

Talking about shelf labels



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Acknowledgements:

The Nutrition Promotion and Education in Remote Stores Project was funded by The Fred Hollows Foundation (Australia).

The project was developed and run by Menzies School of Health Research.

Many people generously contributed their time, knowledge and experience during the development of this resource package and in running Shelf Label Projects in the four pilot sites.

Thank you to:

- The Galiwin'ku Store Committee and Store
- The Tjikalala Store Committee and Store
- The Mabuig Store
- The Pormpuraaw Store
- The Arnhem Land Progress Association
- Outback Stores
- The Islanders Board of Industry and Services
- The Retail Stores Branch of the Queensland Department of Communities
- Yalu' Marnggithinyaraw Nurturing Centre
- Pormpuraaw Paanth Aboriginal Corporation
- Mabuig Island Primary Health Care Clinic
- Tagai State College, Mabuig
- Pormpuraaw State School
- The Jimmy Little Foundation

• Northern Territory Health Nutrition and Physical Activity Unit

• WA Country Health Service,
Pilbara Population Health



• WA Country Health Service,
Kimberley Population
Health Unit

• Queensland Health Tropical Regional Services, Cairns Public Health Unit

• Queensland Health Tropical Regional Services, Mt Isa Public Health Unit

• Mai Wiru Regional Stores

• Apunipima Cape York Health Council

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Funded by The Fred Hollows Foundation

About this flipchart

This flip chart has been made to help health, store and community workers talk about shelf labels.

You can use this flip chart when:





-  Talking with community leaders and stakeholders about shelf labels so that they can decide whether they want these for their store
-  Talking to people about what they would want from a shelf label program
-  Helping people decide what their shelf labels will look like, what they will say and how they will work
-  Letting people know about the shelf labels and how to use them
-  Show the picture pages to people that you are talking to, the pages with writing on the other side have some prompts to help you out.

This flip chart covers a lot and you probably won't need to use every single page. Go through the flip chart first and choose the pages that are most relevant.

Talking about shelf labels



The food we eat has changed over the years

-  What sort of foods did people around here eat before European settlement?
 - Where did people get their food? What did people look like? Were they healthy?
-  How did food change after European settlement?
 - What sort of foods were introduced? What did people look like? Were they healthy?
-  What did people eat here 20 years ago?
 - Where did people get their food? What did people look like? Were they healthy?
-  What are people eating and drinking today?
 - Where do people get most of their food? How has the food in the store changed? What's better? What's worse? How much traditional food are people eating? What do people look like? Are they healthy?

The food we eat has changed over the years






Why is nutrition so important?

Is nutrition an issue here?

What are people worried about?

What are the main things that people see as causing poor nutrition?

Too much sugary, fatty and salty food and not enough good, strong food can cause diseases or illnesses.

-  Are people here worried about nutrition, being overweight or illness like diabetes, heart disease, anaemia (weak blood)?
-  What sort of things do people eat and drink here?
-  What sort of things can affect what people buy, eat and drink? Where are the issues? (i.e. price, knowledge, access, cooking equipment, food storage and taste).




Because there are different things that can affect what people eat and drink, different programs or activities will probably be needed to make an improvement to all of them. A shelf label program is one activity that aims to increase people's knowledge of nutrition and encourage them to buy healthier products. Ideally this sort of program would work alongside other activities to address access to healthy food.

Why is nutrition so important?






What are shelf labels?





Shelf labels are:

-  Colourful labels, strips or stickers
-  Put on the shelves in community stores
-  Put under/on foods and drinks that are healthier choices.

Shelf talkers labels can:

-  Show which foods and drinks in the store are healthy choices
-  Encourage people to switch to a healthier choice when they are shopping
-  Remind people of how important it is to eat healthy food

Shelf labels work best when:

-  Local people are involved in the program
-  Clear, simple messages are used
-  They are well maintained in the store
-  They are linked with other activities for promoting healthy food and lifestyles

Has the local store ever had shelf labels before?

