

Healthy on the Go!



Implementation Guide

Program Materials

- Adapt Healthy on the Go! participation package, stocking guidelines, and merchandising guidelines to meet your project needs.

Engagement

- Identify promising grocery store partners and the appropriate individuals
 - Identify promising grocery store partners through other project partners with pre-existing relationships if possible. Independent grocery store owners may be easier to contact and coordinate with than national chains that have more complex corporate structures.
- Make initial contact, discuss basic concept, gauge general interest
 - Where possible, ask existing partners that have relationships with the grocery stores to make the first contact or introduction on your behalf.
 - Where you have no other mutual relationship, make contact in person or over the phone.
 - Set up a next meeting to go over the project in greater detail.
 - Follow up with Healthy on the Go! (or equivalent) participant package
Note: Expect this first exchange to be brief, especially if you're visiting the store. At the very least, get the email and phone number of the appropriate people for following up.
- Make follow up contact, discuss details of participation, ask for commitment
 - Meet with grocery store representative to go over the participant package in detail, answer questions, ask for their commitment
 - Have initial discussion about timeline, installation, maintenance of Healthy on the Go! checkout; identify who in the store can be the main point of contact and champion maintenance of the checkout; discuss interest in collecting POS sales data of checkouts and surveying customers.
 - Set up a next meeting to evaluate the checkout area to be made into a Healthy on the Go! checkout; include the store owner, manager, and person that will be responsible for maintaining the checkout.

Display Equipment

- Provide prospective grocery store participants with examples of display and merchandising equipment that could be used for the checkout transformation, but wait to purchase any equipment until you know your store partner's particular needs.
- Search for a wholesale company that sells "retail displays".
- We purchased display equipment for the Healthy on the Go! program from Displays2Go and Ridge Manufacturing Company.

Maintenance and Technical Assistance

- Work with main point of contact to address pricing, stocking, merchandising issues and expansion opportunities, like including healthy items throughout the store.
- With main point of contact coordinate collecting sales data and surveying customers
- Coordinate with media to promote program