] from [location] [short sentence & web page link]

### **Additional Resources:**

- [Healthy Ideas Calendar](#): 12 months of health themes that you can use to promote health and wellness to your customers or employees
- [Radio Scripts](#) and [Articles](#) that coordinate with the Editorial Calendar.
- Additional Sample [radio scripts](#)

## Part 5: Check Your Effectiveness: Guidelines on Evaluating Program Impact

### Evaluate your program

- Helps you and others understand the value of the program (ROI)
- Provides guidance on refining your efforts
- Keeps program topics and approaches relevant and interesting to participants and customers

Evaluation is something that most companies talk about and only a few do well. Evaluation allows you to know whether you accomplished your program objectives and to highlight improvements to make. Return on investment (ROI) is always a priority and a solid evaluation plan (created BEFORE you launch your program) will tell you and your colleagues EXACTLY how well the program performed and what it accomplished. The data you collect during evaluation can help build the case for strengthening your program and guide where resources should be directed for the most impact. Finally, evaluation from participants can also help keep programs and topics timely and interesting.

### Evaluation Resources:

- Publication: [The Fundamentals of Evaluation](#)
- Website: [Workplace Health Promotion-Evaluation](#)

### How to Evaluate Your Program

Evaluation data can be gathered formally (intentionally) or informally (gathering comments and reports that come spontaneously) but if you require the data for program justification, you will need to conduct a formal, more rigorous evaluation.

Formal evaluation is the process of gathering data that can be analyzed and summarized to provide an accurate assessment of your program. Data can be collected via surveys and focus groups, by tracking sales figures, or by documenting participation and attendance. Surveys and focus groups can assess knowledge, behavior change and perceptions of programs. Sales figures and participation rates can provide objective data on program effects.

#### Formal Feedback

- Surveys
- Focus Groups
- Sales Figures (if appropriate)
- Health Risk Assessment (employees)
- Participation and attendance
- Insurance claims (employees only)

#### Informal Feedback

- Customer comments via e-mail, Facebook, Twitter, etc.
- Anecdotal reports
- Media mentions of program

Informal feedback can be valuable as well since it is unsolicited and candid. Customer comments, anecdotal reports, and coverage of your program by the media can add more weight to your evaluation report. These can be collected by monitoring your store's website, Facebook page, and Twitter mentions or by any means that customers typically provide comments to your company (e-mail, comment cards, etc). In addition, stories or mentions of your program in the news media can be very powerful means of enhancing publicity as well as documenting value in the community.

### **What To Do With Evaluation Results**

- Link them with sales figures and customer satisfaction results
- Share them with partners and stakeholders
- Use them to make program and service adjustments
- If appropriate, share them via social media to let people know about your success and future programming plans

Once you have gathered, analyzed, and summarized your data, it's time to share it as widely as possible. It seems obvious to report results to upper level management within your company, but it's also important to let employees, partners and customers know the outcomes. This approach lets stakeholders know that their involvement mattered and was acknowledged.

The results will also provide direction on how to make improvements to your program. Few programs are perfect from the start. Whether you find that you need to make major or minor improvements, communicate this to your stakeholders as well so you'll continue to keep their support in the program.

### **How Often Should I Evaluate my Programs?**

"Early and often" is the motto of successful program evaluators. However, you don't want to irritate customers by surveying them too often. Here are some general guidelines on how often to collect data on your program:

- **Continuous Collection (monthly):** program participation or attendance; unsolicited feedback from customers via e-mail, comment cards or phone; website visits, recipe or information downloads
- **Periodic Collection (quarterly):** sales figures (if appropriate for demos, display items), brochure disbursement, etc
- **Annual Collection:** surveys or focus groups with program participants to assess awareness, knowledge, or behavior change.

### Sample Survey for Program Evaluation

	<b>Strongly Disagree</b>				<b>Strongly Agree</b>
Over the past 6 months, I have attended/participated in at least one wellness/health event	1	2	3	4	5
Name of event(s) attended:	[open ended response]				
I found the event( to be helpful and informative	1	2	3	4	5
I would definitely attend this type of event again in the future	1	2	3	4	5
I would recommend this event/service to friends and family members	1	2	3	4	5
I regularly pick up the following types of health and nutrition information from [STORE NAME]?					
Recipes	1	2	3	4	5
Brochures	1	2	3	4	5
[OTHER:]	1	2	3	4	5
I find the health information on [STORE NAME]'s website to be very helpful.	1	2	3	4	5
I prefer being able to access or receive information:					
▪ At the store	1	2	3	4	5
▪ On the web	1	2	3	4	5
▪ Receive e-mails	1	2	3	4	5
▪ Smartphone App	1	2	3	4	5
The topics I have found to be most helpful:	[OPEN ENDED]				
Topics I would like to see offered in the future	[OPEN ENDED]				
Improvements to program?	[OPEN ENDED]				
What has been least helpful?	[OPEN ENDED]				

Additional Comments:	[OPEN ENDED]
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