

October is National Diabetes Awareness Month!

According to the CDC, there are an estimated 30.3 million people living with diabetes in the U.S. About 86 million Americans ages 20 years or older have prediabetes. Support your shoppers with nutrition education to help bring awareness of how to support a healthy lifestyle for those with diabetes, prediabetes, or for ways to support the prevention of diabetes.

Ideas to promote diabetes awareness in your store:

- Host a grocery store tour
 - Spend time with participants going over label reading and highlight items that would fit best to support balanced blood sugars.
- Have a health fair
 - Connect with a local health clinic or hospital to offer blood glucose testing.
 - Incorporate your pharmacy department (if you have one) within the fair to encourage shoppers to fill their Rx at your store.
 - Connect with local businesses to offer giveaways like a free day at the gym, a massage, etc.
- Start a weekly walking group with customers and associates to encourage physical activity. Map out how many laps in the store equals one mile.
 - Offer weekly prizes or coupons for participants.
 - *Tip:* Strategize a time when your store is a little less crowded.

Celebrate Halloween

- Offer healthy Halloween snacks to customers and associates, like [clementine pumpkins](#) or [cheese stick ghosts](#).
- Host a kids event
 - Host a trick-or-treat event with kids. Have them dress up and stop at each department and have a healthy treat waiting for them.
 - Bonus: play the monster mash as you walk through the store.
 - Have a cooking class and create fun [Halloween themed recipes](#).
 - Offer suggestions and create a handout for parents of [healthy Halloween tips](#).
- Spread awareness about the [Teal Pumpkin Project](#), raising awareness of food allergies and promoting inclusion of all trick-or-treaters throughout the Halloween season.

What's In Season

As the season changes, so does the produce. Check out [what's in season for October!](#)

- Help customers understand all the varieties of apples and [which apples to use](#) for different kinds of recipes.
 - Hang this sign by the apples in the produce department.

- Introduce in season produce in an in-store demo.
Tip: showcase this seasonal produce not only in the produce aisle but also in the frozen and grocery departments.
 - [Shredded Brussels Sprouts Salad with Apples & Pistachios](#)
 - [Cilantro Lime Cauliflower Rice](#)
 - [Slow Cooker Pumpkin Chili](#)

Cross-merchandising ideas:

- Cater to convenience.
 - Help shoppers cut down on meal prep time. Highlight simple put together meals, like this Shrimp Cauliflower Fried Rice. [Use this Canva template](#) to easily customize for your store! Just set up a free Canva account if you don't already have one.
- Showcase better-for-you salad topping ideas next to the bags of salad, like sliced almonds, sunflower seeds, etc.
 - If your store has a salad bar, encourage healthier salad habits by displaying the [build a better salad handout](#).

Looking for healthy, family-friendly recipes to share with shoppers? Our recipes are approved by a registered dietitian, taking the guesswork out of planning healthy and delicious meals!

- [24 Healthy Pumpkin Recipes](#)
- [Hearty Vegetable Tortellini Soup](#)
- [Butternut Squash Lasagna](#)