

FOR IMMEDIATE RELEASE:

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Choose Healthy at Local Convenience Store

“Finding healthy foods at a convenience store can be challenging,” said Michele Bever, executive director for South Heartland District Health Department. “We are working to change that.”

A new partnership between the health department, University of Nebraska Extension-Adams County and Fill-N-Chill of Hastings is focused on increasing healthy food options in the store through a program called ‘Choose Healthy Here’.

“Choose Healthy Here is a community-based program that can help food retailers provide affordable, healthy food to their customers,” said Brooke Wolfe, project coordinator at South Heartland District Health Department.

“Healthy food access doesn’t just mean there are healthy foods on the shelves,” explained Wolfe. “In order to be successful, the partnership must consider supply and demand for the healthy food.”

According to local health officials, the Choose Healthy Here program works to address four food access issues: Find, Afford, Choose and Use:

- Find: Can I find healthy foods at your store?
- Afford: Can I afford it?
- Choose: Do I want it?
- Use: Do I know how to prepare it at home?

At the Fill-N-Chill location on 202 East 2nd Street in Hastings, the new partnership will be working to improve all four of these areas and the team is seeking support from the community. Wolfe says there are several ways community members can help:

- “If you have a suggestion for a healthy item you would like Fill-N-Chill to stock, please stop by and drop your suggestion in the suggestion box.
- Nebraska Extension will be hosting taste testing of new items at East 2nd Street Fill-N-Chill every second Wednesday 4:00-6:00 from March-August. Please stop in to try these new products and tell us what you think.
- Next time you are visiting Fill-N-Chill, support their new inventory and try a healthy snack or beverage,” Wolfe said.

Wolfe said anyone interested in learning more about the program or how they can get their store involved may contact South Heartland District Health Department toll free 1-877-238-7595, or visit the SHDHD website: www.southheartlandhealth.org.

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