



Everyday Food Retail Network Pilot

Marketing the National Eating Guidelines



Outline

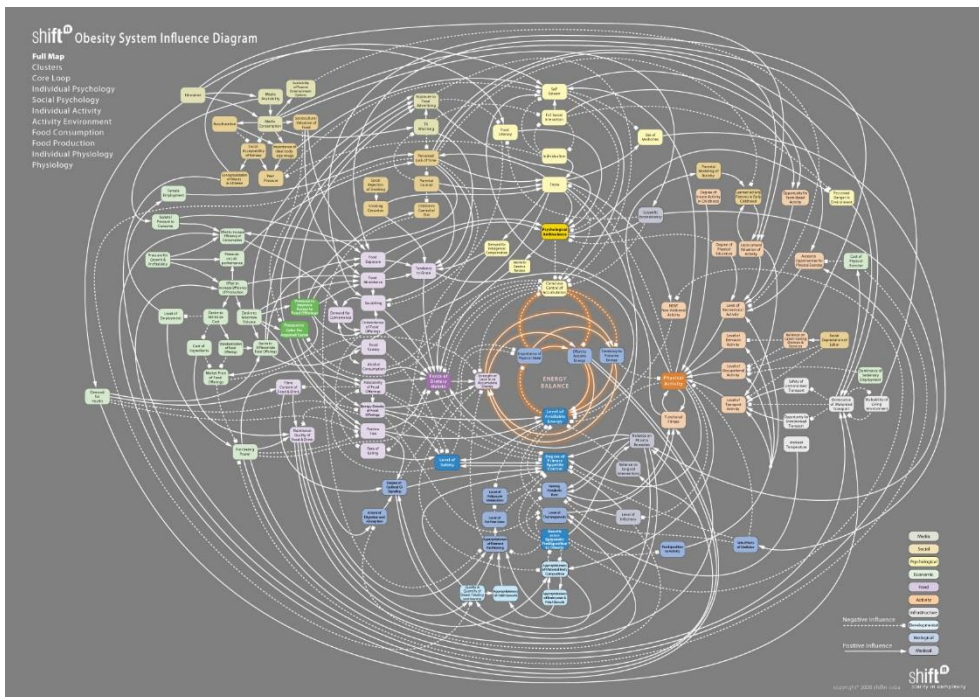


- Background
- Methods
- Results
- Conclusions

www.wellsouth.org.nz/everydayfoodretailnetwork

Background

Obesogenic environment



- ‘Wicked’ problem
- What can our team realistically implement?
- International programmes

Methods

Consultation

Community Focus Group

- Maori Health Provider
- Concept testing

Store Owner Interview

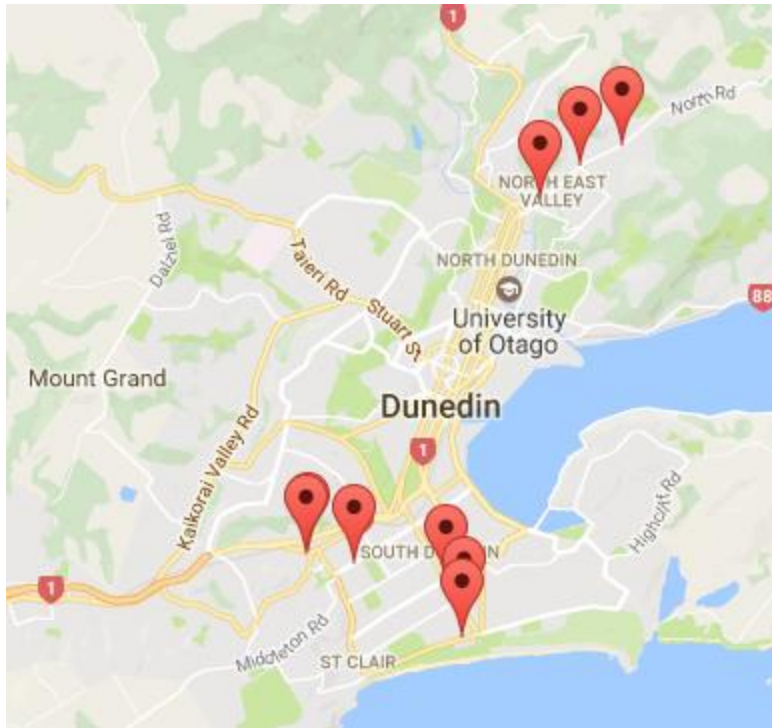
- Willingness
- Feasibility
- MOU

Expert Consultation

- Communications

Methods

Marketing



- Existing networks
- Radio advertising
- Media coverage (local TV and newspaper)

