

A close-up photograph of a woven wicker basket filled with fresh produce. In the foreground, a large, bright red tomato with its green stem is visible. Behind it, there are several long, green beans and a head of light green lettuce. The basket is set against a warm, orange-brown background.

**Building a Levee  
Against a  
Public Health Crisis**







Junk Food

Fast Food

FOOD MARKETING

vending machines









**FAST FOOD**

Suburban Sprawl

Junk Food

Food Marketing









# One of the Gaps

- Recommendation given at doctor's office
  - **Many distractions**
  - **Lack of understanding**
- Patient goes home
  - **Unsure where to begin**
  - **Rely on convenient and affordable research tools**
    - They “Google it”



# Getting in the Door

- Barriers (or should I say **Opportunities**)
- Start with one
  - **Choose wisely**
- Don't limit yourself
- Be prepared





# Sharing Your Message

**Present the Facts &  
Your Vision**

**Networking/Resource  
Sharing**

**Approach  
Leaders**

**Health Care  
System  
“Endorses”**

**Train RDs,  
RNs or  
Other Health  
Professional**

**Refer Patient  
To Store  
And  
Vice Versa**

**Share the  
information**





# Keys to a Successful Partnership

- Clear understanding of expectations
- Deliver on promises
- Host events together
- They already have a plan in place
  - **Show them how NuVal™ and other programming fits**



# Keys to a Successful Partnership

- Get them involved in marketing/advertising

The collage features several pieces of marketing material for NuVal:

- Informational Brochure (Top Left):** Titled "more information less work" and "better nutrition in the real world". It includes a table of "Sample NuVal™ Scores" for various food categories.
- Shelf Tag (Top Right):** A pink tag for "POST BAKED WHOLE WHEAT" priced at "2/\$5.50".
- Endorsement Poster (Bottom Right):** Titled "NuVal™ endorsements", it lists health care systems that endorse NuVal: PREVEA, THEDA CARE, Gundersen Lutheran, bellin health, Holy Family Hospital, and Aurora Health Care.
- Product Brochure (Bottom Left):** Titled "Nutrition Made Easy!", it shows boxes of Cheerios and OLEO cereal with NuVal scores (91, 37, 47) and a "1-100" NuVal logo.
- Small Brochure (Bottom Center):** A smaller version of the endorsement poster, highlighted with a red box and an arrow pointing to the larger one.

Food Category	Item	NuVal Score
Seafood	Atlantic Salmon	87
	Shrimp	75
	Redfish	84
Milk	Skim Milk	81
	2% Milk	76
	Whole Milk	82
Meat and Poultry	Chicken Breast	78
	90% Lean Ground Sirloin	78
	Ground Sirloin	78
Nuts	Walnuts	82
	Almonds	81
	Peanuts	81
Fruits and Veggies	Strawberries	100
	Blueberries	100
	Lentils	96
	Bananas	81
	Cappas	81
	Armedays	81
	Isberg Lettuce	82