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Does In-Store Marketing Work? Effects  
of the Number and Position of Shelf  
Facings on Brand Attention and  
Evaluation at the Point of Purchase

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# **Does In-Store Marketing Work? Effects of the Number and Position of Shelf Facings on Brand Attention and Evaluation at the Point of Purchase**

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## **Does In-Store Marketing Work? Effects of the Number and Position of Shelf Facings on Brand Attention and Evaluation at the Point of Purchase**

Recent trends in marketing have demonstrated an increased focus on in-store expenditures with the hope of “grabbing consumers” at the point of purchase: but does it make sense? To help answer this question, the authors examine the interplay between in-store and out-of-store factors on consumer attention to and evaluation of brands displayed on supermarket shelves. Using an eye-tracking experiment, they find that the number of facings obtained has a strong impact on evaluation that is entirely mediated by its effect on visual attention and works particularly well for frequent users of the brand, for low market-share brands, and for young, highly educated consumers who are willing to trade off brand and price. They also find that gaining in-store attention is not always sufficient to drive sales. For example, top and middle shelf positions gain more attention than low shelf positions; however, only top shelf positions carry through to brand evaluation. Our results underscore the importance of combining eye-tracking and purchase data to obtain a full picture of the effects of in-store and out-of-store marketing at the point of purchase.

Marketers are diverting a growing proportion of their promotional budgets from traditional out-of-store media advertising to in-store marketing, and retailers are responding by adopting increasingly sophisticated shelf management and audience measurement tools (Egol and Vollmer 2008). It is well known that large increases in total shelf space (e.g., end-of-aisle displays) have strong effects on brand sales (e.g., Bemmaor and Mouchoux 1991); however, the evidence is less conclusive for in-store marketing changes that keep total category shelf space constant (e.g., more shelf facings or different shelf position). On the one hand, some studies have shown that the position of a brand in a vertical or horizontal retail display influences quality expectations and hence choices (e.g., Raghurir and Valenzuela 2008). On the other hand, the field experiments conducted by Drèze, Hoch, and Purk (1994) led them to conclude that shelf position only has a limited influence on brand sales and that additional facings have a limited impact once the minimum level necessary to avoid stock outs has been reached.

More importantly, prior research has not examined the effects of in-store marketing on visual attention and brand consideration (pre-cursors of choice). It cannot therefore determine whether the effects of in-store marketing on choice are mediated by enhanced attention and consideration or influence choice directly (e.g., because of quality inferences). Examining multiple measures of attention and evaluation is made more important by the trend toward using the point of purchase as an advertising medium aimed at building brand awareness and image over the long term and not just as a distribution channel (Egol and Vollmer 2008). In this context, attention and consideration may provide more sensitive and reliable metrics of in-store marketing's effectiveness than choice. Finally, prior research has not manipulated in-store factors independently of brand and consumer-specific out-of-store factors, and is therefore unable to compare the relative impact of in-store and out-of-store factors and



whether in-store factors may be more effective for low or high market-share brands or for regular or non-users.

Therefore, the objective of this paper is to examine the interplay between in-store and out-of-store factors on consumer attention to and evaluation of brands displayed on supermarket shelves. Drawing on research on shelf management effects and on eye movements in scene perception, we develop a framework to assess the effects of important in-store factors – such as the number and position of shelf facings – and out-of-store factors – such as past brand usage, the brand’s market share, and the individual’s demographics and shopping goals – on attention and evaluation. We then test the predictions derived from this framework in an eye-tracking experiment in which we manipulate or measure these factors for established as well as for new brands with no out-of-store history in the US in two product categories (soaps and pain-relievers). Then, we estimate the effects of these factors on visual attention, visual reexamination, recall of visual attention, brand consideration, and brand choice for a large sample of representative US shoppers looking at life-size pictures of supermarket shelves. Finally, we use path analysis to decompose the total effects on evaluation into the direct effects (after controlling for attention) and the indirect effects (mediated by attention).

This research provides new insights into four of the five issues deserving future research identified in Wedel and Pieters’ (2008) review of the eye-tracking literature: (1) studying the interplay between bottom-up salience and top-down expectations in guiding attention, (2) examining eye movements using other marketing stimuli besides print ads, (3) testing different attention metrics, and (4) investigating the relationship between attention and downstream marketing effects such as purchases. In particular, we show that out-of-store factors directly influence evaluation and are not mediated by attention, whereas in-store factors primarily influence attention, and through that route evaluation, but do not always carry through to evaluation because of conflicting direct effects on post-attention evaluation.

This research also contributes to the effort to develop better marketing metrics that include attention (Pechmann and Stewart 1990). First, we find that self-reported recall of visual attention is not a valid proxy for actual visual attention to brands in a supermarket shelf display. This raises doubts about the validity of audience measurement tools and academic studies using memory to infer exposure. More generally, we find that marketers would misunderstand the effects of in-store and out-of-store marketing if they only relied on self-reported attention or evaluation measures, and that they need to combine a rich set of indicators of these two stages of the decision-making process. For example, our finding that brands influence both attention and evaluation given attention suggests that a complete measure of a brand's equity should combine eye-tracking and purchase decision data.

For managers, our main result is that all shelf-space actions are not equal. We show that the number of facings has a consistent and positive effect on attention and, through attention, on evaluation, and that its influence on choice is particularly strong for regular users, for low market-share brands, and among young, educated shoppers who value both brands and low prices. In contrast, the effects of shelf position are mixed. Positioning brands on the top shelf and near the center of a shelf improves both attention and evaluation, but positioning them on the middle shelves helps attention without improving evaluation. Positioning them on the left or right-hand side of the shelf makes no difference to either attention or evaluation.

#### **ATTENTION AND EVALUATION AT THE POINT OF PURCHASE**

We organize the review of the literature and the hypothesis development according to the framework shown in Figure 1. In this framework, we distinguish between visual attention and higher-order stages of the decision-making process (summarized as “evaluation”). The framework also summarizes the in-store and out-of-store factors that influence attention and evaluation. We examine these two characteristics of the framework in two separate sections. In the first section, we review the eye-movement literature in psychology and marketing to



support the distinction between attention and evaluation and their measurement. In the second section, we review the marketing literature to derive hypotheses about the main and interaction effects of the key in-store and out-of-store factors shown in Figure 1 on attention and evaluation.

--- Insert Figure 1 here ---

### **Attention vs. Evaluation: Insights from Eye-Movement Studies**

The distinction between recall, consideration, and choice is well established in the information processing and decision making literatures (e.g., Alba, Hutchinson, and Lynch 1991). In comparison, few studies have looked at visual attention and some studies actually use recall as a proxy for attention (e.g., Barlow and Wogalter 1993; Raghurir and Valenzuela 2006; Shaw et al. 2000). In this section, we review the key findings of the literature on visual attention in scene perception and its applications in marketing. These studies show how people visually process complex commercial scenes, how visual attention can be measured with eye-movement data, and why it is important to distinguish between attention and the more evaluative measures of recall, consideration, and choice.

*Eye movements in scene perceptions.* There is a broad consensus on the following aspects of how people visually process scenes (Henderson and Hollingworth 1999; Pieters and Wedel 2007; Rayner 1998; Wedel and Pieters 2008). First, what appears as smooth and conscious eye movements actually consist of eye fixations (during which the eye remains relatively still for about 200-500 milliseconds) separated by rapid jumps, called saccades, which average 3°—5° in distance (measured in degrees of visual angle), last 20 to 40 milliseconds, and during which no information useful for scene perception can be acquired. Fixations serve to project a small area of the visual field onto the fovea, an area of the eye with superior visual acuity (which corresponds to roughly twice the width of one's thumb at arm's length). In

natural complex scenes such as supermarket shelves, eye fixations are necessary for object identification and their location is therefore a good indication of visual attention.

Eye-movement studies have also shown that the “gist of the information” about a scene can be extracted pre-attentively and from peripheral vision during the initial fixation (Henderson and Hollingworth 1999). People can identify the semantic category of the scene (e.g., a supermarket shelf), its spatial layout (e.g., there are four shelves) and the level of clutter during the first eye fixation. Greater levels of detail for a given object (e.g., brand name) require a fixation centered on that object. In applied eye-movement studies, the first fixation on an object is known as “noting” and the second as “reexamination”. Noting is therefore based on a combination of prior (“out-of-store”) knowledge and of the (“in-store”) low-level visual characteristics of the objects in the scene gathered from prior fixations on other objects. In contrast, reexamination is more influenced by the informativeness of the object for the task at hand (e.g., brand preferences, if the goal is consideration or choice).

Finally, eye-tracking studies have shown that eye fixations, but not peripheral vision, increase memory for the fixated object (Loftus, Hoffman, and Loftus 1999; Pieters, Warlop, and Wedel 2002). On the other hand, Pieters and Wedel’s (2007) extensive review of the eye movement literature concludes that people are mostly experiencing smooth, uninterrupted vision and that they are not aware of their own eye fixations. This suggests that recall of attention is essentially the same as recall of brand names in terms of the underlying cognitive process (Hutchinson, Raman, and Mantrala 1994). This is why in our framework we placed recall with consideration and choice among the measures of brand evaluation and not among the measures of visual attention.

