



Hollister Super's Healthy Checkout Lane: Making Healthy the Easy Choice

Intervention Summary

While conducting food demos at the Hollister Super market, LHD staff noticed there were several unhealthy snacks and beverages offered in the checkout lanes. LHD staff surveyed customers about these items and most felt there should be healthy options available. LHD staff received guidance from Fresno County since they had success with their checkout lane. LHD staff met with Hollister Super management to discuss the idea of a “healthy checkout lane” and they were receptive. LHD staff offered technical assistance on appropriate snacks and beverages as well as on product placement. The process took a few months but in April 2015, the Healthy Checkout Lane was created. Hollister Super owners and management, LHD staff, Public Health Officer and Mayor of Hollister were there to support and be part of the ribbon cutting ceremony. An exciting piece to this partnership has been that Hollister Super management is open to change and bringing in healthier options for their customers. Currently, store staff is still maintaining the healthy checkout lane and management is continuously ordering new items that fall under healthy product guidelines from the Fit Business Kit. The healthy checkout lane reaches about 2,650 customers a day.

Description of Barriers Encountered and Identified or Proposed Solutions

One of the barriers we encountered after the grand opening of the checkout lane was there were unhealthy options such as, Mexican candy or chips, added to the checkout lane. LHD staff continually communicate with management and staff to offer the technical assistance and guidance needed to ensure all food and beverages sold in the healthy checkout lane are healthy options.

Future Directions/Sustainable Success

Our short term goal is to expand this project to other qualifying stores in San Benito County within the next year. Long term goal would be that all checkout lanes in Hollister Super and qualifying stores offer at least 50% healthy options. LHD staff will continue to provide technical assistance and support to Hollister Super as well as other qualifying stores.

Contact information about this Narrative

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