Results – 6 months

Vegetable Stores

“People like the network idea”

“Anything promoting healthy food is good”



Results – 6 months

Butchers

“Push lean products anyway.”

“People do ask about it.”

“Get some free advertising and recipes.”



Results – 6 months

Dairy 1



Results – 6 months

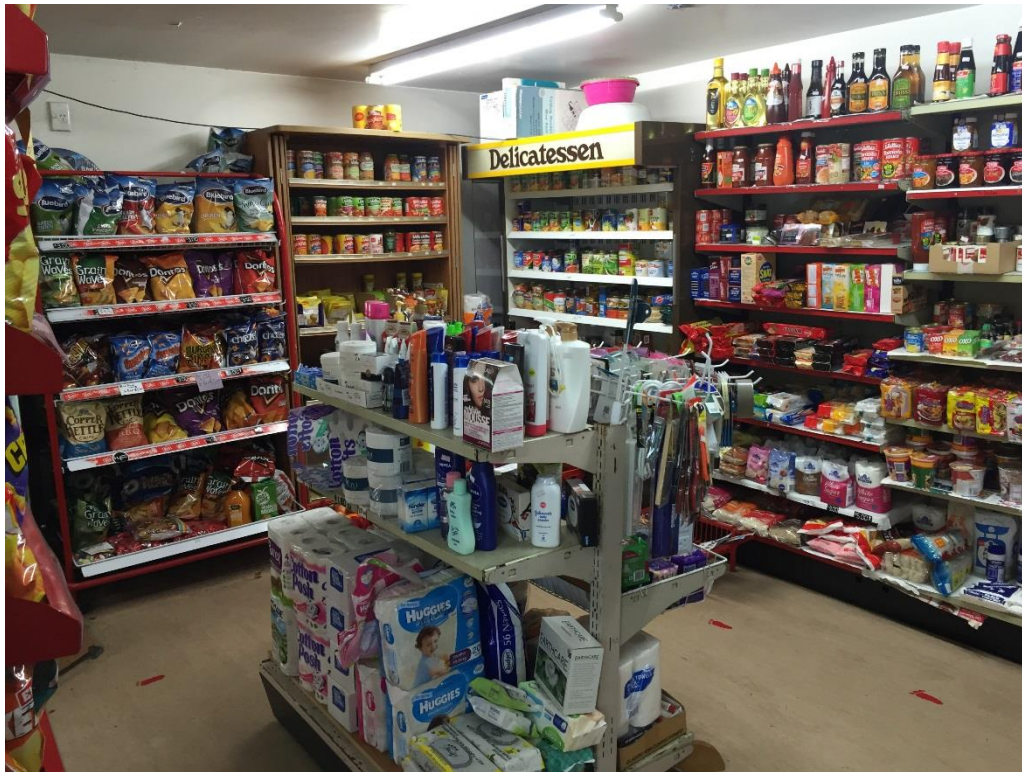
Dairy 3

Store Owner Interview

- Noticed increase in bread, and fruit and vegetable sales.
- Slight change in snack type.
- “Lots of people notice the signs. Some have disagreed with it...don’t care.”
- “Socially valuable project”