*Eye-movement studies in marketing.* Most eye-tracking research in marketing has been done in an advertising context (for a review, see Wedel and Pieters 2008), and only a few have examined visual attention to supermarket shelves. Among these, Russo and Leclerc (1994)



used sequences of consecutive eye fixations to identify three different stages of in-store decision making: orientation, evaluation, and verification. Pieters and Warlop (1999) showed that time pressure and task motivation influenced visual attention to the pictorial and textual areas of unfamiliar brands displayed on supermarket shelves. Chandon et al. (2007) empirically decomposed a brand's observed consideration level into its memory-based baseline and the "visual lift" caused by in-store visual attention. They also found that noting and reexamination are only weakly correlated with brand consideration, confirming that the two constructs are empirically distinct. Finally, van der Lans, Pieters, and Wedel (2008) found that bottom-up factors (package brightness and color) are twice as important in determining the speed of brand search than the top-down factor of being the target of the search task or not.

Overall, marketing eye-tracking studies have demonstrated the value of measuring attention, and not just evaluation, to better understand how people visually process commercial scenes and to measure the effectiveness of visual marketing stimuli. On the other hand, these studies did not specifically study the effects of the number of facings or examine the effects of alternative shelf placements on both attention and evaluation, nor did they use multiple measures of these constructs. With one exception (Chandon et al. 2007), they looked at relatively small, simple displays with few brands and only one facing per brand. More importantly, their experimental designs did not allow them to disentangle in-store effects from out-of-store effects such as past brand usage. Our main contribution, therefore, is to provide a more thorough and methodologically rigorous analysis, especially in assessing the extent to which various effects on attention carry through to consideration and choice. In addition, the use of multiple measures of both attention and evaluation will allow us to examine whether recall of brand attention is a good proxy for attention and hence a substitute for eye-tracking

data; a finding of significant importance for the future design of in-store experiments and managerial practice.

### **In-Store and Out-of-Store Effects at the Point of Purchase**

We define in-store factors as factors which cannot influence consumers without in-store visual attention. The in-store visual factors reviewed in Figure 1 correspond to the basic shelf management decisions that retailers can make for any given brand, while keeping the total space devoted to the category constant. They include the number of facings of the brand, its vertical position in the display, its horizontal position on the shelf, and its price. Out-of-store factors are factors that cannot influence consumers without memory activation. As shown in Figure 1, these factors are consumer specific (shopping goal, purchase criteria, and demographics), brand specific (market share), or vary across both brand and consumers (past brand usage). In this section, we draw on existing research to develop hypotheses about the effects of each set of factors on attention and evaluation.

*In-store factors.* All eye-movement studies of advertising or catalogue displays show that visual area strongly increases attention (Janiszewski 1998; Lohse 1997). A number of shopper surveys (Inman, Winer, and Ferraro 2009) and field experiments (Chevalier 1975; Curhan 1974; Inman and McAlister 1993; Wilkinson, Mason, and Paksoy 1982) have shown that large increases in shelf space increase brand sales even when the price and location of the products remain unchanged (for a review, see Campo and Gijsbrechts 2005). Drèze, Hoch, and Purk (1994) studied the brand sales impact of an increased number of facings, while holding the *total space* allocated to the category constant. They found significant effects of increasing the display area between 3 and 15 square inches but not beyond.<sup>1</sup> We therefore expect that increasing the number of facings has a positive but marginally diminishing effect on both brand attention and evaluation, but a stronger effect on attention than on evaluation.

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<sup>1</sup> Because most brands in the categories that they studied had display sizes of about 15 square inches, Drèze, Hoch, and Purk (1994) concluded that there was virtually no additional sales potential of increasing the number of facings beyond their current level. We return to this issue in the general discussion.



For this reason, we expect most of the effect on evaluation to be mediated by attention. Still, because consumers believe that important brands are given precedence in retail displays (Buchanan, Simmons, and Bickart 1999), a high number of facings should also have a positive direct effect on evaluation via inference (controlling for attention).

Eye-movement studies also suggest that not all shelf locations attract equal attention. Chandon et al. (2007) found that the brands located near the center of two shelf displays were noted more often but were not considered more often. They speculate that this occurs because the first fixations tend to be in the center of a scene and because people fixate on the center to orient their attention when transitioning between different locations of a scene. However, because they did not manipulate shelf location independently of brand, their results may be driven by brand effects rather than by location effects. All the other studies of brand location effects looked at consumer choice or brand sales. Drèze, Hoch, and Purk (1994) found strong effects for vertical position, the best level being near the eye or hand levels (i.e., near the top shelves) and the worst level being the lowest shelf. In contrast, the same authors found weak effects for the horizontal position on the shelf, and these effects did not hold across all the categories. A related stream of research has examined the effects of the position of products in horizontal or vertical arrays (i.e., one single row or column of products. Christenfeld (1995) found that when multiple packages of identical products are available side-by-side on a supermarket shelf, people tend to choose the middle product. Shaw et al. (2000) replicated these results and argued that they occur because center positions receive more attention (although this claim is based on recall data and not on direct measures of attention). In contrast, Raghurir and Valenzuela (2006) argue that position effects are not mediated by attention but by quality inferences and provide support for their hypothesis in the context of the evaluation of the performance of students or game show contestants depending on where they are seated. The same authors (Raghurir and Valenzuela 2008) found that

consumers believe that retailers place expensive, high-quality brands on the top shelves and cheaper brands on the bottom shelves but are uncertain as to what criteria retailers use to order brands from left to right. They found that, when choosing among unfamiliar wines, people tend to choose the brands located at the top or in the middle of vertical displays and the brands located in the center of horizontal displays.

We therefore expect that brands positioned near the center of the shelf will receive more attention than brands located either in the vertical or horizontal extremities of the display. Because of the vertical position inferences, we expect a positive direct effect on evaluation of a position on the top shelves. Hence, we expect that a middle vertical position helps attention and, through attention, evaluation but has a negative direct effect (relative to the top as baseline) on evaluation because people believe the best products are placed on the top shelves. Based on the literature, we make no specific prediction about the effects of being on the left or right of the shelf on attention or evaluation. Finally, because of the strong evidence for position-based inferences (especially regarding vertical position), we expect that the position of facings (unlike their number) has a direct effect on evaluation and that their effect on evaluation is not entirely mediated by attention

The price of the brand posted on the shelf is a combination of the brand's regular price and of temporary price reductions. Predicting the effect of shelf price on attention is difficult because all price information is potentially relevant. For evaluation, price should have a negative impact on choice but a positive impact on recall and consideration because it is a signal of quality.

*Out-of-store factors: Main effects and interaction with in-store factors.* Recent research on in-store decision making has shown that most of the variance can be accounted for by out-of-store factors rather than in-store factors, particularly by individual shopping traits and strategies (Bell, Corsten, and Knox 2009; Inman, Winer, and Ferraro 2009). In a large-scale

study, Bell, Corsten and Knox (2009) found higher levels of self-reported, unplanned category purchasing among consumers who were not focused on fast and efficient buying, supporting prior findings that consumers who enjoy shopping and browsing are more likely to make buying decisions in the store (Beatty and Ferrell 1998). They also found higher levels of unplanned category purchasing among higher-income and younger consumers, which is consistent with prior findings of higher unplanned buying among educated consumers (Wood 1998). These results lead us to expect that younger and more educated consumers, consumers who are not focused on fast and efficient buying, and consumers who are willing to trade off multiple purchase criteria (rather than follow a single price or brand-based rule), will show higher levels of attention and evaluation and will be more influenced by in-store marketing.

We now turn to out-of-store factors which vary across brands (market share) or across brands and consumers (past brand usage). Bemmaor and Mouchoux (1991) found that promotional end-of-aisle displays are more effective for low market-share brands than for high-market share brands. This is because, regardless of consumers' individual brand preferences, high market-share brands advertise more, are more accessible in memory and as a result, gain less from added in-store visual salience (Fazio, Powell, and Williams 1989; Nedungadi 1990). In fact, Pechmann and Stewart found that people spend more time looking at magazine ads for high market share brands than for low market share brands (Pechmann and Stewart 1990). We therefore expect that attention and evaluation will be higher for high market-share brands, and that in-store factors will have a stronger impact on low market-share brands. Once differences in brand awareness and accessibility are accounted for (through the market share measure), past brand usage is really an indicator of consumer preferences. We expect that preferences, like other top-down factors, will increase attention and, of course, evaluation. We also expect that past usage will increase the effects of in-store factors because consumers are unlikely to choose a brand that they have never used before, even if in-store marketing draws their

attention to this brand, because such brands are likely to have been “permanently” eliminated from consideration. New products are a possible exception because absence of past usage does not necessarily indicate rejection.

Finally, we expect that, unlike in-store factors which primarily influence attention, out-of-store factors influence evaluation and have only a marginal effect on attention. We therefore expect that most of the effects of out-of-store factors on evaluation are direct and are not mediated by attention. For the same reason, we expect to find stronger interactions between in-store and out-of-store factors for evaluation than for attention. We tested all of these hypotheses in an eye-tracking experiment in which we manipulated, for each brand in two categories, the in-store factors (shown in Figure 1) manipulated or measured the out-of-store factors, and measured participants’ attention to and evaluation of all displayed brands.

