



## Get in the habit of making small choices for good habits. They'll add up to a big impact on your well-being

### What We Do

The 'One for Good' campaign looks to inspire healthier consumers. The Consumer Goods Forum partners with Healthy Washington County to support local communities and ensure healthier decisions become easy and habitual for people in Hagerstown.

### Why We Do It

As consumers, we used to believe that you choose health or convenience, not both. Well, we got one thing right: there's a choice to be made. In fact, there are thousands of little choices to be made every day that greatly impact our health.

Deciding to park farther away from the entrance to get a few extra steps in. Choosing a healthier snack to keep you going. Opting to walk up stairs. Taking an extra minute at bedtime to floss.

The good news is that getting started down the road to a healthier life is easy enough — the first step is...one more healthy choice.

### How We Do It

The One for Good model was developed by members of The Consumer Goods Forum in partnership with Healthy Washington County. It sees your favorite retailers and manufacturers coming

together with the local public health authority to achieve positive change in the stores, for our own people and in the communities where we operate. We will also measure our success as we progress towards healthier baskets, based on local dietary guidelines, and increase awareness and access to preventative services.

And, what's behind the name?

**One** = Small step, the individual, the collaboration

**For Good** = healthy for you, towards permanent change, altruistic (for the collaboration)

### *It Scales Beyond the Community*

It's a common, attainable mission that isn't resident to a single geography. While it creates a common vision, that vision will take many different forms based on the unique needs of each community.

### *It's a Call to Action for Everyone*

It's a centering point for everyone. For large companies, it means that they will create products with health in mind. For retail channels, they will merchandise food in a way that features one more healthy choice. For community advocates, they will create programs around small, incremental ways of making the healthy choice accessible. And for consumers, they will be encouraged to own one more healthy choice each day.

### *It Can Apply to Products and Services*

One more healthy choice works seamlessly into any number of different applications. It could mean adding one more healthy choice to your basket before checkout. It could be starting your day with one more healthy choice. Or it could be making one more healthy choice to prevent heart disease or other non-communicable diseases.