

# Community Choices 2010



## Steps to a Healthier Clark County

### Healthy Student Store Marketing Challenge

The Healthy Store Marketing Challenge is designed to help student stores in the Clark County area develop a healthier, more nutritious product mix for their customers.

*In order to participate in the Challenge, Clark County schools must meet three objectives:*

- Design and implement a marketing campaign for the school's student store that highlights nutritious offerings which meet the school's nutrition guidelines\*.
- Conduct an educational campaign in conjunction with a store promotion to highlight the benefits of a healthy lifestyle.
- Research students' attitudes toward healthy food options and determine the benefits of the educational campaign.

\* If the school district does not have defined nutritional guidelines and criteria, the attached guidelines and food product list are *highly* recommended.

#### **Timeline:**

- To qualify for the challenge, initial applications must be submitted by **December 15<sup>th</sup>, 2006**. Approved applications will receive a \$500 start-up stipend. \*\*
- To qualify for an award, competing student stores must submit a typed **entry by Friday, May 4<sup>th</sup>, 2007**, followed by **an oral presentation** to the judging panel. The judging panel will be composed of members of the Steps to a Healthier Clark County Leadership and Access to Healthy Foods teams.
- Competing entries will be judged on the following criteria: *Marketing campaign creativity, effectiveness of the educational campaign, extent to which the project met the goals of the challenge, thoroughness and overall excellence of written and oral presentations.*

#### **Awards:**

- **1<sup>st</sup> place** – awarded \$5000.00\*\*  
First place winners will also have an opportunity to present to and be recognized by the Public Health Advisory Council who reports to the Clark County Board of Commissioners.
- **2<sup>nd</sup> place** – awarded \$2500.00\*\*
- **3<sup>rd</sup> place** – awarded \$1500.00\*\*

\*\* All funds received must be spent on marketing campaign implementation only. Due to federal grant criteria there are certain funding restrictions.

If you have any questions, please contact Kristine Perry at 360-567-1089 or [kristinep@vancouverusa.com](mailto:kristinep@vancouverusa.com).



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#### Application Form

To qualify for the challenge, applications are **due by December 15<sup>th</sup>, 2006**. Approved applications will receive a \$500 start-up stipend. *Only type-written applications will be accepted.* Additional pages may be attached if necessary.

Name of Contact	Name of Student Organization	
School District	Individual School	
Address		
City	State	Zip
Telephone	e-mail	

1. Provide a description of your project. Please include specific information about your marketing, education and research plans (must be at least 250 words):
  
  
  
  
  
  
  
  
  
  
2. How will you meet the Healthy Student Store Marketing Challenge objectives? Please provide an explanation for each objective.



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#### Written Entry Rules and Guidelines

To be considered for an award, competing student stores must submit a written entry by **Friday, May 4<sup>th</sup>, 2007**, followed by an oral presentation to the judging panel made up of members of the Steps to a Healthier Clark County Leadership and Access to Healthy Foods teams. ***Only type-written entries will be accepted.***

The written entry must include the following components:

***Title Page:*** Include your project title, school name and contact information.

***Table of Contents:*** The table of contents should follow the title page.

***Body of the written entry:*** The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined below. The first page of the body is page number 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography and the appendix (optional).

*Use the following outline for the body of your entry:*

1. EXECUTIVE SUMMARY
  - a. Provide a one-page description of the project and outcomes.
2. INTRODUCTION
  - a. Include a statement of the challenge.
  - b. Discuss the significance of the marketing challenge to the student store.
  - c. Provide background information including: a description of the school store, explanation of merchandise offered during the 2006-2007 school year, the individual district's nutrition policy and procedures.
3. RESEARCH
  - a. Include a description of research conducted.
  - b. Discuss the involvement of chapter members, school personnel and business people.
  - c. Provide a description of the attitude and/or behavior change in customers/school that resulted from the educational campaign.

#### 4. OBJECTIVES OF THE CAMPAIGN

##### a. Promotion

- i. The campaign must emphasize healthy options for customers.
- ii. Include the timeline for promotional events.
- iii. Include the rationale for each promotional event.
- iv. Ad layouts, posters, etc., should show a basic understanding of advertising principles.

##### b. Education

- i. Describe the educational campaign.
- ii. Discuss the rationale for the educational campaign.

#### 5. FINDINGS AND CONCLUSIONS

##### a. Present findings and data to support findings.

- i. Provide all necessary information.
- ii. Include all expenses, sales and profit amounts per month for 2006-2007 compared to 2005-2006 in all categories. **Note:** Sales and profit data will *not* be used to determine contest standings.

##### b. Present conclusions and rationale to support conclusions.

##### c. Present on whether met forecast of accomplishments.

#### 6. RECOMMENDATIONS

##### a. List recommendations that resulted from the study.

##### b. Project anticipated outcomes that will result from implementing the recommendations. Include a description of the new product mix.

##### c. Provide a plan for implementing the recommendations.

#### 7. BIBLIOGRAPHY

#### 8. APPENDIX

An appendix is optional, but may be used to include exhibits appropriate to the written entry but not important enough to be included in the body. For example: sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

Please submit written entries (type-written only) to:

Community Choices 2010

Attn: Kristine Perry

1101 Broadway Suite 110

Vancouver, WA 98660

If you have any questions please contact Kristine Perry at 360-567-1089 or [kristinep@vancouverusa.com](mailto:kristinep@vancouverusa.com)



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