## **EYE-TRACKING EXPERIMENT**

### **Design and Stimuli**

As shown in Figures 2 and 3, and described in detail in the Web Appendix, we created a fractional factorial design which allowed us to test the effects of the number and location of shelf facings independently of any brand-specific effects using 12 planograms.<sup>2</sup> To test for diminishing sensitivity, we used three levels for the number of a facings manipulation (4, 8, or 12 facings, corresponding to about 45, 90, and 135 square inches in the picture). We used four levels for the vertical position of the brands (first, second, third, and bottom shelf), and four levels for their horizontal position (far left, center left, center right, and far right shelf). In order to create between-subject variation in prices, the brand’s shelf price was either the regular price at the time of the study or was discounted by about 23%. Additional analyses reported in the Web Appendix show that the fractional factorial design allows us to uniquely

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<sup>2</sup> Planogram is the retailing term for a diagram that specifies, usually for a particular product category, the location and number of facings for each SKU (stock-keeping unit).

identify the main effects of in-store factors and their interaction with out-of-store factors, and show that these effects are not confounded with brands.

--- Insert Figures 2 and 3 about here ---

Participants randomly saw one of the 12 planograms for each of two categories (soap and pain relievers), and category presentation order was counterbalanced across participants. As reported in the Web appendix, category order only influenced average recall because of a recency effect, and is not discussed further. We also manipulated the shopping goal of the participants (between subjects) by either giving them a brand choice or a consideration task before they started looking at the displays. This manipulation allowed us to determine whether the measurement of consideration (online *vs.* retrospective) would create any biases. It also provided us with an opportunity to test the robustness of prior findings on the effects of in-store marketing when consumers are either focused on buying a single brand or are simply browsing. There were a total of 48 experimental cells (12 planograms by two shopping goals by two category order conditions).

The stimuli were shelf displays of bar soaps and pain relievers. We chose these categories because of their high penetration level and because the packages of all the brands in these categories use the same “brick” design. This minimizes the possibility that people may recognize the brands without eye fixation and increases the effectiveness of our manipulation of in-store factors. It also ensures that brand is not confounded with package shape or size. We selected the top 11 brands in each category based on their US market share and added a 12<sup>th</sup> brand (intentionally) that was unknown to participants. For this, we used two European brands: Simple soap and Nurofen pain relievers, which were not available in the US. As shown in Figure 2, we used only the best-selling stock-keeping unit per brand (i.e., size and form) so that simple verbalized names would unambiguously identify the brands chosen and considered in our task.



The prices of the other brands were the average regular prices of these products in two major food store chains at the time of the experiment. The prices of the two new brands were determined during pre-tests to position them as regional or store brands. Prices in the sale condition were discounted by an average of 23% (consistent with practice) but were not marked in any special way (i.e., no “shelf talkers”). This was done to avoid confounding the effects of the price discount with the effects of in-store signage. As shown in Figure 3, and explained in details in the Web appendix, price was manipulated between subjects following a Latin-square design. In each planogram, and hence for each participant, half the brands were on sale and half were priced at their regular level. In order to increase the face validity of the stimuli, prices were rounded to the nearest nine-ending number.

### **Procedure**

The data used in our analyses were collected in collaboration with Perception Research Services, Inc. (PRS) using the procedure and stimuli typically used in commercial tests of package designs. We recruited 384 adult shoppers (eight per experimental design cell) in shopping centers in eight US cities and offered them \$10 for their participation. They were heads of household responsible for the majority of their household’s grocery shopping. Their ages ranged from 24 to 69, they had at least a high-school education, and earned a minimum annual income of \$25,000. Twenty participants were eliminated because of a technical problem, sixteen others were eliminated because they did not fill out the questionnaires completely, and four only provided eye-tracking data for one category, leaving a total of 8,304 observations (24 brands for 344 participants and 12 brands for four participants).

Each person was seated and told that he/she would see a series of products like those found in stores. Their eye movements were tracked using infrared corneal reflection, which does not require headgear. The eye-tracking equipment recorded the coordinate of the fovea with a frequency of 60 readings per second and, based on this information, identified when the eyes

were still (which identifies a fixation) and measured the duration of these fixations and the coordinates of the fovea during these fixations. It then mapped the coordinates of the fovea to the position of each area of interest on the picture (e.g., individual brands).

Participants first went through a calibration procedure requiring them to look twice at a blank picture with five circles projected on a 4 x 5 feet screen placed approximately 80 inches in front of them. After the calibration procedure was finished, the participants were told that they would look at two pictures of supermarket shelves. In the choice goal condition, the research assistant asked the participants: "Tell me the name of the one brand that you would buy." In the consideration goal condition, she asked the participants: "Tell me the names of the brands that you would consider buying." In both conditions, participants were told to press a button immediately after they had finished the task. Pressing this button blanked the screen and allowed us to record the total time spent making the decision.

*Attention measures.* The eye-tracking measures available for each participant and category are the total time spent looking at the picture and the position and duration of each eye fixation. Following the standard procedure in eye-tracking research, we eliminated fixations lasting less than the 50 milliseconds required for information acquisition in complex visual scenes perception (van Diepen, De Graef, and d'Ydewalle 1995). The position of the eye fixation enables us to know whether the participant fixated on the package or the price tag area of the brand. However, because the price tag area is very close to the bottom of the packages, it is difficult to attribute with confidence those eye fixations that land between the price and package areas to either one of them. We therefore aggregated fixations to the brand level (i.e., packages and price together) for the two attention variables: "noting" (whether the brand was fixated on at least once) and "reexamination" (whether the brand was fixated on at least twice). These two measures are typically used in commercial eye-tracking package tests as the primary measures of interest. Out of the 8,304 observations, only six indicated recall without

noting and only one suggested consideration without noting. This shows that peripheral vision is not an issue in our setting, and reinforces prior results that eye fixations are valid measure of visual attention (Wedel and Pieters 2008). Note also that these six anomalous results could also have been caused by error in the recording of recall and consideration. On the other hand, among the 6,013 cases of noting, 3,949 were not recalled. This already suggests that recall is an evaluation measure, not an attention measure.

*Evaluation measures.* In the consideration goal condition, a research assistant recorded the names of the brands *considered* as participants verbalized them during the eye-tracking task. After the screen was blanked, the research assistant asked participants: “If you had to choose only one brand, which one would it be?” In the choice goal condition, the research assistant recorded the name of the one brand *chosen* for purchase as participants verbalized it during the eye-tracking task. After the screen was blanked, the research assistant asked participants: “Now, please tell me the names of the other brands that you considered buying, if any, when I asked you to choose one.” This procedure allowed us to measure brand consideration and brand choice in both shopping goal conditions. After providing the consideration and choice information for the first category, participants followed the same procedure for the second category. Participants were therefore in the same shopping goal condition for both products. After the second eye-tracking task was completed, the research assistant measured recall of visual attention, first for the second category (which had just been seen), then for the first category, by asking: “Thinking of the [soap or pain relievers] that you just saw, please tell me the names of the brands that you remember seeing.” She then asked the same question for the first product category. After the recall measure, participants went to a separate room where they provided information about their past brand usage for each of the 24 brands and were asked general questions about their individual characteristics. In total, each interview lasted about ten minutes.

## RESULTS

### Breadth and Depth of in-Store Attention and Evaluation

The descriptive statistics were essentially identical for soaps and pain relievers, so we provide average results for both categories. Participants spent less time in the choice goal condition ( $M = 15.5$  seconds) than in the consideration goal condition ( $M = 19.2$  seconds,  $F(1, 347) = 7.3, p < .01$ ). This shows that the shopping goal manipulation successfully encouraged people to either focus on fast and efficient purchasing (choice goal condition) or to be more open-minded and browse the shelf without needing to make an immediate decision. Both purchase decision times are consistent with the measures recorded by in-store observation studies (Hoyer 1984; Leong 1993). The noting and reexamination probabilities (respectively, 72% and 51%) were similar to what is typical in commercial package tests and highly correlated ( $r = .63$ ). Recall was significantly lower (31%), weakly correlated with attention, and strongly correlated with consideration (see Table 1). This shows that recall is biased toward preferred brands (see also Hutchinson, Raman, and Mantrala 1994) and provides additional evidence that it may not be a good proxy for visual attention (we return to this issue in the model results section).

--- Insert Table 1 here ---

Only 24% of the brands (2.8 out of 12) were included in the consideration set. Participants therefore considered only a third of the brands noted and just under half the brands reexamined. These consideration sets are slightly smaller than those obtained in the ASSESSOR studies, perhaps because we did not have multiple product variants per brand (Hauser and Wernerfelt 1990). As shown in Table 1, consideration was weakly correlated with noting and reexamination and strongly correlated with recall and choice. This shows that noting is not a direct proxy for brand consideration and that one needs to separately model attention and evaluation. In addition, the positive correlation between attention and evaluation

does not show whether in-store factors caused consideration or whether people looked at brands already in their long-term consideration sets.

Results for the two brands that no participant had seen before (Simple soap and Nurofen pain reliever) provide a simple empirical test of the effects of attention on evaluation. As expected, we found that recall, consideration, and choice increased with the number of in-store fixations on these brands. For example, brand choice increased from zero among people who never fixated these brands to 3.6% among people who fixated them more than ten times ( $\chi^2(1) = 7.1$ ,  $p < .01$ ). Because participants had never seen these brands before the study, we can safely maintain that in-store eye fixations caused these increases in recall, consideration, and choice and were not themselves caused by memory-based out-of-store factors such as prior usage.