Has anyone seen shelf labels before in other stores?







What are shelf labels?



What might shelf labels look like?

Shelf labels can be made in many different ways:

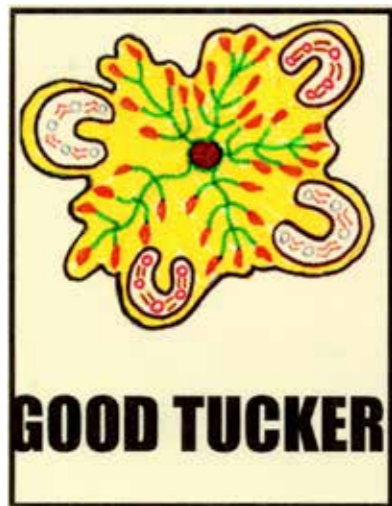
Shelf labels can use:

-  Local artwork
-  A design that means something to the local people
-  Photographs
-  Drawings made by local school children
-  Symbols from a computer
-  Words that talk about healthy food or choices

What sort of designs or symbols are important to people here?

What would people want to see on a shelf label for healthy choices?

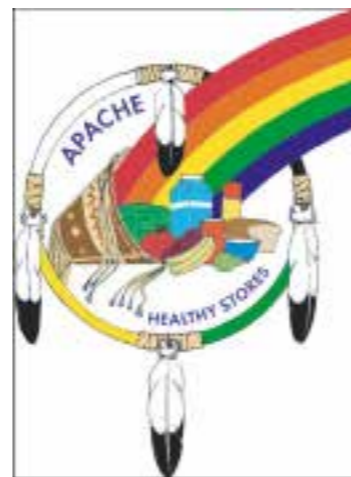
What might shelf labels look like?



Billiluna Shelf Talker



Green Label Shelf Talker,
North Queensland



Apache Communities
Shelf Talker (US)



Baltimore Stores
Shelf Talker (US)



IBIS Healthy Tick -
Torres Strait



Jimmy Little Foundation
Shelf Talker



ALPA Galiwin'ku Shelf Strip,
Arnhem Land




Outback Stores
Titjikala Shelf Strip,
Central Australia


What might shelf labels say?

What would be a good way to tell people here about healthy food and drink?

Some labels use:

 Pictures only

 Words only

 Words and pictures

Using words pictures works well because it can mean something to everyone

Different messages have been used on shelf labels: 'healthy tucker', 'good food', 'healthy choice', 'strong food', 'low in fat', 'high iron', 'good for baby' and 'good for diabetes'.

What are the main health concerns here and what do people care about the most?

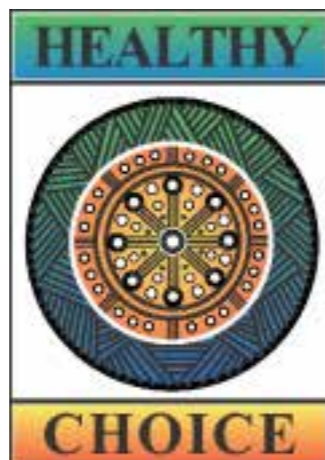
What message will be well understood and will make sense to people who have bad eyesight or may not read that well?

Will you use words in English or words in local language/s?

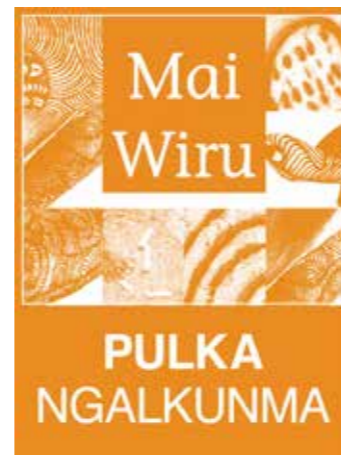
What might shelf labels say?