Results – 6 months

Dairy 2



Results – 6 month

Dairy 2



Results – 6 months

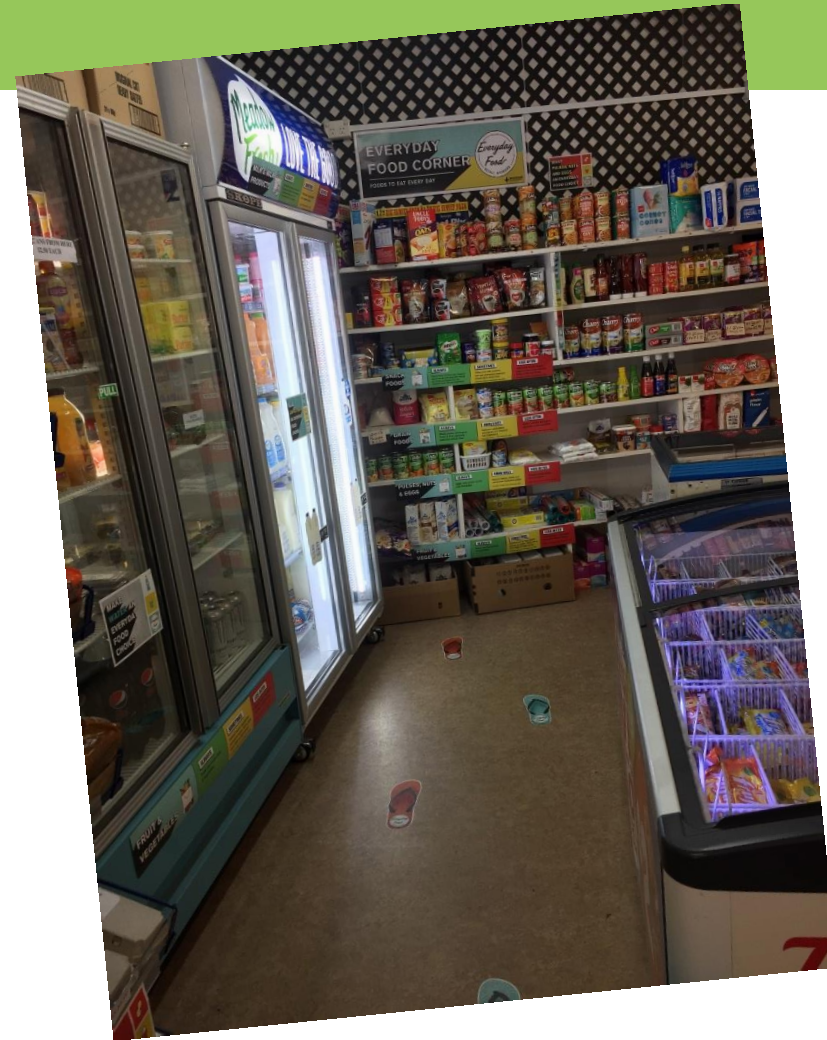
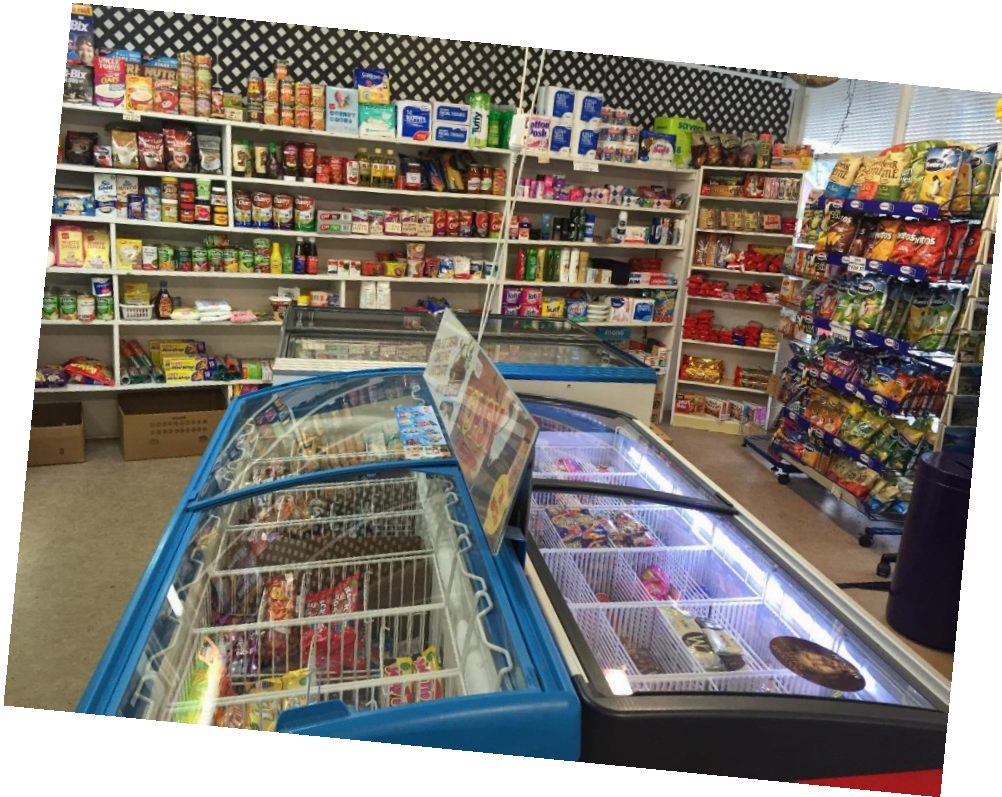
Dairy 2

