

GOOD FOOD HERE

2017 SUCCESS STORIES



EAT RIGHT OHIO



Good Food Here is an initiative spearheaded by the Ohio Department of Health to make it easy for consumers to recognize and purchase healthy foods. Funding provided to local health departments through the Communities Preventing Chronic Disease (CPCD) grant has brought Good Food Here into grocery and corner stores, vending, concession, cafeterias, and food pantries. The following pages provide interviews with CPCD staff on their success using the Good Food Here brand.



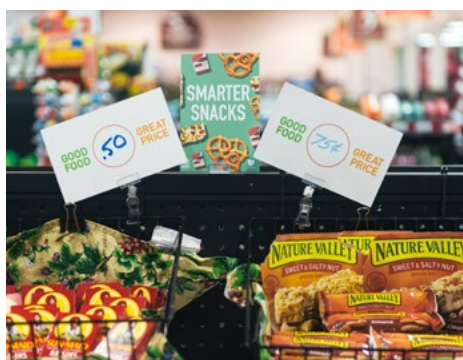
A smiling woman with dark hair, wearing a grey and maroon patterned cardigan over a black top, holds a large sign in front of a blue wall. The sign features the words "GOOD FOOD here!" where the letters are constructed from various fruits like grapes, apples, bananas, and oranges. The sign has a white central area with a red border and a red base.

GOOD
FOOD
here!

EAT RIGHT OHIO



Lorain County Healthy Check Out Lanes



SITE LOCATION: Fligner's, Lorain, OH, Sparkle Market, Grafton, OH, Oberlin IGA, Oberlin, OH

SITE CHALLENGE: How do we make healthy food more available and more attractive to buy at checkout?

WHAT GOOD FOOD HERE MATERIALS WERE USED FOR YOUR PROJECT AND HOW HAVE THEY HELPED YOUR SITE(S)?



We realized very early on that we want to help customers make good choices and we need to stand out. These Good Food Here materials help the store owners to label the healthier options, and the new posters at the cash register highlight that this is a Good Food Here healthy checkout lane. We have received great feedback that they are very colorful and eye-catching.



Another thing we have been able to utilize is the Good Food Here logo which we used to personalize a cooler near the healthy checkout lane. Using the branding on equipment helps make the healthy choice the easier choice and creates "grab & go" recognition.

"We want to help customers make good choices and we need to stand out."



“Whenever the parents come through Line 2, they’re happy, because the kids don’t want candy. They’re looking at the bananas and wanting the bananas.”

Crystal, Fligner’s Employee



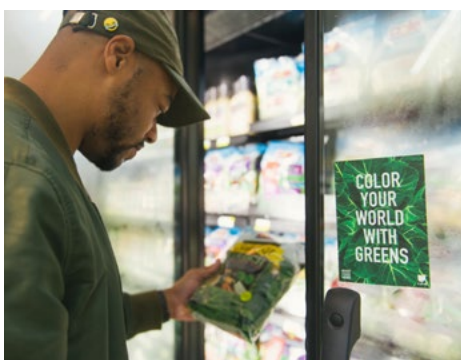
WHAT OUTCOMES HAVE YOU EXPERIENCED AFTER INTEGRATING GOOD FOOD HERE INTO YOUR PROJECT?

Our cashiers have been using a sales-tracking document that we created, which highlights how much product stores stock in the morning and then how much they are left with in the evening. This has been really helpful as store owners are now able to swap out items that aren't selling well to maintain profitability. Customers have also indicated that the signage has influenced their purchasing decisions. After seeing the [Water First for Thirst] signage, for instance, they thought twice about buying sugary/sweet drinks.

WHAT ARE YOUR FUTURE PLANS FOR THIS PROJECT?

The customers are requesting to have "grab & go" products that require refrigeration such as fruit cups, veggies, hummus and water. So, one effort that we've made is to have a branded Good Food Here cooler in all of the checkout lanes. We have one in two out of three thus far.

We also realized that stores need pretty consistent check-ins and technical assistance along the way, so we have involved our environmental health team. The environmental health sanitarian does bi-annual inspections of the stores, so we're having them include check-ins with the owners for the checkout lanes. We are also working to provide sustainability kits for each of our stores, where each store will receive a bin of some basic Good Food Here materials like replacement posters, toolkits, tracking documents and surveys.



Marissa L. Wayner

Health Education Specialist,
Communities Preventing Chronic Disease

P : 440-322-6367

E : mwayner@loraincountyhealth.com



Montgomery County Healthy Food Pantry



SITE LOCATION: East Dayton Christian Church, Dayton, OH

SITE CHALLENGE: How do we promote choosing healthy food options at our full choice pantry?

WHAT GOOD FOOD HERE MATERIALS WERE USED FOR YOUR PROJECT AND HOW HAVE THEY BEEN HELPFUL?