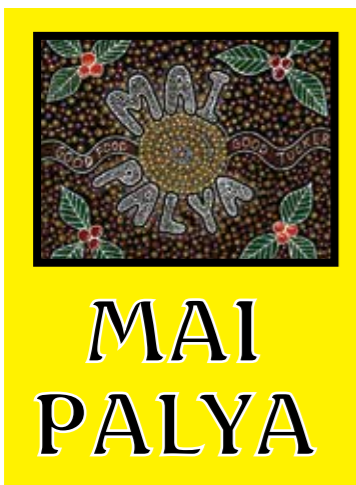
Derby, WA



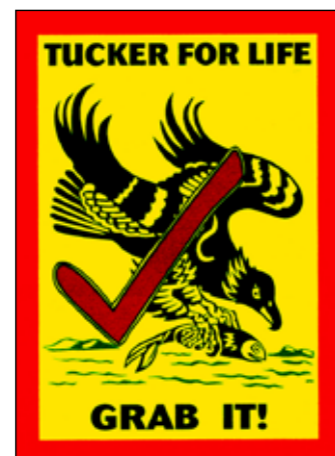
Island and Cape Stores, QLD



Mai Wiru Stores, SA



Mai Palya: Good Food
Titjikala, NT



One Arm Point, WA









Mitithirr Manymuk Ngatha:
Fresh, Healthy Food.
Galiwin'ku, NT









What sort of shape should shelf labels be?

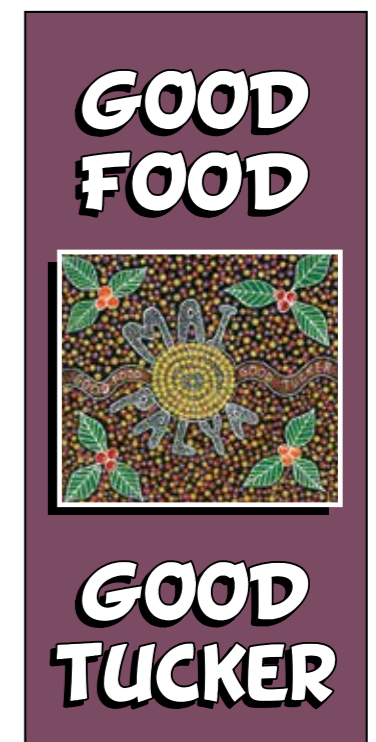
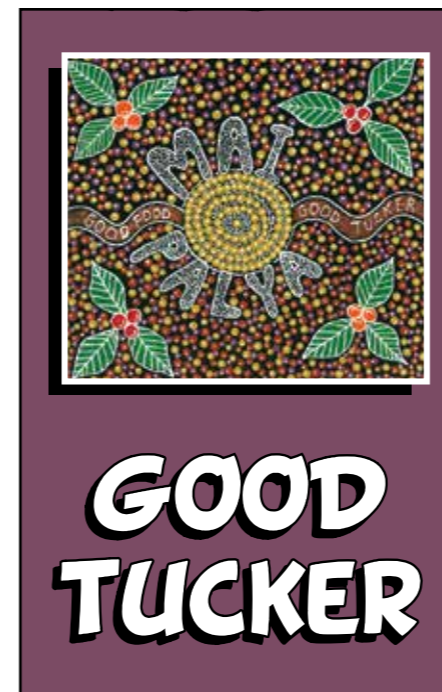
Shelf labels can be:

-  Long and skinny to fit inside shelf stripping
-  Small stickers to fit over shelves
-  Labels that hang
-  Shelf wobblers that pop out from shelves
-  Symbols printed on price tags
-  Posters that sit above a number of items

What would work best in our store?









-  What does everyone think would stand out, be seen and look good?
-  What do the store managers and staff think would be easiest to maintain and fit in with how they run the store
-  Do people think that one particular design would be easier to maintain and less likely to be pulled off by kids or fall on to the ground?
-  Will labels need to be made in a particular shape/material?
-  How many labels will have to be made?
-  What sort of labels can we afford to make?

What sort of shape should shelf labels be?



What will we need to run a shelf label program?