Store Owner Interview

- Feel that people are already aware but need to be interested → think the government should be doing more: “Sugar is too cheap”.
- Want the community to ask for healthier products.
- Noticed increase in water sales.
- Good social/community project. Not necessarily good for business.

Results – 6 month

Dairy 3



Results – 6 months

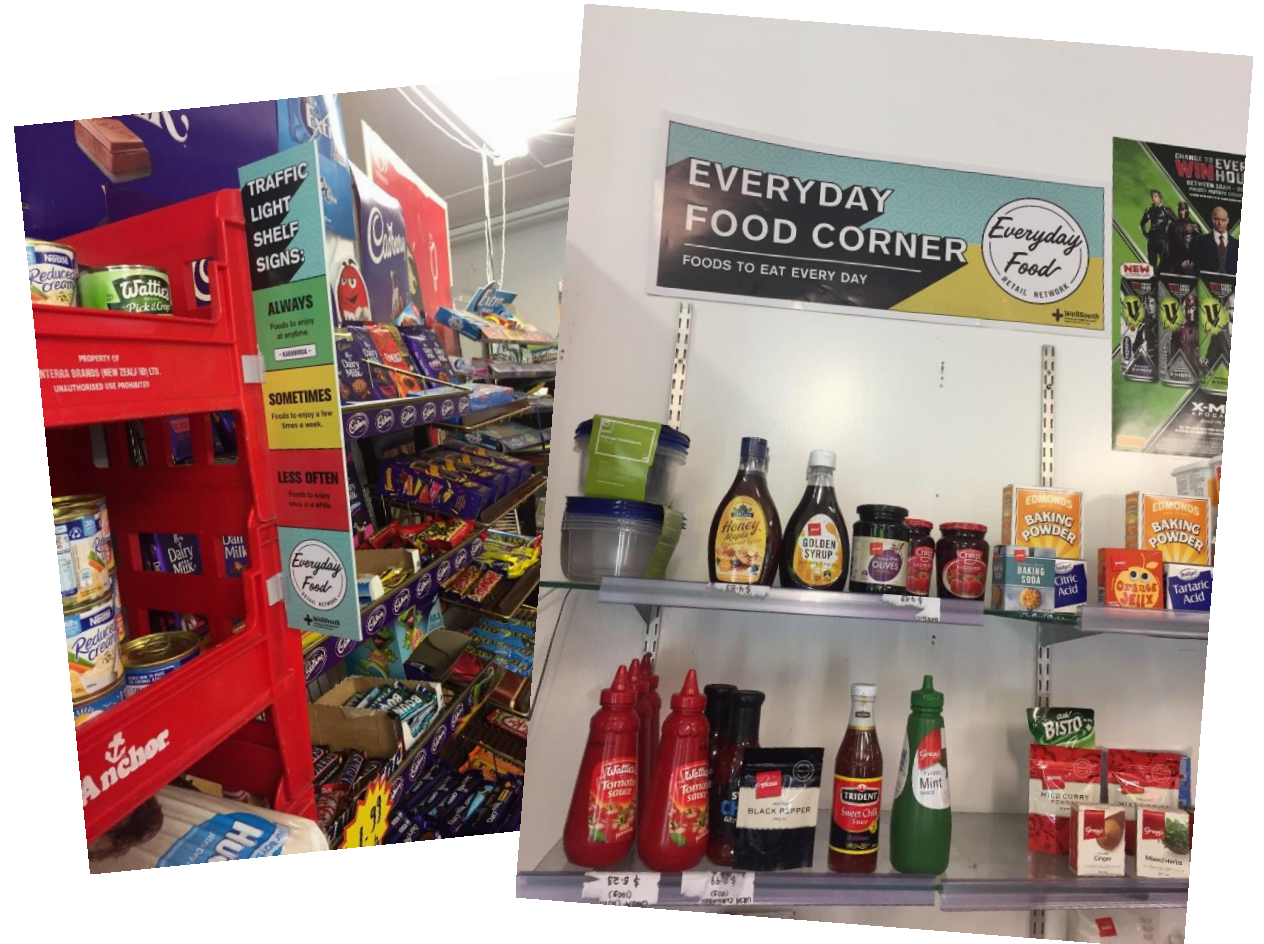
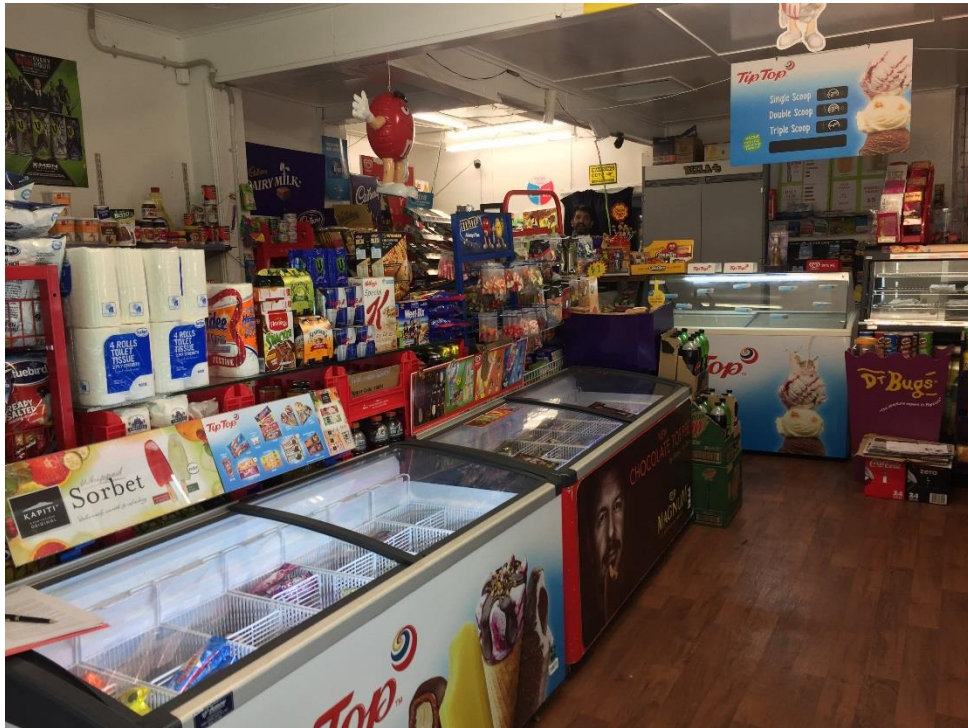
Dairy 3

Store Owner Interview

- Only want to change if people ask
- Feel project has made people more aware
- “Compensation”

Results – 6 month

Dairy 4



Results – 6 months

Dairy 4

Store Owner Interview

- Cigarettes
- Small spend on food products
- Some interested in the project

Conclusions

Sustainability



- Cost vs benefit
- Convenience stores?
- Taha whānau
 - Social benefit – more than money?
- Taha Wairua?

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