



# Creatively Branding Fruits and Vegetables to Encourage Healthy Eating

**Rural Grocery Summit**



[bcbsks.com/pathways](https://bcbsks.com/pathways)

# Blue Cross and Blue Shield of Kansas

## **Our Mission**

Being the insurer Kansans trust with their health

## **Our Core Purpose**

To provide peace of mind and access to a better quality of life



Commitment · Compassion · Community

A man in a light-colored shirt and glasses stands at the front of a meeting room, holding a folder and presenting to a group of people seated around a large white table. The room features large windows on the left and a white brick wall with a whiteboard on the right. The scene is brightly lit by natural light from the windows. A semi-transparent green banner is overlaid across the middle of the image, containing the text "Blue Health Initiatives".

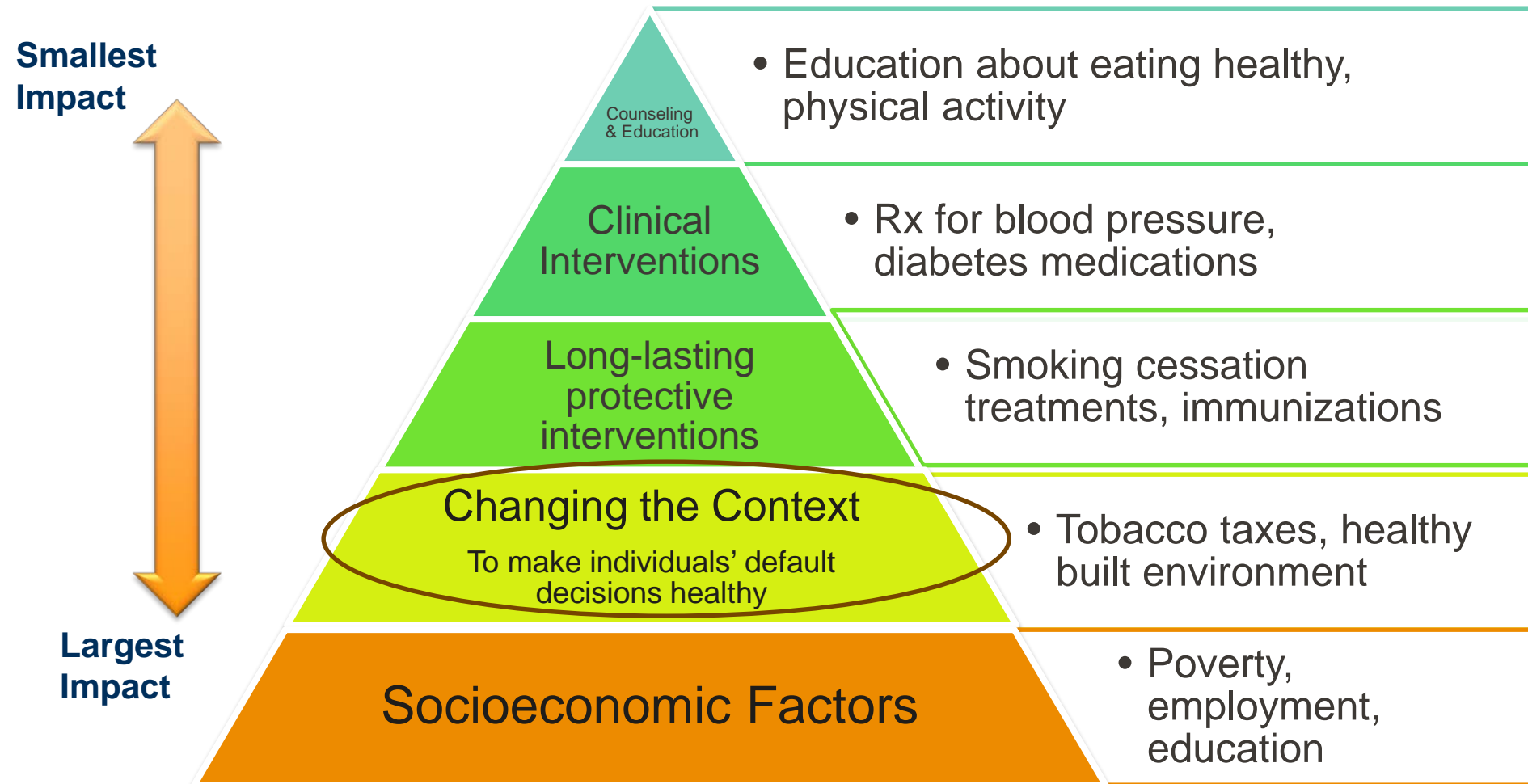
# Blue Health Initiatives





# Community health

- Engage in statewide activities and discussions
- Provide financial backing
- Address upstream health and well-being



