



HFMA UPDATE

by Esther Mills-Roberts
HFMA Communications
Manager

It came together quickly – created by a few, supported by industry, launched with the conviction that the message of natural health and wellness was vital during this pandemic and beyond. No sell, just great features, news, updates and interactive content, a café-style, magazine format, endearing, informative and useful, directing consumers to their local health stores.

Behind this lies strategic activity. HealthyDoesIt is uniquely positioned, benefitting from the HFMA's extensive knowledge base, and industry influence. This facilitates smart forward planning to make sure that copy and campaigns are industry-purposed, supporting those who supply, produce and sell natural health products in a way that's well directed and responsible. We want HealthyDoesIt to become a trusted source of health information, reaching consumers wanting to make informed health choices.

IRI data from November 19, 2020 showed that, in the previous 12 weeks, there had been an average weekly sales increase of 21.4 per cent in the VMS and nutrition category. Consumers are more engaged than ever, and analytics show us that they are responding to media stories about foods and supplements and are actively seeking out answers to the questions that they have.

Our social media listening and predicted 2021 social media trends informs us that consumers are now feeling the need to be healthy, not just 'knowing' it, driving the need for an approach that's more in touch with people's emotions. Positively, the nation's psyche has shifted towards the long-term, and with that, an understanding of the need for sustained health management. Realising this, HealthyDoesIt aims to walk that health journey with them, encouraging them to visit their local health store.

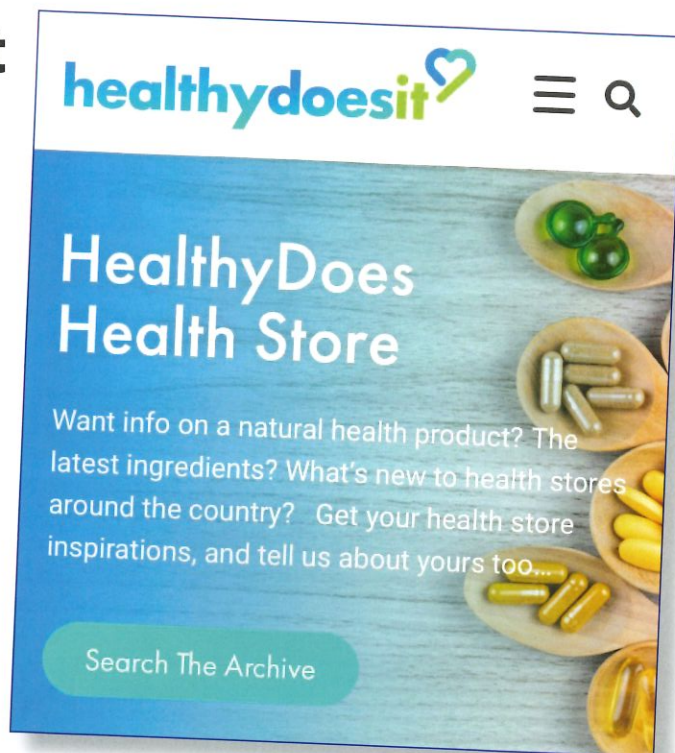
HealthyDoesIt – collectively successful

If there was ever a time for the health store ethos to be celebrated, it's right now. A listening ear, empathy, a knowledge base that demonstrates that health needs are understood. Practical advice, including signposting to practitioners and local community groups. Today's outworking of core values on which health stores were started and retailers giving their time and energy on the front line to encourage health and wellness. Times are tough out there, and HealthyDoesIt promotes the truth that health stores can offer what online purchases and conventional retail cannot – personal interaction and personalised advice. The more retailers engage, the more effective the message. Our campaigns are a focus to pull everyone together, for people to positively engage and contribute to the collective voice.

HealthyDoesIt phase two brings with it increased copywriting capacity, with eight volunteer writers (Nutritional Therapy trained), each with their own interests and writing styles. The website has a new look, which includes an additional HealthyDoesSports section, more feature sections, and a more dynamic news section. There is more consumer engagement, sign-ups for monthly top tips, and the ability to ask our expert advisers questions about their health. Phase two is focused on growing consumer engagement.

HealthyDoesHealthStore is more prominent. This section requires input from retailers, sharing their personal successes, staff training gains, how their store is helping customers in these challenging times. On the flip side, we're interviewing people whose health stores have helped them, and why their store is so important to their long-term health goals.

Phase two is also centred around



HealthyDoesIt's January 'New Year's Revolution' campaign, which is supported by an extensive social media strategy, including Tik Tok-style video clips and longer informational pieces. These are fronted by HealthyDoesIt expert adviser panel member, the renowned Nutritionist, Suzie Sawyer, whose passion for natural health is perfectly pitched for HealthyDoesIt.

Concentrating on digestion, sleep and energy, consumers are directed to the HealthyDoesIt website to complete a health quiz/

questionnaire, which then generates a personalised health plan that they can use to inform their diet and lifestyle choices. Threaded throughout these plans is the message that more information can be gained from their local health store, that practitioners can be accessed via stores, and that product decisions can be guided there.

The media has been given supportive features, and these have been adapted for use in retail newsletters and handouts in store, as well as retailer and HFMA member HealthyDoesIt supporters. So, HealthyDoesIt moves forward with great

purpose and, collectively, we can make it successful.

For more information about HealthyDoesIt, or any other aspects of the HFMA's communications activities, please get in touch with me at esther@healthydoesit.org

To help us in our efforts to protect this industry and benefit from the gold-standard advice we provide, join the HFMA at the earliest opportunity. To learn more about our activities, please contact graham@hfma.co.uk

HFMA membership is vital to ensure that your company keeps abreast of the fast-changing regulatory environment. The HFMA is the UK's best source of information and most effective defender of our industry's interests. To help the HFMA defend your business at this most critical time contact hfma@hfma.co.uk or call 020 8481 7100.

