

February

Food, Health and Wellness Observances

Tool Kit Theme: Heart Health Month

Observance	Resources	Retail Marketing Ideas	Pharmacy Tie-Ins
<ul style="list-style-type: none"> • American Heart Month • Happy Valentine's Day! (February 14) • Oatmeal Monday (2nd Monday) • Almond Day (February 16) • Pistachio Day (February 26) • Strawberry Day (February 27) • Celebration of Chocolate Month 	<ul style="list-style-type: none"> • Toolkit for American Heart Month • Quaker Oats for Healthcare Professionals • Almond Heart Health • Pistachio Health • Nut Health • California Strawberries Support Heart Health • Chocolate Consumption and Cardiometabolic Disorders Research • Dark Chocolate Recipes 	<ul style="list-style-type: none"> • Heart Health Month: Create a “Love Your Heart” display that features tie-ins to different heart healthy food ideas, recipes and culinary suggestions throughout the month: oatmeal day, almond and pistachios days, strawberry day, and Celebration of (Dark) Chocolate Month • Love Your (Sweet) Heart Dinner Menu: Have a chef and registered dietitian work together to conduct an in-store demo of a delicious heart healthy Valentine’s menu that can be easily prepared at home. Ideas can be found here 	<ul style="list-style-type: none"> • Heart Health Month is a great time to promote cholesterol screenings, nicotine craving prevention products, and possibly fish oil supplements, baby aspirin and other products known to promote heart health.

<ul style="list-style-type: none"> • National Cancer Prevention Month • Canned Food Month • Homemade Soup Day (February 4) • Bake for Family Fun Month • Hot Breakfast Month • National Pancake Week (4th week) • Grapefruit Month • Sweet Potato Month • Cherry Month 	<ul style="list-style-type: none"> • American Institute for Cancer Research • Meal Time • Simple Soup Recipes • Home Baking Association • Oatmeal Recipes • Benefits of Grapefruit Juice • North Carolina Sweet Potatoes • Cherries • Health Benefits of Cherries 	<ul style="list-style-type: none"> • On FaceBook or Pinterest, host an online recipe contest celebrating Canned Food Month. Make it more interesting by encouraging customers to use your private label canned items in their recipes. Have your chef and RD work together to select the top recipes and then have online voting for the best ones. 	<ul style="list-style-type: none"> • Cancer prevention is more than just a high fiber diet. It also has to do with reducing inflammation which fruits and vegetables (especially the colorful ones like cherries and sweet potatoes). Nearly all fruits and vegetables as well as whole grains contain “phytochemicals” or “phytonutrients” that are antioxidants and calm down inflammation. Consider having a “Food Pharmacy” event in which you invite a dietitian and a pharmacist to team up for an in-store event showcasing some of the interesting ways that foods can act as medicine. Examples: grapefruit enhances drug absorption; cherries can relieve pain/aid from arthritis; oatmeal lowers cholesterol. • Beware! Grapefruit Juice Interference
---	--	--	--