A shelf label program in the store will require:

-  Commitment from store staff and management
-  Commitment from nutrition and health staff
-  Commitment from store committee members or other local decision makers
-  Meetings at the beginning of the project to decide on the design of the labels and how the project will be run
-  Regular meetings once the project is running to talk about how everyone thinks the project is going and whether any changes are needed
-  Involvement from the store staff in putting up the labels and checking they are in the right place
-  Nutrition training sessions for store staff and other interested people
-  Funding may be required to print the labels and run other activities

What would we need to run a shelf label project here?





What do we have available now and what would we need to get from outside?

What will we need to run a shelf label program?







Who will make the labels?

What sort of labels do people want to see? Who will be able to make this happen?

-  A local artist
-  Kids at the school
-  Someone local who is good with computers
-  A graphic designer or photographer

What will they need to make the labels?

-  Painting tools, paint and canvas
-  Printers
-  Computers
-  Cameras

What we choose may depend on how much money you have to spend on the labels and whether you need labels that are waterproof or in a special shape.

Who will make the labels?



Which foods and drinks can be labelled?

Are there any health priorities in the community that the labels should be based on?

Do people want a label 'theme' such as 'high iron' foods?

Will you use the Menzies* nutrition criteria to work out what to label or will you use another set of guidelines?

Do people want to use 'negative' labels or focus on positive labelling only?*

*The Nutrition Criteria and Quick Nutrition Guide developed as part of the Menzies Nutrition Promotion and Education in Remote Stores project can be used to work out what sort of foods and drinks in community stores can be labelled as healthy choices. Items that will be labelled include all fresh, canned, frozen and dried fruit and vegetables, water, dairy foods, healthy cereals, breads and flours, fish and seafood, lean meat, nuts, eggs, pasta, rice, crackers, noodles and healthy meals. There may be another set of criteria that is more relevant to your context or region that you can choose to use also.

** During the Menzies project, the communities involved decided to use positive labelling only as they wanted to show off what was really good about store instead of focussing on negatives. What you do is up to local people in your community, the store committee and management and what everyone things would work best and be well accepted.

Which foods and drinks can be labelled?











How might we spread the word about the program in the community?

What else would people like to see happening to spread the word about the labels?

What existing programs or activities could the label project could link in with?








Shelf labels work best when people know about them and they are linked into other activities. Some things that could be done include:

-  Running the nutrition training program for store staff and other interested people
-  Having a launch for the labels to show everyone what they're about
-  Asking the nutritionist or health worker to run store tours or healthy shopping challenges
-  Running cooking demonstrations using labelled ingredients or cooking up some bush food together with healthy items from the store
-  Running a 'healthy label week' where there are different activities around the community to promote the label and healthy eating
-  Making posters, tshirts, hats and other items with the label design on them
-  Asking the clinic staff and health staff to talk to their clients about labels and how to use them
-  Running nutrition activities at the school like cooking, music or games

How might we spread the word about the program in the community?



Why would shelf labels be good for families?






-  Shelf labels help you make healthy choices
-  Shelf labels make it easier and quicker for people to find good tucker, they won't need to read the back of the packet or can, just look at the label
-  Shelf labels make it easy to choose quick dinners to feed your mob
-  The store can provide healthy recipes that use ingredients that have the labels
-  Shelf labels are helpful for choosing healthy school snacks and lunches for kids
-  Shelf labels help you save money (compared to buying takeaway, soft drinks and junk food) Many of the foods and drinks with labels are actually cheaper
-  Shelf labels make you stop and think what you're buying

Based on comments from: Barry Tullock, Aboriginal Health Worker, Rose Murray, Aboriginal Health Promotion Officer, Lily Ahmat, Senior Aboriginal Health Worker, WA Country Health Service, Pilbara

Why would shelf labels be good for families?



Why would shelf labels be good for the school?