Overall, these descriptive results show that in-store attention is limited and that higher attention can increase consideration and choice for new brands. However, the low number of observations and the low purchase scores for the two new brands prevent us from obtaining reliable results about which specific in-store marketing activity was most responsible for the in-store attention that led to the improved purchase probabilities. Even if we had more observations regarding these two brands, it would be important to study the effects of in-store factors for the other, established brands. In the next section, we examine this issue for all brands by estimating five categorical (logistic or multinomial) regressions, one for each dependent variable. As described in the Web Appendix, these regressions take into account the mixed (within and between-subject) nature of the data and deal with individual heterogeneity with a random intercept model. The direct and indirect effects of in-store and out-of-store factors will be examined later using path analysis.

### **Regression Analyses**

To take into account the repeated-measures structure of the data, we estimated separate random-effects binary logistic regressions for noting, reexamination, recall, and consideration

with in-store and out-of-store independent variables and with random brand and individual intercepts. For the choice data, we estimated a conditional logistic regression (i.e., McFadden's multinomial logit) because participants were constrained to choose only one brand per category, whereas they could, of course, note, reexamine, recall, and consider multiple brands. The conditional logistic regression examines how differences across brands explain which of the 12 brands was chosen. As a result, it cannot estimate the effects of consumer-specific out-of-store factors that are constant across brands for a given respondent and category (shopping goal, shopper trait, demographics, and category order).

The variable names and definitions are provided in Table 2 and the model specification is provided in the Web Appendix. Because the effects were similar for soaps and pain relievers, we aggregated the data across both categories. Very few of the interactions between in-store position and out-of-store factors were significant and no significant increase in fit was obtained from including these interactions. Table 3, therefore, reports only the parameter estimates of the models that included the interactions of the out-of-store variables with the number of facings. To facilitate the interpretation of the effect sizes, Figure 4 shows the mean noting, reexamination, recall, consideration, and choice across the different levels of the key in-store and out-of-store variables. Unobserved brand and individual effects are discussed in the Web Appendix.

--- Insert Tables 2 and 3 and Figure 4 here ---

*In-Store effects.* Except for left vs. right position and price (which had no effect), all in-store factors had large effects on attention but these effects carried through weakly (and not uniformly) to evaluation. The number of facings had strong and positive effects on both noting and reexamination that were marginally diminishing (as indicated by significant quadratic effects). Going from four to eight facings increased the probability of noting the brand by 28% (from 60% to 76%) and the probability of reexamining it by 40% (from 38% to



53%) but adding another four facings only added an extra 7% to noting (from 76% to 82%) and an extra 19% to reexamination (from 53% to 63%). The effects of facings on the three evaluation measures were also positive and statistically significant but were linear and of a smaller magnitude. Going from four to twelve facings improved recall by 17% (from 28% to 33%), consideration by 18% (from 21% to 25%), and choice by 15% (from 7.7% to 8.8%).

The effects of shelf location were assessed using separate variables for horizontal and vertical positions (see Table 2). We coded the horizontal position on the shelf with two binary variables: LEFT indicated whether the brand was on the left or right side of the shelf and HCENTER indicated whether it was in the center or at the extreme ends of the shelf. In order to illustrate the combined effects of LEFT and HCENTER in an intuitive way, we report in Figure 4 the mean attention and evaluation for three areas of the shelf: left, center (which combines both center left and center right), and right. As Table 3 and Figure 4 show, being located on the right or left side of the shelf made no difference to either attention or evaluation. However, brands were more likely to be noted and reexamined when they were near the center of the shelf than when they were located at its extremities ( $M_{Center} = 80\%$  vs.  $M_{Extreme} = 65\%$ ), and the same pattern was evident for reexamination ( $M_{Center} = 59\%$  vs.  $M_{Extreme} = 43\%$ ), but not for recall. Importantly, this effect carried through to consideration ( $M_{Center} = 24.1\%$  vs.  $M_{Extreme} = 22.9\%$ ) and choice ( $M_{Center} = 9.0\%$  vs.  $M_{Extreme} = 7.7\%$ ), although it was only statistically significant for choice.

For vertical position, we used a similar coding as for horizontal position. In the regressions, TOP indicated whether the brand was on the top two or the bottom two shelves and VCENTER indicated whether it was on the middle two shelves (shelves 2 and 3) or on one of the two extreme shelves (shelves 1 or 4, see Figure 4). To show the combined effects of these two variables, Figure 4 reports the means for the top shelf, for the middle two shelves, and for the bottom shelf. Compared to positioning the brand on the bottom shelves, positioning it on

the top shelves had a positive influence on all the dependent variables, increasing noting ( $M_{Top} = 74\%$  vs.  $M_{Bottom} = 70\%$ ), reexamination ( $M_{Top} = 54\%$  vs.  $M_{Bottom} = 48\%$ ), recall ( $M_{Top} = 32\%$  vs.  $M_{Bottom} = 30\%$ ), consideration ( $M_{Top} = 24.4\%$  vs.  $M_{Bottom} = 22.6\%$ ), and choice ( $M_{Top} = 8.8\%$  vs.  $M_{Bottom} = 7.9\%$ , although this last difference was not statistically significant). In contrast, positioning the brand on one of the middle two shelves helped attention (for noting:  $M_{Middle} = 80\%$  vs.  $M_{Extreme} = 64\%$ ; for reexamination:  $M_{Middle} = 62\%$  vs.  $M_{Extreme} = 40\%$ ) but these gains did not extend to evaluation, which was actually slightly lower for the middle two shelves than for the extreme shelves (although these differences were not statistically significant).

The PRICE variable, the actual shelf price of the brand as seen by the participants (i.e., regular or discounted) was transformed to have zero mean and unit variance within each category (as shown in Table 2). Like HIGHMS (the market share variable), PRICE had no effect on attention but high-priced brands were more likely to be recalled and considered.<sup>3</sup>

*Out-of-store effects and interactions.* As expected, out-of-store factors primarily influenced evaluation, although some also had statistically significant effects on attention. Past usage increased noting ( $M_{Regular\ user} = 76\%$  vs.  $M_{Non\ user} = 71\%$ ) and reexamination ( $M_{Regular\ user} = 59\%$  vs.  $M_{Non\ user} = 48\%$ ) and both effects were statistically significant. Still, Figure 4 shows that these effects on attention are small and marginally diminishing, whereas the effects of past usage on evaluation are massive (for recall:  $M_{Regular\ user} = 80\%$  vs.  $M_{Non\ user} = 15\%$ , for consideration:  $M_{Regular\ user} = 80\%$  vs.  $M_{Non\ user} = 6\%$ , and for choice:  $M_{Regular\ user} = 49\%$  vs.  $M_{Non\ user} = 1\%$ ).

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<sup>3</sup> The same results were obtained using regular price (instead of final price) and a binary variable for promotion (which was never statistically significant). More detailed analyses of eye-fixations on the price tags themselves (vs. the packages) showed that this happened because the price discount manipulation did not draw attention to prices. This is consistent with the finding of previous research regarding the low level of price search and the need to advertise price reductions (Dickson and Sawyer 1990; Woodside and Waddle 1975), which we did not do here.

The expected interaction between usage and facings was supported by the data. Increasing the number of facings had a lower effect among non-users than among past users of the brand. For example, increasing the number of facings from four to twelve improved consideration by 26% (from 38% to 48%) among regular users but increased it by only 8% (from 6.2% to 6.7%) among non-users.

We also found the expected main and interaction effects of market share (captured by the HIGHMS variable) on evaluation but not on attention. Noting and reexamination were not statistically different between high and low market-share brands, and increasing facings improved attention equally, regardless of market share. For evaluation, however, high market-share brands were more likely to be recalled ( $M_{High\ share} = 47\%$  vs.  $M_{Low\ share} = 14\%$ ), considered ( $M_{High\ share} = 39\%$  vs.  $M_{Low\ share} = 9\%$ ) and chosen ( $M_{High\ share} = 14\%$  vs.  $M_{Low\ share} = 2\%$ ). In addition, a higher number of facings increased consideration and choice more for low market-share brands than for high market-share brands. For example, increasing the number of facings from four to twelve increased choice by 60% (from 1.9% to 3%) for low market-share brands but increased choice by only 9% (from 13.4% to 14.7%) for high market-share brands.

We now turn to the consumer-specific variables. In general, these factors had a stronger impact on evaluation than on attention (note that these factors could not influence choice likelihood because all participants had to choose only one brand). As expected, participants in the consideration shopping goal condition paid attention to more brands and had larger consideration sets than participants who were asked to choose only one brand (but only the latter was statistically significant). The interactions of CSDGOAL with FACING were never statistically significant. Overall, we could not replicate prior results on the difference between “browsers” and “fast and efficient” shoppers. On the positive side, this shows that the key

results hold, regardless of whether consideration and choice were measured during or after the eye-tracking task.

