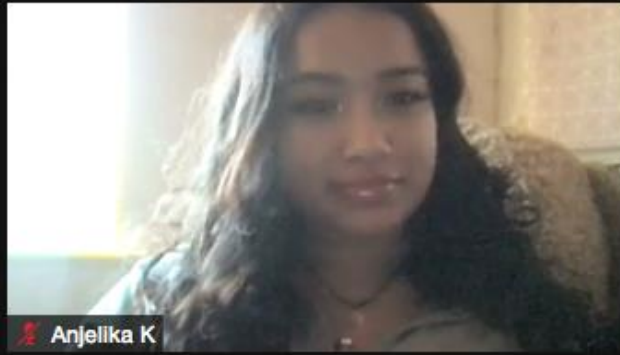
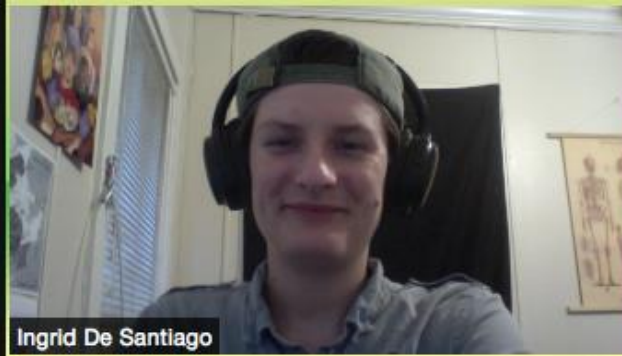


# HOPS

**HEALTHY OPTIONS AT POINT OF SALE**



# THE HOPS TEAM



**HOPS IS A YOUTH LED, COMMUNITY DRIVEN, HEALTH ADVOCACY PROJECT.**

# WHAT IS HEALTHY RETAIL?

**A CAMPAIGN TO ADVOCATE FOR MINIMUM NUTRITION STANDARDS FOR SNACKS & BEVERAGES SOLD AT CHECKOUT AND TO KEEP SODAS IN THE SODA AISLE.**

