

REACH FOR THE STARS



Case study

Healthy eating is easy when you Reach for the Stars!

Latrobe Community Health Service (LCHS) and Latrobe Health Assembly (LHA) launched the flagship healthy supermarket project, 'Reach for the Stars' in 2022.

Healthy eating is important for mood and energy levels and decreasing risk of chronic disease.

"We all want to eat healthy foods to be at our best every day, but sometimes it can be confusing. We surveyed Latrobe shoppers, and one in four found it difficult to know whether a product is healthy or not," said Laura Duff, Public Health Nutritionist, Latrobe Community Health Service.

Reach for the Stars makes it easier for customers to find healthy foods in the supermarket. Inspired by the successful Eat Well @ IGA Bendigo project, Reach for the Stars uses a range of interventions based on the Australian Dietary Guidelines and Health Star Rating system—a quick, easy and standardised way to compare packaged foods. The more stars, the healthier. Eye-catching Reach for the Stars materials including posters, banners and shelf tags were displayed in-store:

- All fresh fruit and vegetables are 5 stars!
- Health star rating shelf tags on 4 ½ and 5 star products
- Healthy eating messages from Latrobe Stars
- Healthy recipes and more.

An eight-week trial of Reach for the Stars was held August - October 2022 in three local IGA supermarkets; Glengarry, Moe and Morwell. The trial included display of all Reach for the Stars materials, shelf tags on high health star rated products, and staff training.

Alongside the in-store changes, there was an extensive promotional campaign to increase awareness of the project and the Health Star Rating system. The campaign included a press release, radio ads and promotion, radio interviews, outdoor advertising, social media and a website. The campaign was hugely successful with an estimated reach over 1 million!

Reach for the Stars was innovation in action. The Health Promotion team had not previously worked with large food retail outlets like supermarkets.

It signalled a change, working with a non-traditional partner. This was a first in Latrobe and Gippsland. In fact, it is one of only several similar projects across Victoria and Australia.

"The supermarket is the perfect place to promote fresh and healthy foods. It is where we decide which foods we buy, and therefore what we eat. Almost everyone shops at the supermarket," Ms Duff said.

A key strength of Reach for the Stars was the use of co-design principles. The project was co-designed with project partners LCHS, LHA, participating supermarkets and with Latrobe community members.

"We had lots of community involvement throughout planning and implementation of the project. This included community members in the design team and testing materials with focus groups of Latrobe shoppers.

The co-design approach meant Reach for the Stars was developed by the community, for the community," Ms Duff said.