To measure each individual's shopping trait, we asked them to rate their agreement with the item "When buying [soap or pain relievers], price is more important than brand" on a scale anchored with 1 = "completely disagree" and 7 = "completely agree"). Individuals who answered 1 or 2 were categorized as "brand shoppers," those who answered 6 or 7 were categorized as "price shoppers," and those who answered 3, 4, or 5 were categorized as "value shoppers" because their response indicated that they were willing to trade off brand and price. As expected, value shoppers noted, recalled and considered more brands (although only the latter was statistically significant) and their choices were more influenced by facings than the choices of either brand or price shoppers, who had the same attention and evaluation patterns. Turning to demographics, we found that participants with a higher education paid attention to fewer brands but recalled more brands than participants with lower levels of education. Consistent with prior research on the effects of education and income on impulse buying, the number of facings influenced choice more among highly educated consumers. Finally, age had no impact on attention but older participants tended to consider fewer brands and were less responsive to changes in the number of facings, which is also consistent with the prior results on unplanned purchasing reviewed earlier.

#### Mediation Analyses

The separate analyses of noting, reexamination, recall, consideration, and choice enabled us to examine the effects of in-store and out-of-store factors on a detailed set of behaviors of important theoretical and practical interest. However, the separate analyses provided estimates of the *total effects* of each factor on, say, choice but did not allow us to estimate how much of this total effect was mediated by attention and how much was a direct effect on choice. Drawing on the results of Zhang, Wedel, and Pieters (2009) that the effects of feature

advertisements on sales are mediated by attention, it would be interesting to examine whether the effects of in-store effects on evaluation are also entirely mediated by attention, and may therefore be effective even if they have no direct effect on consideration or choice. Finally, the similarities between the patterns of responses of the two attention measures and between the three evaluation measures suggest that it may be useful to construct summary measures of attention and evaluation in order to provide single estimates of the effects of these factors on these two constructs. To address these questions, we estimate simultaneously all the causal relationships shown in Figure 1 using a structural equation model with observed variables (i.e., a path analysis).

*Variables and Method.* For the path analysis, we estimated the structural equation model shown in Figure 5 (including the brand dummies not shown in Figure 5). All the variables were observed except the two error terms  $z_1$  and  $z_2$ . Instead of the five separate dependent variables, we used two causally related ordered dependent variables: attention and evaluation. To compute the summary measure of attention, we leveraged the nested nature of noting and reexamination (since all the brands reexamined were also noted) to compute a three-level ordered categorical variable,  $ATTENTION_{ij}$ , which indicates, for each brand  $j$  and person  $i$ , whether the brand was (a) never fixated, (b) fixated exactly once, or (c) whether it was fixated at least twice. We also used the nested nature of the consideration and choice data (since all the brands chosen were also considered) to construct a three-level ordered categorical variable,  $EVALUATION_{ij}$ , which indicates whether the brand was (a) neither chosen nor considered, (b) considered but not chosen, or (c) considered and chosen. We did not use recall data because it was not perfectly nested (i.e., 16% of considered brands were not recalled). However, the results are very similar if we incorporate recall data and compute a four-level ordered measure of evaluation by assuming that all the brands considered were also recalled.

To estimate the parameters of the path analysis, we used the Bayesian estimation procedure of AMOS 16.0 (Arbuckle 2007) and generated 18,000 samples using the MCMC algorithm. The Bayesian estimation allows us to study ordered-categorical data and hence to relax the assumption that all the levels of the ATTENTION and EVALUATION variables are equally spaced. It also allows us to obtain the 95% credible interval of the posterior distribution of direct, indirect, and total effects, which is problematic with other estimation procedures. Regression parameters were estimated for each single arrow and covariances were estimated for double arrows. There are no correlations between variables that were orthogonally manipulated (e.g., FACING and LEFT).

--- Insert Figures 5 and 5 about here ---

*Path Analysis Results.* Figure 6 shows three unstandardized regression coefficients for the key in-store and out-of-store variables: (1) the coefficient of the direct effect measures the impact of each factor on evaluation after controlling for the effects of attention, (2) the coefficient of the indirect effect measures the impact on evaluation that is mediated by attention, and (3) the coefficient of the total effect (i.e., the sum of the direct and indirect effects). Because the range of all the independent variables was normalized to 1, comparing the value of these coefficients gives us an indication of the size of their effects.

The path analysis shows that evaluation is primarily driven by out-of-store effects, so we discuss these effects first. As Figure 6 shows, indirect effects were small and often not statistically significant, showing that only a small fraction of the total effects of out-of-store factors on evaluation were mediated by attention. For example, although the indirect effects of high past usage and high market share were statistically significant, they both accounted for only 3% of the total effects of these factors on evaluation.

Among in-store variables, the role of attention as mediator is much greater than for out-of-store variables. This was especially true for the effect of facings, which was large and

completely mediated by its effect on attention. As in the regression analyses, positioning the brand on the left or right had no impact on either attention or evaluation. Interestingly, the direct and indirect effects of being on the top two shelves (*vs.* the bottom two shelves) were both positive and statistically significant, with the indirect effect accounting for 36% of the total effect. In contrast, and as predicted in the separate regression analyses, the positive indirect effects of a central, vertical, and horizontal position were offset by negative direct effects not mediated by attention; only partially for horizontal center (whose total effect on evaluation was still positive and statistically significant), but entirely in the case of vertical center (whose total effect was negative but not statistically significant). Thus, the key result from this analysis is that the number of facings has a clear causal impact on evaluation that is mediated by attention, but the effects of location are mixed and attention-mediated effects are apparently offset by direct effects.

## **GENERAL DISCUSSION**

The objective of this research was to examine whether in-store shelf management works: (a) does it draw attention to the brand, (b) does it influence brand consideration and choice over and above the contribution of out-of-store factors, (c) do these effects depend on brand and consumer-specific out-of-store factors, and (d) how much are the observed effects on brand evaluation mediated by attention? To answer these questions, we manipulated the number of facings and the vertical and horizontal position of 12 brands of bar soap and pain relievers, while keeping total shelf space constant, and measured consumers' past usage, shopping traits and demographics.

### **Effects of the Number and Position of Shelf Facings**

Our main result is that the number of shelf facings strongly influences visual attention and, through attention, brand evaluation. In the best brand scenario, for occasional users of a low market-share brand, doubling the number of facings improved noting by 26% (from 63% to



80%), reexamination by 33% (from 43% to 58%), consideration by 22% (from 24% to 29%), and choice by 67% (from 3% to 5%). For the average brand and consumer, doubling the number of facings increased noting by 28%, reexamination by 35%, and choice and consideration by 10%.

Our results stand, therefore, in sharp contrast with the conclusion of Drèze, Hoch, and Purk (1994, p. 324) that most brands would not benefit from additional facings over and above the current levels in actual markets. Rather, our results support the conclusions from earlier experimental studies which found an average 0.2 elasticity of brand sales to shelf space increases (Campo and Gijsbrechts 2005), and with the eye-tracking studies that found that display size is one of the most reliable drivers of attention (Wedel and Pieters 2008). Aside from the methodological differences (e.g., Drèze et al. (1994) examined larger categories and their quasi-experimental field study did not manipulate the number and position of facings independently of brand), the discrepancy with their results can be best explained by the fact that we studied brand consideration and choice given category purchase and did not examine purchase quantity. In contrast, Drèze et al. (1994) studied unit brand sales, which are influenced by brand choice but also by category incidence and purchase quantity. Empirical generalizations have shown that two thirds of the variance in unit brand sales comes from category incidence and purchase quantity decisions and that marketing actions have a lower impact on these two decisions than on brand choice (Van Heerde, Gupta, and Wittink 2004).

Our findings on the relative effectiveness of different shelf positions for brand evaluation are broadly consistent with those of prior studies. However, our mediation analyses reveal important differences between attention and evaluation that had not been anticipated in the literature, which has so far focused on inferential (*vs.* attentional) effects. We find that the position of facings strongly influences attention (similar to our results for number of facings), but that attention gains from shelf position do not always improve evaluation (unlike our

results for number of facings). This is because shelf position, especially on the vertical dimension, also directly influences evaluation (after controlling for attention), and in a way that can either strengthen (when the brand is on the top shelf) or weaken (when the brand is on the middle shelves) the positive impact of higher attention. For example, positioning the brand on the top shelf (vs. the bottom one) increased noting by 17% and choice by 20%, and 36% of the gains in terms of brand evaluation came from attention. In contrast, placing a brand near the horizontal center of a shelf (rather than on either of its ends) increased noting by 22% and choice by 17%, but all the evaluation gains came from attention because the direct effects on evaluation were actually negative. This shows that not all position-based improvement in attention is equal in its ability to improve evaluation. It also reinforces the findings of Raghubir and Valenzuela (2008) that the effects of vertical position (and particularly the positive inferences associated with a high location) are stronger than the effects of being on the left vs. the right side of a shelf.

### **Implications for Managers**

The traditional justification for in-store marketing and attention studies is that “unseen is unsold”. According to various studies, a majority of brand choice decisions are made inside the store, yet consumers only evaluate a fraction of the products available (Inman, Winer, and Ferraro 2009). In this context, one would expect that improved attention through in-store marketing activity would strongly influence consumer behavior at the point of purchase, and our results show that it does, but only to a certain extent. In addition, our results show that improving attention is not a sufficient condition, since not all in-store attention drives choice.

