Nutrition and Pharmacy: The Dynamic Duo!

Tina Miller, MS RD Healthy Living Advisor
Meijer is the birth place of one stop shopping! 196 stores located in Michigan, Indiana, Ohio, Illinois and Kentucky.
Retail supercenter offering a full Grocery department plus over 40 other depts. including Fashion, Automotive, Home Decor, Health and Beauty Care, Electronics, Pet and more!
*open 24 hours a day, 364 days a year.
*full service pharmacy in every store
The Need for a Team Approach

Chronic Disease: U.S. disease related deaths: 2,426,264 per year
  Heart disease: 631,636
  Cancer: 559,888
  Stroke: 137,119
  Chronic lower respiratory disease: 124,583
  Diabetes: 72,449
  Obesity – 39% of Adults (68% overweight/obese)
    Children: 33% overweight/obese

75-90% of adverse outcomes could be reversed with positive lifestyle intervention

*Barriers to intervention: Cost of healthcare
*Solution: Provide low cost, easy access (the Supermarket!)
$2.3 trillion (annually) is currently spent on healthcare; 75% goes to treat preventable chronic diseases.

*CDC, National Bureau of Economic Research

**Affordable Health and Wellness: An exploding $300B-plus Market Globally**

Changing Healthcare Landscape--Supermarkets Poised to be Leaders in improving the Health of Consumers through on-site interventions and education.

- Utilizing Dietitians and Pharmacists
- Develop and administer education and consumer healthy living tools

*FMI Health and Wellness, SymphonyIRIGroup 2010 survey*
Sources of Shopper Influence

• Dr. Oz: When you walk into a grocery store, you’re walking into a (lifestyle) pharmacy
  ▪ Shopping for healthier foods, Today Show 2.16.12

• 42% of Shoppers said product and nutrition labeling influenced purchases (FMI)

Opportunity to Influence Choices by Connecting with Consumers:
  • In-store
  • In Media
  • In Social Networking (FB, Twitter, Pinterest)
• Wellness Shoppers – Where decisions are made*:
  - 2010: 85% before going in to store, 15% while shopping in store
  - 2011: 82% before going in to store, 18% while shopping in store

Trend appears to be that more decisions are made while shopping – use of technology, smart phones.

  - Opportunities in-store:
    - QR codes, etc.
    - Nutrition Rating Systems (i.e., NuVal™)

  - In-store resources – materials and staff;

*FMI Health and Wellness, SymphonyIRI Group 2010 survey education events, nutrition/meal coaching
In-Store Disease Management Events

Food Sampling (coordinated by dietitians)

Health Screenings (BMI, BP, other – Pharmacy)

Educational messages and tools: Dietitians and pharmacists
1 in 3 shoppers are interested in diagnostics

- 90% Blood Pressure
- 70% Weight
- 68% Blood Glucose
- 65% Body Composition (%Body Fat)
- 57% BMI

Teresa Willard, RPh Clinical Pharmacist – Blood Pressure Screening at Meijer
What Shoppers Want

• Simple, easy to understand information
• Shoppers rate as “important” from their H&W Destination:
  ▪ 53% Consultation with Pharmacist for RX
  ▪ 52% Trusted resource for information on H&W
  ▪ 40% Meal suggestions for every budget and lifestyle

(FMI H&W Survey 2010)

• 60 percent of consumer panelists said they would like the dietitian to collaborate with the in-store pharmacist about potential food-medicine interactions that could be harmful, based on current prescriptions.

(SupermarketGuru, December 2010)
The goal of the Meijer Healthy Living program is to increase sales and promote customer loyalty by creating and communicating health solutions and product knowledge to shoppers.

(Use trends and opportunities as a guide)

*Healthy Living* provides customers with simple solutions for a healthy life...
What We Do...

• Community events
  • Health Fairs, Expos, Presentations, Cooking Demo’s

• In-store events
  • Disease Management, Taste of Meijer, Special Interest (cooking with sports teams, special theme events)

• Media (Quarterly: 90+ Media&Community Events, Reach 8 Million)
  • Reoccurring radio and TV spots ($10 Meals)
  • Topic / News driven (i.e., tailgating, healthy holidays)
  • Social media – Facebook, Twitter (weekly tips), Blogs

• Website
  • Weekly Nutritious Menus (tied to weekly ad)
  • Allergen / GF Listing
  • Ask the Dietitian
  • Monthly featured strategy / products
  • Healthy Kids – recipes, menus, videos

• Publications: Monthly HL Ad, HL Naturally, Disease Management
• Mealbox Menu Planner and Mperks
In action....

Shari Steinbach, MS RD, Healthy Living Manager
In action...

Teaming with Pharmacy in the community - Radio Promotions and Community events

Janine Faber, MEd RD and Megan Kappes, RPH
In action…

Community Events

Maribel Alchin, MBA RD
Kid’s Cook Off, Chicago. YUM!

Tina Miller, MS RD – Nutrition Education at PBS Kids Club Live! Nutrition and Pharmacy providing health education at community events.
In action...