- **FRESH & DRIED FRUIT AND VEGGIES**
- **NUTS**
- **WATER**
- **WHOLE GRAINS**
- **100% JUICE**
- **AND MORE!**



# WHY FOCUS ON HEALTHY RETAIL?

1

**THE MAJORITY OF  
FOOD PURCHASES COME  
FROM GROCERY STORES**

2

**PRODUCT PLACEMENT  
IS A POWERFUL  
RETAIL MARKETING  
TECHNIQUE**

3

**PAID PRODUCT  
PLACEMENT  
PROMPTS  
IMPULSE BUYS**

4

**HEALTHY RETAIL IS  
GOOD FOR BOTH  
CUSTOMERS AND  
BUSINESSES**

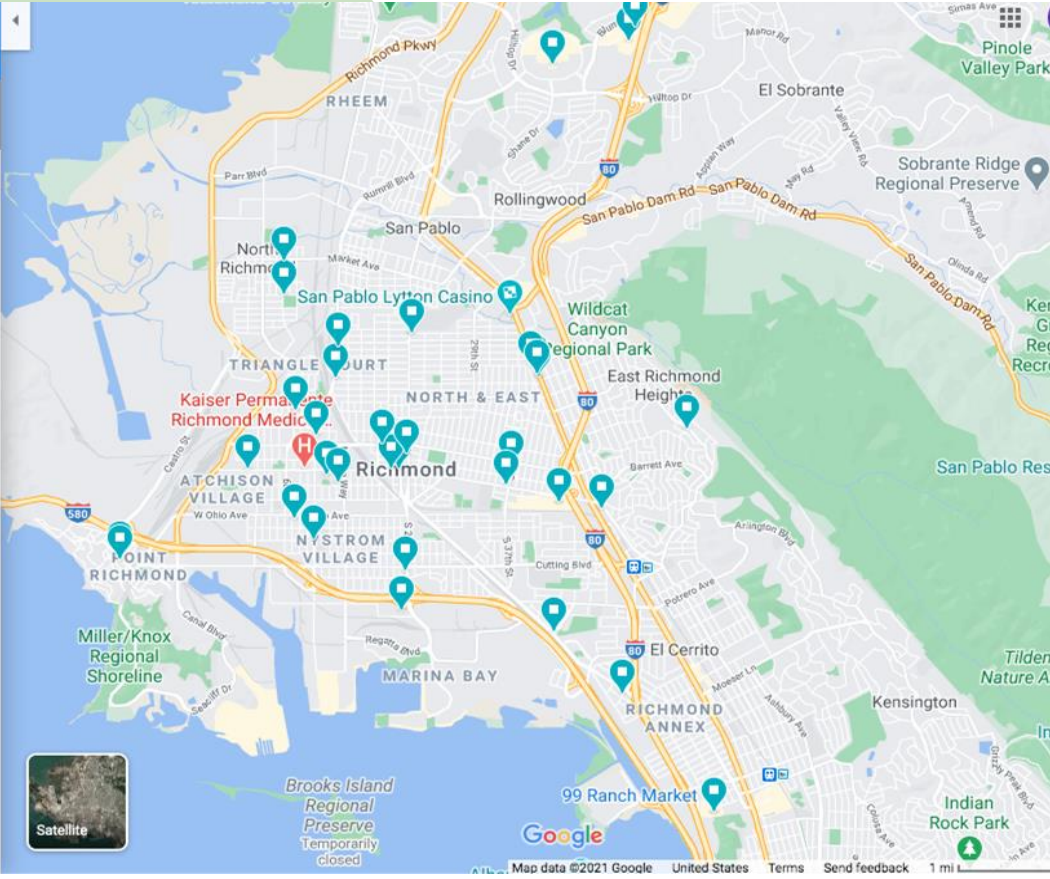


# WHY DO WE NEED IT?

- LACK OF LOCAL FOOD STORES THAT HAVE CONVENIENT FOOD & DRINKS THAT ARE ALSO HEALTHY
- GROWING NUMBER OF HEALTH ISSUES IN THE COMMUNITY
  - HEART DISEASE, DIABETES, CAVITIES, AND CANCER
- SUGARY BEVERAGES ARE FOUND IN 30 PLACES IN AN AVERAGE STORE



# RICHMOND COMMUNITY ASSESSMENT



## 33 FOOD STORES ASSESSED

CHECKOUTS AT GROCERY AND CORNER STORES, PHARMACIES, DEPARTMENT STORES, AND MORE

## 5 FOCUS GROUPS

PARTICIPANTS IN THE VIRTUAL FOCUS GROUPS WERE ALL RESIDENTS OF RICHMOND

## 8 KEY INTERVIEWS

WITH LOCAL HEALTH PROVIDERS, EDUCATORS, FOOD SERVICE PROFESSIONALS, ETC

## 3 RETAILER INTERVIEWS

LOCAL GROCERY AND CONVENIENCE STORE OWNERS WERE INTERVIEWED AND ASKED ABOUT THEIR

# STORE CHECKOUT ASSESSMENT HIGHLIGHTS



OVERALL, **60%** OF BEVERAGES AT CHECKOUT ARE UNHEALTHY



COMPARED TO ONLY **17%** HEALTHY

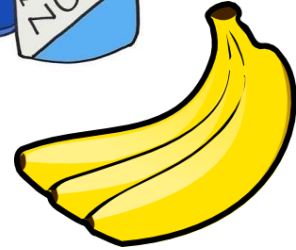


AND **16%** 'OTHER'. THESE ARE NOT VERY NUTRITIONAL,  
BUT HAVE LOW TO NO ADDED SUGAR. THEY ARE  
MOSTLY ALCOHOL AND COFFEE.

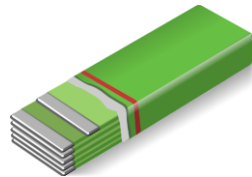




SIMILARLY, **65%** OF FOOD SOLD IS UNHEALTHY



WHILE ONLY **6%** OF FOOD  
PRESENT IS HEALTHY, AND



**28%** ARE IN BETWEEN, LIKE GUM, TRAIL MIX, BREAD, AND  
FRESH OR HOT PREPARED FOODS.



**CANDY MAKES UP 40% OF ALL FOOD  
SOLD AT CHECKOUT, AND 25% OF ALL  
PRODUCTS AT CHECKOUT, INCLUDING  
BEVERAGES AND NON-FOOD  
MERCHANDISE!**

# NON-FOOD MERCHANDISE LIKE:

## HOME GOODS.

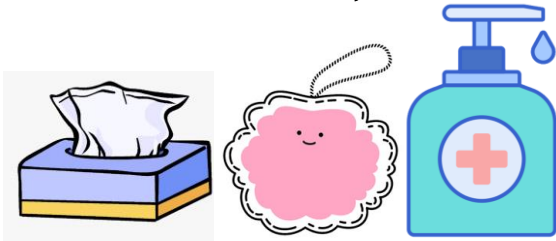


## BEAUTY,



## AND ELECTRONICS

## BATH,



MAKE UP **28%** OF PRODUCTS AT  
CHECKOUT

# FOCUS GROUP & KEY INTERVIEW FINDINGS

- **UNANIMOUS SUPPORT FOR HEALTHY CHECKOUT**
- **MAIN MOTIVATIONS WERE**
  - **TARGETED MARKETING AT CHILDREN**
  - **DIET RELATED LONG TERM HEALTH EFFECTS ON YOUTH**
  - **LACK OF ACCESS IN LOW INCOME NEIGHBORHOODS TO QUALITY FOODS**
  - **MANY LEAVE RICHMOND TO GROCERY SHOP**
  - **DESIRE TO SUPPORT LOCAL FARMERS IN THEIR PURCHASES**