One of the items that we started using immediately is the recipes. I remember when we took everything to the pantry, they loved the butternut squash poster! They said, "Oh, this came at the perfect time, we have been bombarded with butternut squash and nobody knows what to do with it!" So that was kind of exciting to see.

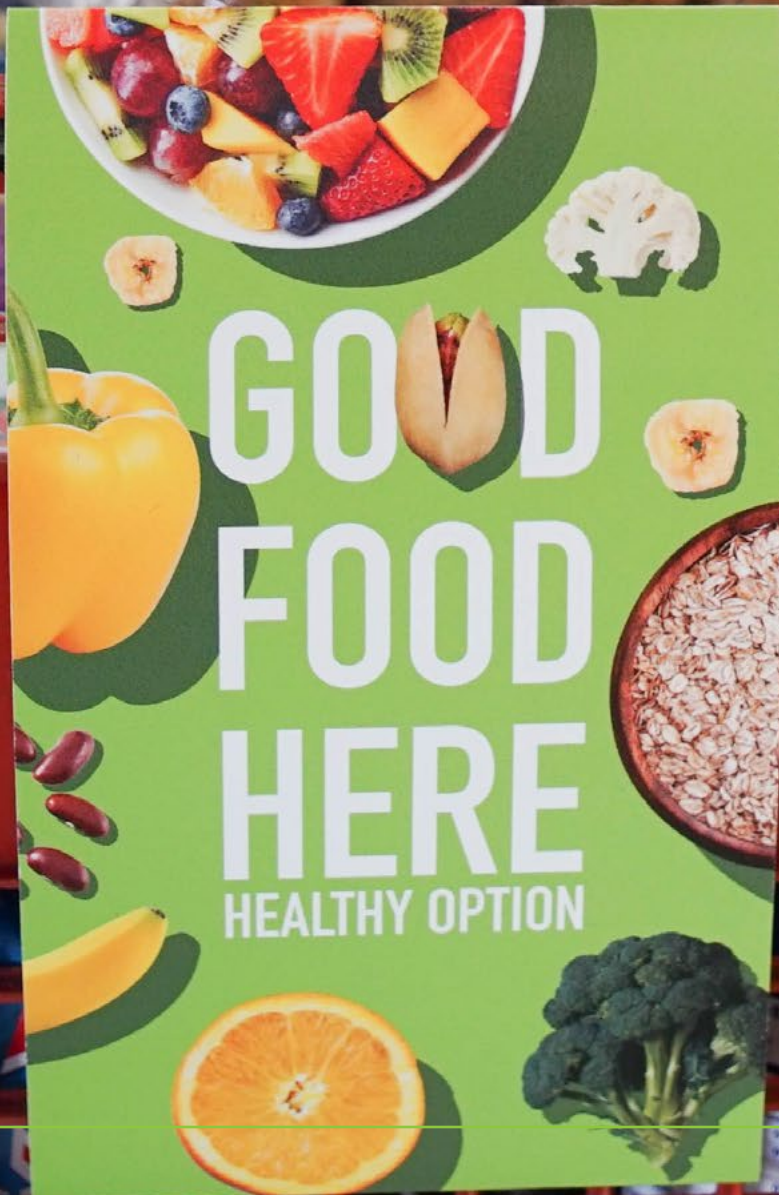
I know they also really like the colorful Good Food Here materials to hang up in the church basement. The team puts those on the tables and walls on food pantry days and we encourage our clients to select the healthier options.

WHAT OUTCOMES HAVE YOU EXPERIENCED AFTER INTEGRATING GOOD FOOD HERE AT THE FOOD PANTRY?

People have been really, really excited to see the brand in the pantry. They are starting to understand what Good Food Here







“We started with feeding 10 clients a month, and through the hard work of our team, great partnerships like those with the Ohio Department of Health, the Dayton Food Bank and many others, we now average feeding 500 families each week and thousands of people each month.”

Kyle Gulley, Outreach Pastor



means now; which is pretty exciting to see! Having the marketing materials next to healthier options as well as working with the pantry to make sure they're talking to people about what some of those healthy options are, and how to use them has been really helpful.

WHAT ARE YOUR FUTURE PLANS FOR THIS PROJECT?

We've been working with the pantry for about three years now. When they started, they didn't do any client choice selection of food. We worked with them to offer partial client choice, and now for about two months, they have been 100% client choice and that's been a learning experience for all of us. Our goal is to continue helping those healthier items stand out - to make the process a little bit quicker and nudge people towards those healthier options a little bit more.



Haley Riegel

Manager, Communities Preventing Chronic Disease

P : 937-496-3308

E: HRiegel@phdmc.org



Learn more at:
www.odh.ohio.gov/chc

**GOOD
FOOD
HERE**



EAT RIGHT OHIO