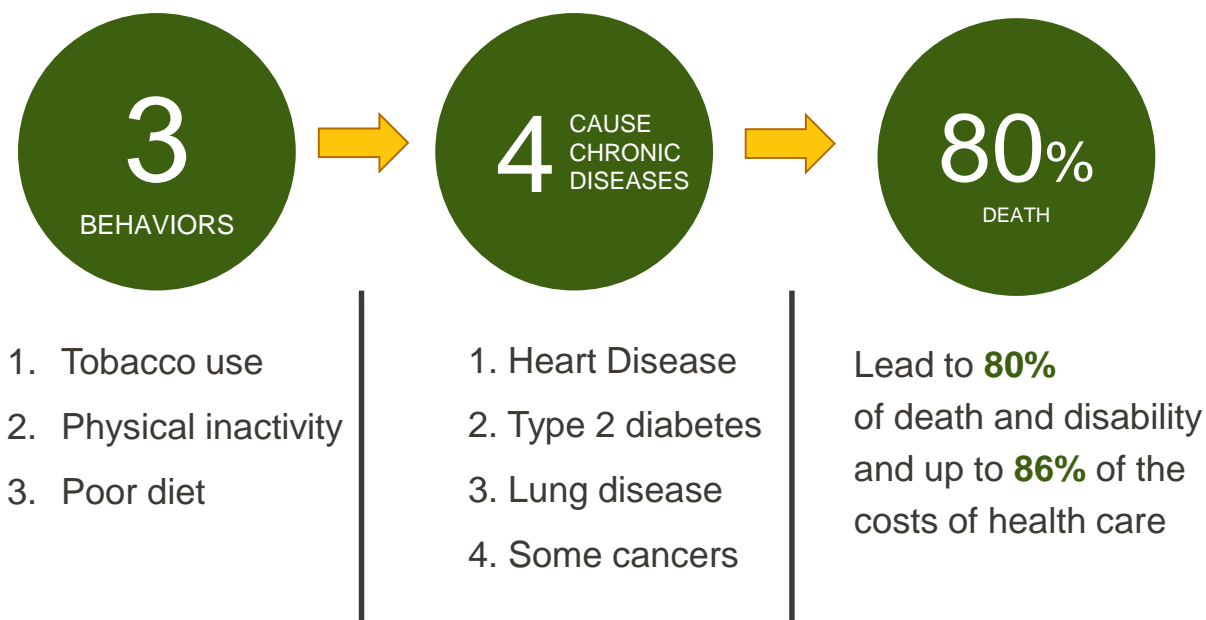
Source: Frieden, T. A Framework for Public Health Action: The Health Impact Pyramid. *Am J Public Health*. 2010; April; 100(4): 590–595.