# **SURVEY OF 562 RICHMOND VOTERS**

- **77% SUPPORT FOR THE POLICY**
- **73% LOW INCOME SHOPPERS SUPPORT**
- **PARENTS ESPECIALLY CONCERNED FOR YOUTH**

## **RETAILER INTERVIEW FINDINGS**

- **FULL SUPPORT FOR HEALTHY CHECKOUT**
- **MAIN CONCERNS**
  - **LACK OF DEMAND**
  - **SHORT SHELF LIFE OF PRODUCE**
  - **CUSTOMERS HAVE THE CHOICE TO EAT HEALTHY**



# KEEPING SODA IN THE SODA AISLE

## NATIONAL SURVEY

58%

OF SNAP PARTICIPANTS SAY THEY'D **PURCHASE FEWER SUGARY BEVERAGES** IF THEY WERE OFFERED IN ONLY ONE PLACE IN THE STORE, AND

82%

OF PARENTS WHO SHOP WITH THEIR KIDS AGREE.

36%

OF PEOPLE WOULD **SWITCH FROM THEIR REGULAR GROCERY STORE TO ONE THAT STOCKS SUGARY BEVERAGES** IN ONLY

77%

ONE PLACE;  
OF PARENTS WHO SHOP WITH THEIR KIDS AGREE.

# HEALTHY RETAIL SUGGESTIONS



## FULLY STOCK CHECKOUTS WITH NUTRITIOUS SNACKS:

- **FOODS WITH**
  - **5 OR LESS GRAMS OF ADDED SUGAR PER SERVING**
  - **200 MG OR LESS OF SODIUM PER SERVING**
- **BEVERAGES**
  - **NO ADDED SUGAR**
  - **NO ADDED SWEETENERS**
  - **LIST OF QUALIFYING ITEMS**
- **EXEMPTIONS FOR PRE-PREPARED, HOMEMADE FOODS**



# **HEALTHY RETAIL SUGGESTIONS:**

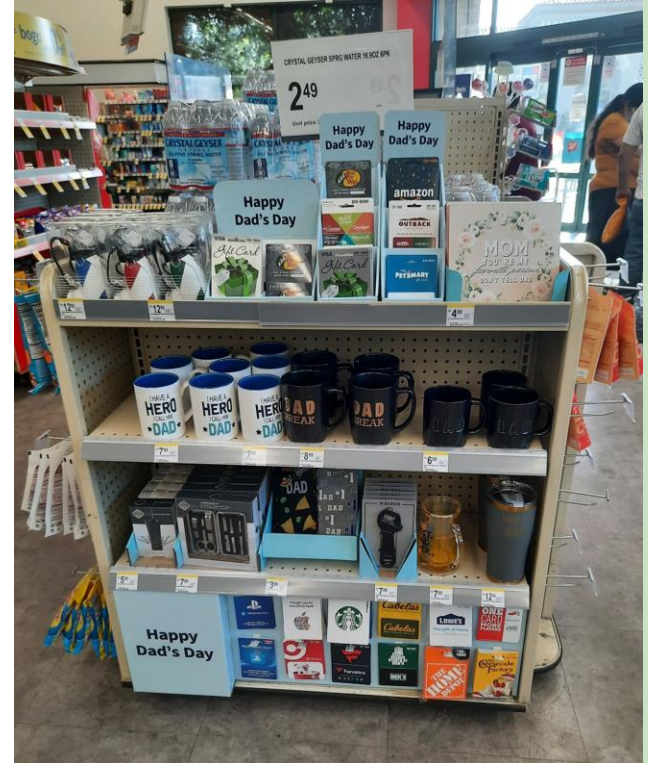
## **KEEP SODA IN THE SODA AISLE**



- **SUGAR SWEETENED BEVERAGES IN OR ON END CAP OF ONE DRINK AISLE ONLY**
- **NO SUGARY DRINKS IN FREESTANDING DISPLAYS**

# ENFORCEMENT

- **ENVIRONMENTAL HEALTH DEPARTMENT**
  - **INTEGRATE INTO ANNUAL INSPECTIONS**
- **LARGE RETAIL STORES >4000 SQ FT FIRST**
  - **11 STORES**
- **SMALL STORES PHASED IN 6 MONTHS LATER**
  - **84 STORES**



# WHAT IMPACT WILL HEALTHY RETAIL HAVE?

- GIVE ACCESS TO NUTRITIOUS FOOD AND DRINKS
- EXPOSURE TO A GREATER VARIETY OF PRODUCE AND HEALTHY SNACKS
- MAKE IT EASIER FOR KIDS TO MAKE HEALTHIER CHOICES
- BEGIN TO CHANGE SNACKING NORMS
- HELP POSITIVELY INFLUENCE

**PUBLIC HEALTH**

"It would encourage my son to choose healthier snacks when we're checking out instead of asking for candy! And, although I'm a fairly healthy shopper I definitely fall victim to items at the checkout lane." -Resident





**THANK YOU**