



HEALTHY STORES HEALTHY VALLEY

WORKING TOGETHER TO PROMOTE HEALTH & WELLNESS IN THE SANTA YNEZ VALLEY



WHAT IS HEALTHY STORES HEALTHY VALLEY?

Healthy Stores Healthy Valley (HSHV) is a new project in the Santa Ynez Valley to promote health and wellness by rewarding local markets, like yours, for offering healthier retail options.

HSHV's goals are to:

- **Increase** visibility of healthy foods and beverages
- **Reduce** ease of access and exposure to tobacco, alcohol, and unhealthy snacks and beverages
- **Reward** and recognize businesses that make changes towards achieving these objectives



HOW CAN MY STORE PARTICIPATE?

Your store is a key stop for locals and visitors. In an effort to help our community have healthier retail options we want to work with you to:

- **Place** and advertise healthier snack options
- **Minimize** unhealthy messages around tobacco and alcohol
- **Make** small marketing changes in your store

To become an HSHV retailer, **choose 2 or more options** from the back of this flyer. Other cities around the state have launched similar programs and seen businesses flourish!



WHAT'S IN IT FOR YOU?

All participating HSHV retailers will receive:

- **Free advertising:** ads and articles in local media promoting HSHV business
- **Badge of Honor:** recognition in doors or windows. Free grocery totes to customers
- **Special Events:** store-specific events designed to drive customers to your business

For more information call (805) 681-5407

or email HealthyStoresHealthyValley@gmail.com

Follow us on Facebook: facebook.com/healthystoreshealthyvalley



WORKING TOGETHER TO PROMOTE HEALTH & WELLNESS IN THE SANTA YNEZ VALLEY

HOW TO PARTICIPATE

We want to reward you for making small changes to your retail store that will have a big impact in the Santa Ynez Valley! HSHV participation changes relate to the placement, availability or promotion of tobacco, alcohol, and foods or beverages.

PICK 2 OR MORE OPTIONS FROM THE LIST BELOW

Make the choices that work for you! If the options listed below don't fit your business—we can help find ones that do.

- 1 DISPLAY** a sign in your storefront door or window that advertises healthy drinks and snacks

- 2 STOCK** at least one type of dried whole grain (like brown rice or whole wheat bread)

- 3 PROVIDE** healthy drinks (like water) or healthy snacks (like fruit or nuts) at the checkout area

- 4 PLACE** alcohol products, especially minis, behind the checkout area

- 5 REDUCE** or remove tobacco and/or alcohol specific ads from store doors or windows

- 6 REMOVE** alcohol-based products from aisles