Total Store Health Solutions – Home Goods to Fitness

Healthy Tailgate Options: with the Indy Colts

In the Media

Kristen Johnson, RD ACE-PT
TV8 West Michigan
**100 Foods Dr. Oz Wants in Your Shopping Cart**

**Fresh Produce**
- 1. Tree Fruits (Apples, Pears)
- 2. Citrus (Oranges, Lemons, Limes)
- 3. Stone Fruits (Peaches, Plums, Apricots, Cherries, Tangerines)
- 4. Bananas
- 5. Grapes
- 6. Melons
- 7. Greens (Romaine, Arugula, Iceberg, Cabbage, Collards, Turnip Greens, Mustard Greens, Swiss Chard)
- 8. Baby Carrots
- 9. Celery
- 10. Avocado
- 11. Potatoes

**Frozen**
- 12. Berries: Strawberries, Cranberries, Raspberries, Blueberries, Blackberries

**Seafood/meats**
- 14. All White Meat Ground Turkey
- 15. Bison/Buffalo Burger (Sirloin Burger)
- 16. Eye Of The Round / Steak
- 17. Lean Pork
- 18. Lean Ground Beef
- 19. Chicken (Skinless Thighs, and Breasts, Whole Chicken)
- 20. Fish: Salmon, Cod or Trout
- 21. Smoked Salmon
- 22. Fully Cooked Pre-Seasoned Beef and Chicken Slices (Refrigerated)
- 23. Fresh Sliced Meats (No Nitrates or Nitrates Added) - Turkey, Ham, Chicken, Roast Beef
- 24. Salmon, Tuna, Chicken (In Can or Pouch)

**Canned/Bottled Items**
- 25. canned beans (White, kidney, black, Pinto, red, navy)
- 26. canned tomatoes (Tomato sauce and Tomato Paste - no added salt)
- 27. low sodium salsa
- 28. canned artichokes
- 29. canned mushrooms
- 30. low sodium chicken broth
- 31. natural peanut butter
- 32. jams: raspberry, strawberry, blueberry, blackberry, apricot (no artificial sweeteners)
- 33. dill pickles
- 34. canned beets
- 35. low-sodium sauerkraut
- 36. sardines
- 37. anchovies
- 38. olives (Kalamata)
- 39. eggs
- 40. greek yogurt (and drinkables)
- 41. milk (2% organic/ almond/ soy)
- 42. butter
- 43. cheeses: part-skim mozzarella, cheddar, parmesan, feta, ricotta, string
- 44. hummus
- 45. guacamole
- 46. microwavable steel cut oatmeal
- 47. microwavable brown rice
- 48. whole grain cereals
- 49. 100% whole wheat pastas (or jenius artichoke pasta)
- 50. 100% whole wheat or 100% whole grain (breads, buns, pitas, english muffins, bagel thins, sandwich thins)
- 51. 100% whole wheat flour
- 52. 100% whole wheat tortillas
- 53. 100% whole grain crackers
- 54. quick cooking polenta
- 55. whole grain brown puffed rice
- 56. 100% whole wheat pre-made pizza crust
- 57. 100% whole wheat waffles (frozen)

**Beans and Soy**
- 58. edamame (frozen or dry)
- 59. tofu, soy milk, soy crumble
- 60. chickpeas
- 61. lentils
- 62. frozen soy burgers
- 63. soy hot dogs

**Condiments/Herbs/Spices/Dressings/Oil**
- 64. mustard
- 65. oils - bottled (olive, canola, flaxseed)
- 66. vegan mayo
- 67. ginger
- 68. chia seeds
- 69. black peppercorns
- 70. agave nectar
- 71. baking spices: cinnamon, nutmeg, clove, ginger
- 72. raw sugar
- 73. honey
- 74. chili pepper
- 75. curry
- 76. hot sauce
- 77. red pepper flakes
- 78. balsamic vinegar
- 79. sea salt
- 80. vinegar (malt, white, red)
- 81. low sodium soy sauce
- 82. french herbs (rosemary, marjoram, thyme, savory)
- 83. italian seasoning (garlic marjoram, thyme, rosemary, savory, sage, oregano and basil)

**Snacks Food/ Desserts/ Treats**
- 84. nuts (almonds, walnuts, brazil, hazelnuts, pistachios)
- 85. seeds (sunflower, pumpkin)
- 86. dried fruit (raisins, apricots, cranberry)
- 87. 100% whole wheat pita chips
- 88. 100% whole wheat pretzels
- 89. popcorn (frozen)
- 90. high fiber, granola or protein bars (no more than 5gms added sugar)
- 91. sweet potato fries (baked)
- 92. bite size dark chocolate with or without almonds
- 93. slow churned ice cream
- 94. 100-calorie air popped potato chips
- 95. fruit leather
- 96. frozen fruit popsicles

**Beverages**
- 97. tea
- 98. coffee
- 99. 100% orange juice
- 100. sparkling water/seltzer

*Buy other fresh fruits and frozen vegetables as desired*