-  The shelf labels can help kids recognise healthy foods
-  The school can link into the shelf label program and different nutrition activities could be run such as cooking sessions, healthy eating lessons at the school or in the store, competitions, games or music activities
-  If the school has a tuckshop it could join the shelf label program too and labels could show which foods are the healthy choices
-  Kids from the school could be involved in designing the shelf labels
-  The way the store and school work and feel about each other

Based on comments from: Barry Tullock, Aboriginal Health Worker, Rose Murray, Aboriginal Health Promotion Officer, Lily Ahmat, Senior Aboriginal Health Worker, WA Country Health Service, Pilbara

Why would shelf labels be good for the school?



Why would shelf labels be good for Health Workers?







-  Health workers could use the labels to tell people how to find good tucker
-  Health workers could use the labels to run shopping tours and other health sessions
-  The health workers could run cooking demonstrations using ingredients that have the shelf label
-  Messages in the store will match the messages in the clinic
-  Health workers can be involved in the program and have input into what it looks like in the store
-  A shelf label program could help in building stronger relationships between the store and the clinic
-  A shelf label program shows that people's health is not just up to the health workers, it is a whole community issue

Based on comments from: Barry Tullock, Aboriginal Health Worker, Rose Murray, Aboriginal Health Promotion Officer, Lily Ahmat, Senior Aboriginal Health Worker, WA Country Health Service, Pilbara

Why would shelf labels be good for Health Workers?



Why would shelf labels be good for the store?






-  If the store is working on nutrition projects, people may feel that the store is taking care of the community, not just taking money
-  With shelf labels, community members should find it easier to find the healthier items in the store
-  Being involved in a shelf label program can help store staff build their skills and knowledge in nutrition
-  Shelf labels could help increase sales of perishable foods like fruit and vegetables and dairy as well as other labelled foods and drinks
-  A store labelling program would help the store meet store nutrition policies and FaCHSIA store licensing guidelines
-  The store keeper would learn about community needs through working with local people and stakeholders

Based on comments from: Barry Tullock, Aboriginal Health Worker, Rose Murray, Aboriginal Health Promotion Officer, Lily Ahmat, Senior Aboriginal Health Worker, WA Country Health Service, Pilbara

Why would shelf labels be good for the store?



What may not be good about shelf labels?

-  If shelf labels are not looked after and checked regularly then they can end up on the wrong products and people may get confused about what is healthy
-  Some people have said that many shoppers already know that things like fruit and vegetables are good for them but they don't buy it enough. They don't think that shelf labels will change the way that people shop.
-  Lots of people may go into town, other communities or other small stores and takeaways in their community. If those shops don't have labels people may be confused.
-  Sometimes there is not enough time for the store staff to look after a program like this, they are too busy.
-  Some people may feel that shelf labels are not enough to make people eat better food, that the real issue is how much the food costs and the supply.

You may want to chat about these issues as a group and see if you have any solutions that you can work out together.

What may not be good about shelf labels?



Acknowledgements

Thank you to Bonnie Matheson, Rose Murray, Barry Tullock and Lily Ahmat at WA Country health Service Pilbara Population Health for sharing their ideas, stories and experience in the creation of this resource. Thank you also to the members of the project's steering committee for their input into this resource.

Thank you to the following individuals and organisations for sharing photos and information about their shelf label programs:

Robyn Bowcock – WACHS – Kimberley Population Health Unit

Ashlee Cross – WACHS Geraldton

Kani Thompson and Alice Malseed – Cairns Public Health Unit

Lauren Jeffs, Mt Isa Public Health Unit

Buzz Bidstrup, Jimmy Little Foundation

Healthy Stores Project, John Hopkins School of Public Health

Rosalind Butler, Mai Wiru Regional Stores

Staff at Outback Stores, ALPA, IBIS and Retail Stores branch of the Queensland Department of Communities

Thank you to the people from Galiwin'ku, Pormpuraaw, Titjikala and Mabuiag who shared their stories.

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ISBN: 978-1-922104-02-1 (paperback)

ISBN: 978-1-922104-03-8 (online)

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