We found that out-of-store factors do influence visual attention but much less than in-store factors. This is consistent with the results of van der Lans, Pieters, and Wedel, (2008) on the primacy of bottom-up factors in guiding visual attention and search among brands in supermarket displays. On the other hand, out-of-store factors have a much stronger impact

than in-store factors on evaluation and only a small fraction of this impact is mediated by attention. Thus, the overall picture that emerges from our analyses is that in-store factors have powerful effects on attention that translate into small, but reliable effects on brand evaluation. These small effects build up over time and contribute to individual-specific out-of-store factors. This picture is consistent with the “trench warfare” metaphor often used for packaged goods sold in supermarkets. Large battles for attention are waged every day, but the battle lines of market share change very slowly.

*Attention as brand equity.* Among out-of-store factors, we found that past brand usage increases attention and not just consideration given attention or choice given consideration. The positive impact of past usage on attention is particularly valuable because, without attention, brand preference cannot affect consideration and choice. In addition, past brand usage improves the effectiveness of facings in driving consideration and choice. Importantly, our results suggest that brand usage does not just increase the expected utility of the brand. It also decreases search costs and increases the effectiveness of in-store marketing, which, in turn, interact with expected utility to drive consideration and choice in a multiplicative manner (i.e., positive double jeopardy; see Alba et al. 1991; Pechmann and Stewart 1990). This implies, for example, that a comprehensive measure of brand equity should use eye-tracking data to measure its attention-getting impact in addition to the typical measures of recall and preference given forced exposure.

We also found that, after controlling for individual differences in brand usage, low market-share brands were more responsive to facing increases than high market-share brands. This underscores the importance of distinguishing between liking and the overall higher brand accessibility of high market-share brands. Increasing the number of facings is therefore particularly useful for small-niche brands with a loyal customer base. Finally, we found that in-store marketing works particularly well for younger, more educated, “opportunistic”

consumers, not because of differences in attention (attention patterns and the influence of in-store marketing were similar across all consumers) but because these consumers were more willing to consider and choose brands that were brought to their attention because of in-store marketing (i.e., less stickiness).

*Measures of point-of-purchase effectiveness.* For managers interested in developing metrics of point-of-purchase behavior, our results show that these behaviors can be clearly categorized into two groups, depending on whether they are based on attention and measured by eye movements (noting and reexamination) or on higher-order evaluative processes and measured by verbal reports (recall of visual attention, consideration, and choice). Even though recall was nominally about attention, it should not be used as a proxy for visual attention. First, recall misses about two thirds of the brands that were actually fixated. Second, and more importantly, recall is biased to favor highly evaluated brands. This is consistent with research on brand recall tasks showing that a sufficient amount of elaboration is necessary for recall (Hutchinson, Raman, and Mantrala 1994; Lynch, Marmorstein, and Weigold 1988). Drawing inferences about visual attention from recall data would therefore lead to important errors. For example, shoppers with high education levels recalled more brand names but actually noted fewer brands on the shelves. We therefore validate the claims of Pieters and Wedel (2007; 2008) that marketers need to measure attention and not just evaluation, and that eye-tracking data are required to measure attention (but see also Burke et al. 1992; Pechmann and Stewart 1990 for alternative methods using computer simulated environments).

### **Implications for Future Research**

The key issue for future research is to determine why some improvements in visual attention, such as those caused by a higher number of facings, reliably improve consideration and choice, whereas others, such as those gained by positioning the brand on one of the middle shelves, do not. One possible explanation is that some enhancements in visual attention are

driven by bottom-up visual characteristics, whereas others are goal-directed, and hence more likely to lead to consideration and choice. For example, a position in the center of the shelf may automatically improve noting and reexamination simply because of the limited visual angle of saccades (Rayner 1998). After having fixated a brand at one end of the shelf, consumers wishing to evaluate brands located at the other end of the shelf are likely to fixate brands located in the center while on their way to the other end. These “stepping-stone” fixations may mostly serve the “where” (orientation) component of attention rather than the “what” (identification) component of attention (Liechty, Pieters, and Wedel 2003). Supporting this speculation, we found that the mean and variance of the duration of eye fixations (gaze) were shorter for the 25% of fixations located nearest to the center the shelf than the 25% of fixations farther away from the center ( $M_{Center} = .249$  ms vs.  $M_{Extreme} = .270$  ms,  $t = 3.0$ ,  $p < .05$ ;  $\sigma^2_{Center} = .09$  vs.  $\sigma^2_{Extreme} = .14$ , Levene statistic (1) = 3.9,  $p < .05$ ). This is also consistent with prior results showing that gaze duration is shorter for less informative objects (Henderson and Hollingworth 1999).

Marketplace meta-cognitions provide another explanation for the dissociation between attention and evaluation. It may be that, as suggested by Buchanan, Simmons, and Bickart (1999), people homogeneously expect that a higher number of facings indicates an important brand. In contrast, there may be more heterogeneity in the inferences people make based on the shelf location of the brands. For example, Raghubir and Valenzuela (2008) found that people who were looking to buy premium brands tended to choose brands on the right-hand side of horizontal displays, whereas people looking to buy value brands preferred those in the center. In contrast, there is converging evidence from a variety of studies that a high vertical position is universally associated with positive evaluation and with power (Meier and Robinson 2004; Schubert 2005). One explanation of our results may therefore simply be that

the participants had a preference for premium soaps and pain relievers, and hence avoided those in the center of the shelf and favored those on the top shelf.

Our understanding of consumer decision making at the point of purchase would also benefit from better measurement of the dependent and independent variables. For example, it would be helpful to directly measure the effects of brand accessibility and liking and to examine how they interact with in-store factors. Another issue would be to examine whether there may be any additional mediators between attention and evaluation and whether some factors moderate the attention-to-evaluation path. More generally, it would be useful to study the extent to which attention, consideration, and choice may simply be indicators with different thresholds of the same latent construct, say the brand's utility, or whether they represent qualitatively different decisions. Our finding that attention is largely influenced by different factors than those that influence choice suggests that it may be a causal (formative) antecedent of choice and not simply another reflective indicator of the same construct. To address this issue, researchers would have to build an integrative model of attention, consideration, and choice that uses all the information collected here. Such a model would also show whether researchers need to measure attention and choice or whether they can infer these stages with the choice data alone, as is typically done in such multi-stage models.

**TABLE 1**  
**Correlation between Attention and Evaluation Measures**

|               | Attention |               | Evaluation |               |        |
|---------------|-----------|---------------|------------|---------------|--------|
|               | Noting    | Reexamination | Recall     | Consideration | Choice |
| Noting        | 1.00      |               |            |               |        |
| Reexamination | .63       | 1.00          |            |               |        |
| Recall        | .13       | .14           | 1.00       |               |        |
| Consideration | .11       | .13           | .64        | 1.00          |        |
| Choice        | .08       | .10           | .40        | .54           | 1.00   |



**TABLE 2**  
**Variable Names and Definitions**

| <i>Attention variables</i>  |   |
|-----------------------------|---|
| NOTING <sub>ij</sub>        | 1 if participant <i>i</i> fixated on brand <i>j</i> at least once and 0 otherwise.  |
| REEXAM <sub>ij</sub>        | 1 if participant <i>i</i> fixated on brand <i>j</i> at least twice and 0 otherwise.   |
| ATTENTION <sub>ij</sub>     | Ordered categorical variable which indicates, for each brand <i>j</i> and person <i>i</i> , whether the brand was (a) never fixated, (b) fixated exactly once, or (c) fixated at least twice.   |
| <i>Evaluation variables</i> |   |
| RECALL <sub>ij</sub>        | 1 if participant <i>i</i> recalled having seen brand <i>j</i> and 0 otherwise.  |
| CONSID <sub>ij</sub>        | 1 if participant <i>i</i> considered buying brand <i>j</i> and 0 otherwise.   |
| CHOICE <sub>ij</sub>        | 1 if participant <i>i</i> stated a choice to buy brand <i>j</i> and 0 otherwise.  |
| EVALUATION <sub>ij</sub>    | Ordered categorical variable which indicates, for each brand <i>j</i> and person <i>i</i> , whether the brand was (a) neither chosen nor considered, (b) considered but not chosen, or (c) considered and chosen.   |
| <i>In-store factors</i>     |   |
| FACING <sub>ij</sub>        | -1/2 if for participant <i>i</i> , brand <i>j</i> had 4 facings, 0 for 8 facings, and 1/2 for 12 facings.   |
| FACINGSQ <sub>ij</sub>      | 2/3 if for participant <i>i</i> , brand <i>j</i> had 8 facings and -1/3 otherwise (= FACING <sup>2</sup> ).   |
| LEFT <sub>ij</sub>          | 1/2 if the brand was on the left-hand side of the shelf and -1/2 otherwise.   |
| HCENTER <sub>ij</sub>       | If FACING <sub>ij</sub> ≤ 0: 1/2 if for participant <i>i</i> , brand <i>j</i> touched the center of the shelf and -1/2 otherwise. If FACING <sub>ij</sub> = 1/2: 0 because brands with 12 facings occupy the whole left or right side of the shelf, making it impossible to determine horizontal position since the brand then touches both the center and extremity of the shelf. Note that this coding makes HCENTER <sub>ij</sub> and FACING <sub>ij</sub> orthogonal. |
| TOP <sub>ij</sub>           | 1/2 if for participant <i>i</i> , brand <i>j</i> was on the top two shelves and -1/2 otherwise.   |
| VCENTER <sub>ij</sub>       | 1/2 if for participant <i>i</i> , brand <i>j</i> was on the middle two shelves and -1/2 otherwise.  |
| PRICE <sub>ij</sub>         | The brand's shelf price in \$, z-scored (mean = 0, variance = 1 for each category).   |
| <i>Out-of-store factors</i> |   |
| MEDUSE <sub>ij</sub>        | 2/3 if participant <i>i</i> bought brand <i>j</i> occasionally in the past and -1/3 otherwise.  |
| HIGHUSE <sub>ij</sub>       | 2/3 if participant <i>i</i> bought brand <i>j</i> regularly in the past and -1/3 otherwise.   |
| HIGHMS <sub>j</sub>         | 1/2 if the market share of brand <i>j</i> is in the top half of the category and -1/2 otherwise.  |
| CSDGOAL <sub>i</sub>        | 1/2 if participant <i>i</i> was asked to name all the brands that she would <i>consider</i> buying and -1/2 if she was asked to name the one brand that she would buy.  |
| PRICESHOP <sub>i</sub>      | 2/3 if participant <i>i</i> rated her agreement with the item "When buying [soap or pain relievers], price is more important than brand" as a 6 or 7 (where 1 = "completely disagree" and 7 = "completely agree") and -1/3 otherwise.   |
| VALUSHOP <sub>i</sub>       | 2/3 if participant <i>i</i> rated her agreement with the item "When buying [soap or pain relievers], price is more important than brand" as 3, 4, or 5 and -1/3 otherwise.  |
| EDUC <sub>i</sub>           | -1/2 if participant <i>i</i> has a high school degree or less, 0 if she has some college education, 1/2 if she has a college degree or more.  |
| AGE <sub>i</sub>            | The mean-centered age of participant <i>i</i> , in decades (i.e., 3.8 = 38 years old).  |
| <i>Control factors</i>      |   |
| CATORDER <sub>i</sub>       | 1 if participant <i>i</i> viewed this <i>category</i> first and 2 if it was seen second.  |
| BRAND <sub>kj</sub>         | The brand-specific intercepts, equal to 1/12 if <i>j</i> = <i>k</i> , -11/12 otherwise.   |

