

Fruit bowls customers over

An East London pharmacy has won an award for a healthy eating campaign

The Daniels Pharmacy team from South Woodford won the Most Valuable Pharmacy

In Store Initiative award at the Pharmacy MVP Awards in May 2010 for their innovative and practical approach to promoting healthy eating to customers. Daniel Chen, Daniels Pharmacy superintendent and fellow owner Jason Muir found a way to help patients think about weight loss and nutrition with an engaging and light-hearted campaign.

"It was just after the Christmas and New Year break when people are generally starting to make resolutions – such as losing weight," says Muir. "Using the Department of Health/PCT campaign materials on healthy eating as a basis, we selected the 5-a-day message as a way of promoting our new initiative.

"I went across the road to our local greengrocer and made sure we got about £5 worth of fruit each day for two months to place in a bowl on the front counter. We briefed our staff to talk to our customers about eating healthily – using the fruit as the prompt. Every customer who came in and was served by our staff walked out with a free piece of fruit as well as some good advice. It was incredibly successful."

He says after the pharmacy

launched the campaign they received a call from the Department of Health. "They wanted to know more about the campaign, and how they could help. They offered us some calico 5-a-day bags to give to customers as well as some 5-a-day t-shirts to give away," he says.

Over the course of two months the promotion also helped to increase the customer footfall in the store, he adds. "We had a lot of customers who returned again and again because of the interaction with our staff, and we had others who came in just



Team Daniels:
Donna Rogers,
Angie Bennett,
Daniel Chen,
Jason Muir

because they had heard about the campaign. This led to an increase in the number of prescriptions, sales and of course our profits also went up."

The 5-a-day campaign was the first major public awareness promotion the pair had undertaken at the pharmacy. "We purchased the pharmacy in late 2008 from a retirement sale and spent a lot of time in the first year refurbishing the front. We were assisted a lot by the NPA," says Muir. "In fact, at an NPA member event I attended in Essex I got an opportunity to speak with other members about our recent success and the assistance and advice we received."

Following the success of their first big promotional campaign, Daniels Pharmacy is planning to take part in other events to promote public health awareness.

"We took to the high street to promote public health awareness during Sexual Health Week that ran on 13–19 September, and are planning more public awareness promotional campaigns next year as well."

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