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**Champaign-Urbana Public Health District**

**FOR IMMEDIATE RELEASE**  
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## **Area Grocers Help to Promote Healthy Foods**

### ***Champaign-Urbana Public Health District Teams Up with Area Grocers to Make Healthier Food Selections Easier***

Champaign, IL – The Champaign-Urbana Public Health District (CUPHD) has been working with area schools the past six years to promote healthy eating and physical activity through the CATCH program (Coordinated Approach to Child Health). Now, CUPHD is teaming up with local grocers to help shoppers identify healthier foods.

CUPHD is inviting local grocers to participate in a campaign to help shoppers easily identify smarter food and beverage choices. Healthy eating is supported by helping kids and families easily identify which foods are healthy and which foods should be eaten less often. Students at the CATCH schools can now share the tools they have been given with their families to identify foods by the use of GO, SLOW and WHOA.

GO foods are fruits, vegetables, fat-free dairy products (with minimal sugar) and whole wheat products. SLOW foods are foods that can be enjoyed but should be eaten less than GO foods such as sweetened (including flavored) one percent milk, refined-grain foods and fruit with added sugar. WHOA foods are foods that should be eaten only occasionally such as candy, cookies, chips, fried foods, ice cream, soft drinks and sugary cereals. WHOA foods are generally the most processed and are the highest in unhealthy fats, added sugars and/or salt. There are no NO foods.

Signs have been created to educate consumers about the products as well as GO food labels that can be used to promote the healthiest foods throughout the store. CUPHD will work with each store to help identify additional GO foods for labeling. There is no cost to participate in this program.

For more information about CUPHD's programs and services, visit [www.c-uphd.org](http://www.c-uphd.org).

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