**TABLE 3**  
**Categorical Regression Results: Unstandardized Parameter Estimates and Standard**  
**Errors**

|                      |                              | Attention    |              | Evaluation  |              |             |              |
|----------------------|------------------------------|--------------|--------------|-------------|--------------|-------------|--------------|
|                      |                              | NOTING       | REEXAM       | RECALL      | CONSID       | CHOICE      |              |
| In-store factors     | FACING                       | 1.5** (.12)  | 1.4** (.10)  | .50** (.11) | .55** (.12)  | .41* (.19)  |              |
|                      | FACINGSQ                     | -.38** (.07) | -.20** (.06) | -.01 (.06)  | .00 (.07)    | -.07 (.10)  |              |
|                      | LEFT                         | .07 (.06)    | .09 (.06)    | -.02 (.06)  | -.05 (.07)   | -.13 (.10)  |              |
|                      | HCENTER                      | 1.5** (.08)  | 1.6** (.07)  | -.06 (.07)  | .06 (.09)    | .27* (.13)  |              |
|                      | TOP                          | .28** (.06)  | .33** (.06)  | .14* (.06)  | .15* (.07)   | .14 (.10)   |              |
|                      | VCENTER                      | 1.3** (.07)  | 1.5** (.06)  | -.04 (.06)  | -.11 (.07)   | -.12 (.11)  |              |
|                      | PRICE                        | .07 (.05)    | -.02 (.05)   | .11* (.04)  | .10* (.05)   | .01 (.07)   |              |
| Out-of-store factors | MEDUSE                       | .25** (.09)  | .28** (.08)  | 1.5** (.07) | 2.2** (.09)  | 2.0** (.18) |              |
|                      | HIGHUSE                      | .55** (.12)  | .77** (.10)  | 3.0** (.11) | 4.1** (.13)  | 4.5** (.19) |              |
|                      | MEDUSE×FACING                | -.12 (.20)   | -.23 (.18)   | .17 (.17)   | .43* (.20)   | .54 (.42)   |              |
|                      | HIGHUSE×FACING               | -.09 (.27)   | -.43 (.24)   | .59* (.24)  | .67* (.27)   | .82* (.40)  |              |
|                      | HIGHMS                       | .09 (.19)    | .32 (.17)    | 1.7** (.15) | 1.8** (.24)  | .31 (.53)   |              |
|                      | HIGHMS×FACING                | .14 (.17)    | -.12 (.15)   | .08 (.16)   | -.52** (.20) | -.79* (.34) |              |
|                      | CSDGOAL                      | .10 (.13)    | .15 (.13)    | .12 (.08)   | .27** (.09)  | ---         | <sup>c</sup> |
|                      | CSDGOAL×FACING               | .10 (.16)    | .21 (.14)    | .25 (.15)   | .03 (.18)    | -.37 (.25)  |              |
|                      | VALUSHOP                     | .22 (.14)    | .12 (.14)    | .11 (.08)   | .33** (.09)  | ---         | <sup>c</sup> |
|                      | VALUSHOP×FACING              | .11 (.17)    | .09 (.15)    | .04 (.16)   | .03 (.19)    | .54* (.27)  |              |
|                      | PRICESHOP                    | -.01 (.22)   | -.07 (.21)   | -.04 (.13)  | .02 (.15)    | ---         | <sup>c</sup> |
|                      | PRICESHOP×FACING             | -.05 (.25)   | -.37 (.23)   | .06 (.25)   | -.12 (.29)   | .53 (.41)   |              |
|                      | EDUC                         | -.55** (.19) | -.29 (.18)   | .36** (.11) | .07 (.12)    | ---         | <sup>c</sup> |
|                      | EDUC×FACING                  | .10 (.22)    | -.03 (.20)   | .07 (.21)   | .09 (.25)    | .82* (.35)  |              |
|                      | AGE                          | .03 (.06)    | .02 (.05)    | .00 (.03)   | -.07* (.04)  | ---         | <sup>c</sup> |
|                      | AGE×FACING                   | -.01 (.01)   | .00 (.01)    | -.01 (.01)  | -.01 (.01)   | -.03* (.01) |              |
| Control              | CATORDER                     | -.01 (.13)   | -.05 (.12)   | .16* (.08)  | .04 (.09)    | ---         | <sup>c</sup> |
|                      | Brand effects <sup>a</sup>   | 28           | 27           | 193**       | 164**        | 30**        |              |
|                      | Subject effects <sup>b</sup> | 1000**       | 1185**       | 80**        | 58**         | ---         | <sup>d</sup> |

Notes: \*\*:  $p < .01$ , \*:  $p < .05$ ; <sup>a</sup> Value of omnibus test ( $\chi^2$ , 18) that all brand intercepts are zero;

<sup>b</sup> Value of likelihood ratio test ( $\chi^2$ , 1) that within-subject effects are zero (i.e.,  $\rho = \tau^2/(\tau^2 + \sigma^2) = 0$ );

<sup>c</sup> Factor removed from the choice model because constant for all the brands in the category.

<sup>d</sup> Not available in a conditional logistic regression (see Web Appendix).

**FIGURE 1**

**Drivers of Attention and Evaluation at the Point of Purchase**

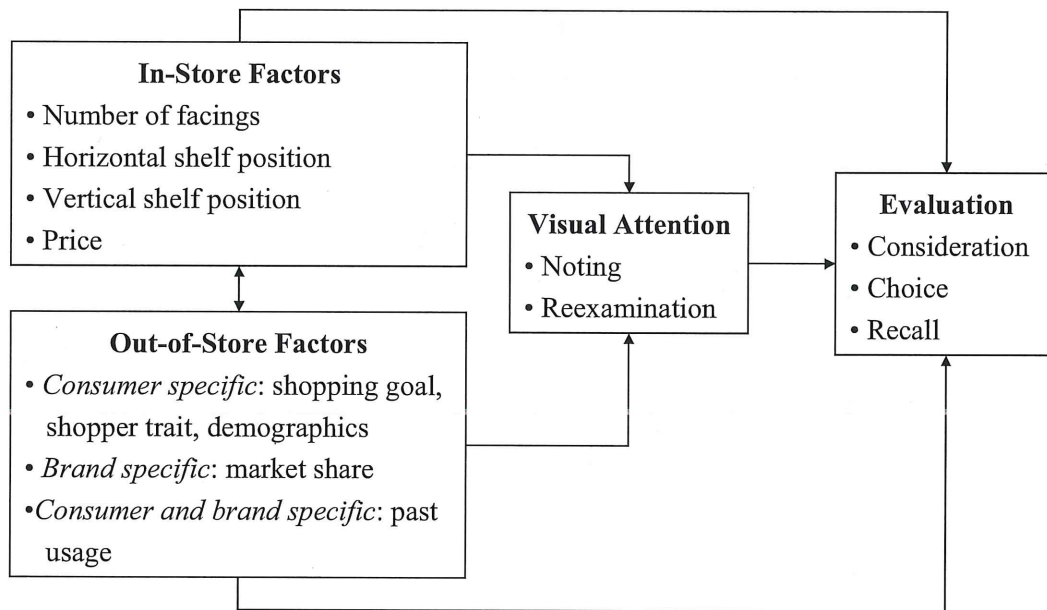




FIGURE 2

Planogram #1 for Soaps (top) and Planogram #11 for Pain Relievers (Bottom)



