

MESSAGES FOR FOOD SUPPLY RETAILERS

Your help is vital to the success of Million Hearts™:

Food retailers play a large role in fostering health in people and communities. Your engagement is vital to the success of Million Hearts™.

Actions you can take to advance Million Hearts™ at the regional, state, and local levels include the following:

- **Support efforts to reduce sodium and trans fat** in the food supply, including food served or available in the retail setting and workplace.
- **Increase awareness of heart disease** and stroke and their risk factors to empower your community to take control of their heart health. Pledge your organization's commitment on the Million Hearts™ website, and recruit at least 20 partners to do the same. <http://millionhearts.hhs.gov>
- **Create healthy workplaces** by including recommended coverage for high blood pressure and cholesterol in employee benefits packages and workplace policies that encourage healthy behaviors.
- **Align existing initiatives** and programs with Million Hearts™ goals. Examples include health education campaigns and programs, provider or community recognition programs.
- **Provide access** to free blood pressure measurement and encourage its use with customers.
- **Offer educational resources** to consumers.
- **Prominently feature at checkout lanes, in produce areas, and on shelves,** store-branded information that aligns with Million Hearts™ messages about

the importance of controlling the ABCS, reducing sodium and trans fat in foods, and being physically active on most days of the week.

- **Empower your community** by supporting activities that help people access high-quality health care, manage their conditions effectively, get active, eat healthy, and stay smoke-free.
- **Retail associations can:**
 - Align policy priorities with Million Hearts™.
 - Incorporate ABCS into National Business Group on Health priority programs, e.g., Best Employer Awards, Solutions, and other programs for value-based insurance, pay-for-performance, and medication adherence.
 - Prioritize ABCS in their communication with healthcare and business partners.