Pathways to a Healthy Kansas

PATHWAY  
HEALTHY  
KANSAS

# Chronic disease comes from...



# How does Kansas fare in **healthy eating, active living, and tobacco use?**



41.7%

Do not consume fruit at least once per day



17.2%

Currently smoke cigarettes



22.9%


Do not consume vegetables at least once per day



82.1%

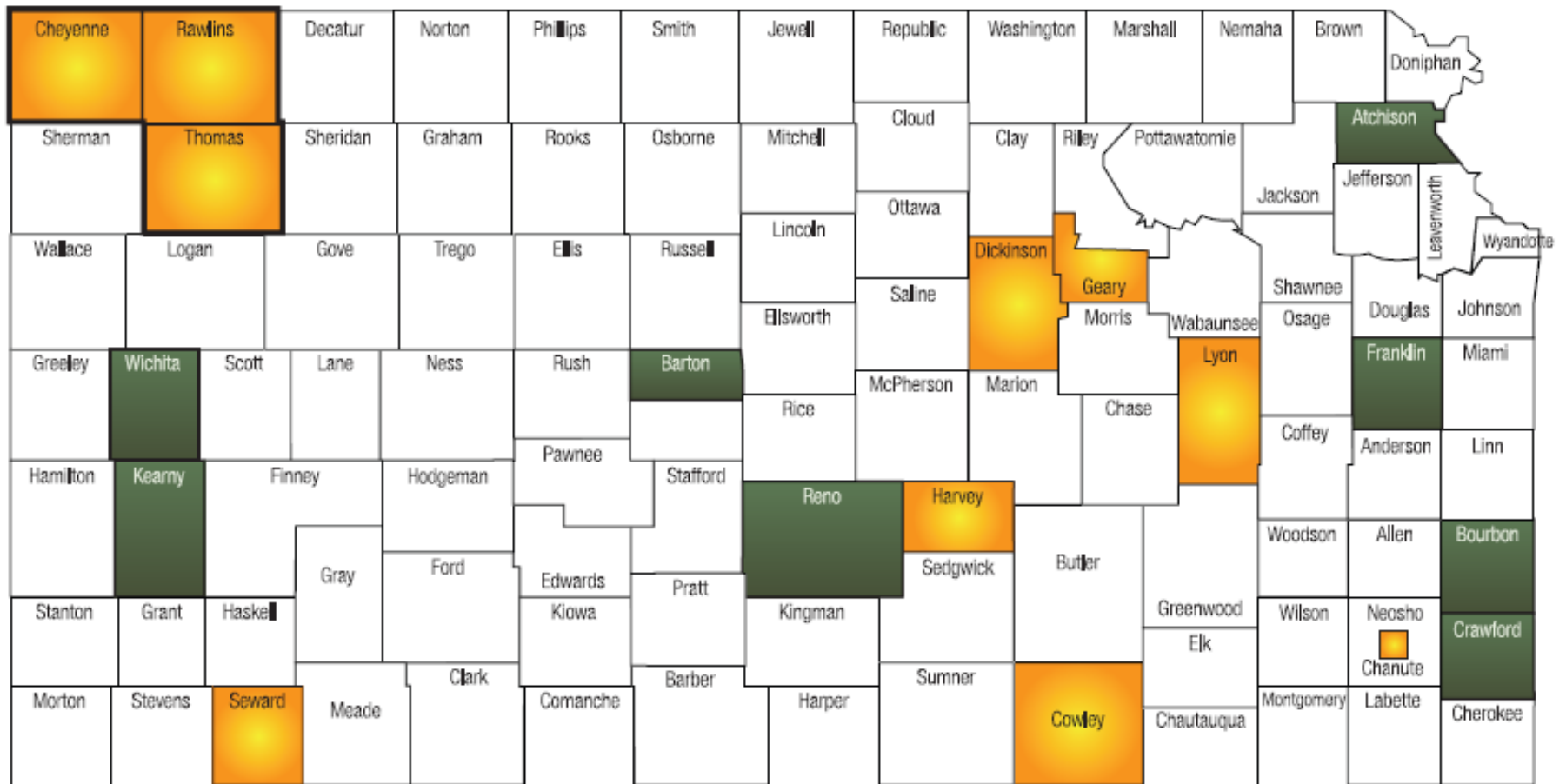
Of adults do not participate in the recommended physical activity (aerobic and/or strengthening)







*Invest in communities to create sustainable, healthy places where Kansans live, work and play in ways that improve the quality of their lives.*

# Pathways to a Healthy Kansas Communities



A Blue Cross and Blue Shield of Kansas Initiative

-  Round 1 (2016-2019)
-  Round 2 (2017-2020)







# Worksites



# Schools



# Health Care



# Policy



# Community



# Restaurants

# Food Retail

# Pathway to Healthy Foods Pledge

- Ten (11) stores signed pledge in Round One communities
- Four (4) in Round Two communities





# Pathways Grocery Assessment

## Assessment

- **Encouraging Environment** – Participate in a free healthy store assessment provided by the *Pathways to a Healthy Kansas* initiative team. Incorporate recommendations indicated in the assessment in our store(s).



# FNV Campaign in Kansas

**PREPARE**  
*to be*  
**MARKETED TO**

**THE FRUITS & VEGGIES**  
**MARKETING**  
**MACHINE**  
**IS HERE**





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Thank you!



[bcbsks.com/pathways](https://bcbsks.com/pathways)