

January

Food, Health and Wellness Observances

Tool Kit Theme: Setting Health Goals

RETAIL FOOD & PHARMACY
HEALTH & WELLNESS
 OPPORTUNITIES ACROSS THE STORE

Observance	Resources	Retail Marketing Ideas	Pharmacy Tie-Ins
<ul style="list-style-type: none"> • News Year's Day (January 1) • Healthy Weight Week (third week of January) • Family Fit Lifestyle Month 	<ul style="list-style-type: none"> • Weight Management & Calories • Maintain a Healthy Weight • National Heart Lung and Blood Institute 	<ul style="list-style-type: none"> ▪ Create a display featuring healthier, lower calorie options for the New Year ▪ Team up with a local gym to offer discounts on memberships to your shoppers or employees. Have a monthly drawing for \$25 dollars worth of free groceries for gym members 	<ul style="list-style-type: none"> ▪ New Year, New You theme can highlight weight loss products, dieting aids, etc. ▪ Feature a display of recommended dieting books (Weight Watchers, DASH Diet, etc) ▪ Have your store's nutrition consultant put together some in-store or website information on how to achieve appropriate weight loss goals.
<ul style="list-style-type: none"> • National Birth Defects Prevention Month • National Folic Acid Awareness Week (1st or 2nd week of the month) 	<ul style="list-style-type: none"> ▪ National March of Dimes Birth Defects Foundation ▪ Council on Folic Acid ▪ Center for Disease Control & Prevention ▪ National Health Observance Toolkit ▪ Dietary Supplement Fact Sheet 	<ul style="list-style-type: none"> ▪ Create a display featuring foods, recipes, books, promotional brochures and posters on healthy eating during pregnancy, importance of prenatal care, etc. ▪ Offer in-store cooking demos or displays featuring folate-containing or folic acid fortified foods such as 	<ul style="list-style-type: none"> ▪ Create a displays featuring pregnancy tests, prenatal vitamins, and perhaps, pampering items such as lotion, bath salts, etc.

		<p>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.</p>	
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<ul style="list-style-type: none"> • Spaghetti Day (January 4) • Bean Day (January 6) • Apricot Day (January 9) • Popcorn Day (January 19) • Egg Month • Fiber Focus Month • Hot Tea Month • Oatmeal Month • Prune Breakfast Month • Slow-Cooking Month • Soup month • National Bread Month 	<ul style="list-style-type: none"> • National Pasta Association • The Bean Institute • US Dry Bean Council: Beans for Health • California Apricots • The Popcorn Board • Egg Nutrition Center • Incredible Egg Recipes • MedlinePlus • Dietary Fiber Fact Sheet • Quaker Oats: For Healthcare Professionals • California Dried Plums • Crock-Pot Recipes • Healthy Soup Recipes • Wheat Foods Council: Honey Wheat Bread Recipe 	<ul style="list-style-type: none"> • Feature recipes and discounts for foods that have observances in January (e.g., oatmeal, eggs, beans, etc) on your store’s website or in the weekly flier • Create a meal solution display featuring one or more featured foods, nutrients or cooking methods. For example, create or find recipes that utilize canned beans in a slow-cooker soup recipe. Or, promote the idea of dried fruits (apricots, prunes) in oatmeal as a source of fiber. Consider having your store’s chef or dietitian demo the recipes. 	<ul style="list-style-type: none"> • Have in-store pharmacist and dietitian team up to create a display or in-store presentation on fiber. The RD can present the foods that help with digestion (beans, apricots, prunes, oatmeal) while the pharmacist can talk about fiber supplements (psyllium, etc)
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