**FIGURE 3**  
**Planogram Design and Coding**

|         |                | Far left | Center left | Center right | Far right |     | Far left | Center left     | Center right | Far right |     |     |     |     |
|---------|----------------|----------|-------------|--------------|-----------|-----|----------|-----------------|--------------|-----------|-----|-----|-----|-----|
| Shelf 1 | P <sub>1</sub> | 10*      | 11*         | 11*          | 6         | 6   | 6        | P <sub>7</sub>  | 4            | 5*        | 5*  | 12* | 12* | 12* |
| Shelf 2 |                | 12       | 12          | 12           | 4         | 5*  | 5*       |                 | 6            | 6         | 6   | 10* | 11  | 11  |
| Shelf 3 |                | 9*       | 9*          | 9*           | 2         | 2   | 1*       |                 | 2*           | 2*        | 1   | 9*  | 9*  | 9*  |
| Shelf 4 |                | 8        | 8           | 7            | 3*        | 3*  | 3*       |                 | 3            | 3         | 3   | 8   | 8   | 7*  |
| Shelf 1 | P <sub>2</sub> | 11*      | 11*         | 11*          | 3*        | 4   | 4        | P <sub>8</sub>  | 3            | 4*        | 4*  | 11  | 11  | 11  |
| Shelf 2 |                | 9*       | 10          | 10           | 5         | 5   | 5        |                 | 5            | 5         | 5   | 9   | 10* | 10* |
| Shelf 3 |                | 7*       | 7*          | 6            | 2         | 2   | 2        |                 | 1            | 1         | 12* | 8*  | 8*  | 8*  |
| Shelf 4 |                | 8*       | 8*          | 8*           | 1*        | 1*  | 12       |                 | 2*           | 2*        | 2*  | 7   | 7   | 6*  |
| Shelf 1 | P <sub>3</sub> | 9        | 9           | 8*           | 4*        | 4*  | 4*       | P <sub>9</sub>  | 4*           | 4*        | 4*  | 8*  | 9   | 9   |
| Shelf 2 |                | 10*      | 10*         | 10*          | 3         | 3   | 2*       |                 | 3            | 3         | 2*  | 10  | 10  | 10  |
| Shelf 3 |                | 5        | 6*          | 6*           | 1         | 1   | 1        |                 | 12*          | 12*       | 11  | 7   | 7   | 7   |
| Shelf 4 |                | 7        | 7           | 7            | 11        | 12* | 12*      |                 | 1*           | 1*        | 1*  | 5   | 6*  | 6*  |
| Shelf 1 | P <sub>4</sub> | 9        | 9           | 9            | 2         | 2   | 1*       | P <sub>10</sub> | 3            | 3         | 3   | 8   | 8   | 7*  |
| Shelf 2 |                | 8*       | 8*          | 7            | 3*        | 3*  | 3*       |                 | 1            | 2*        | 2*  | 9*  | 9*  | 9*  |
| Shelf 3 |                | 6*       | 6*          | 6*           | 10        | 11* | 11*      |                 | 12           | 12        | 12  | 4   | 5*  | 5*  |
| Shelf 4 |                | 4*       | 5           | 5            | 12        | 12  | 12       |                 | 11           | 11        | 10* | 6*  | 6*  | 6*  |
| Shelf 1 | P <sub>5</sub> | 7        | 7           | 6*           | 2         | 2   | 2        | P <sub>11</sub> | 12*          | 1*        | 1*  | 8*  | 8*  | 8*  |
| Shelf 2 |                | 8*       | 8*          | 8*           | 1*        | 1*  | 12       |                 | 2            | 2         | 2   | 7   | 7   | 6*  |
| Shelf 3 |                | 5        | 5           | 5            | 9         | 10* | 10*      |                 | 11           | 11        | 11  | 4*  | 4*  | 3   |
| Shelf 4 |                | 3*       | 4           | 4            | 11*       | 11* | 11*      |                 | 9            | 10        | 10  | 5*  | 5*  | 5*  |
| Shelf 1 | P <sub>6</sub> | 7*       | 7*          | 7*           | 12        | 12  | 11       | P <sub>12</sub> | 12*          | 12*       | 11* | 7*  | 7*  | 7*  |
| Shelf 2 |                | 6        | 6           | 5*           | 1*        | 1*  | 1*       |                 | 1            | 1         | 1   | 5   | 6   | 6   |
| Shelf 3 |                | 2*       | 3*          | 3*           | 10        | 10  | 10       |                 | 8            | 9         | 9   | 4   | 4   | 4   |
| Shelf 4 |                | 4        | 4           | 4            | 8         | 9   | 9*       |                 | 10*          | 10*       | 10* | 3*  | 3*  | 2*  |

Notes:

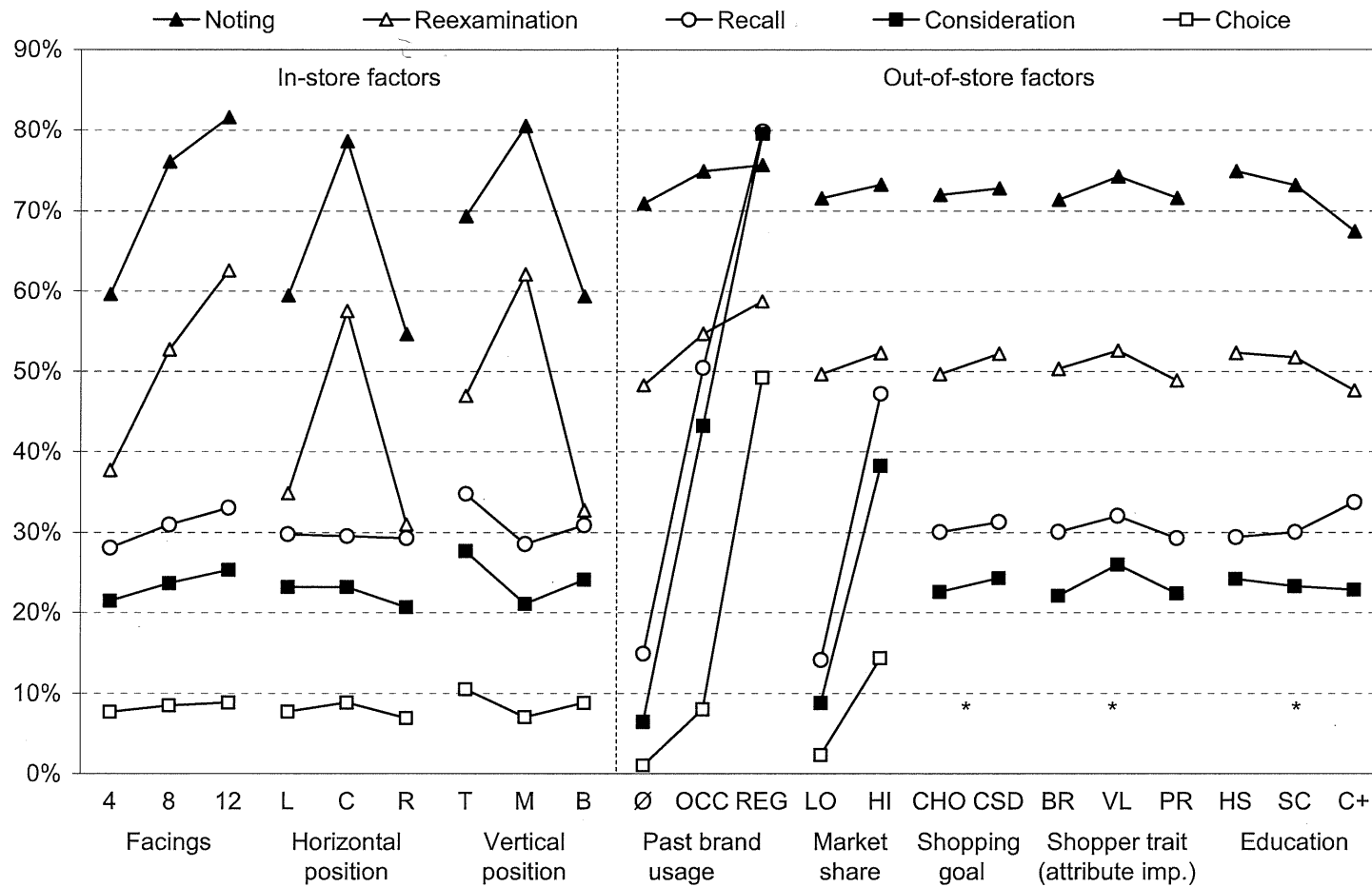
Each number represents a block of 4 facings.

- For soap, numbers 1 to 12 are: Dial, Ivory, Coast, Dove, Caress, Safeguard, Simple, Shield, Zest, Olay, Irish Spring, and Lever.
- For pain relievers, numbers 1 to 12 are: Nurofen, Bayer, Advil, Anacin, St. Joseph, Motrin, Tylenol, Aleve, Ecotrin, Wal-Proxen, Excedrin, and Bufferin.

\* indicates that the price of the brand was discounted.

FIGURE 4

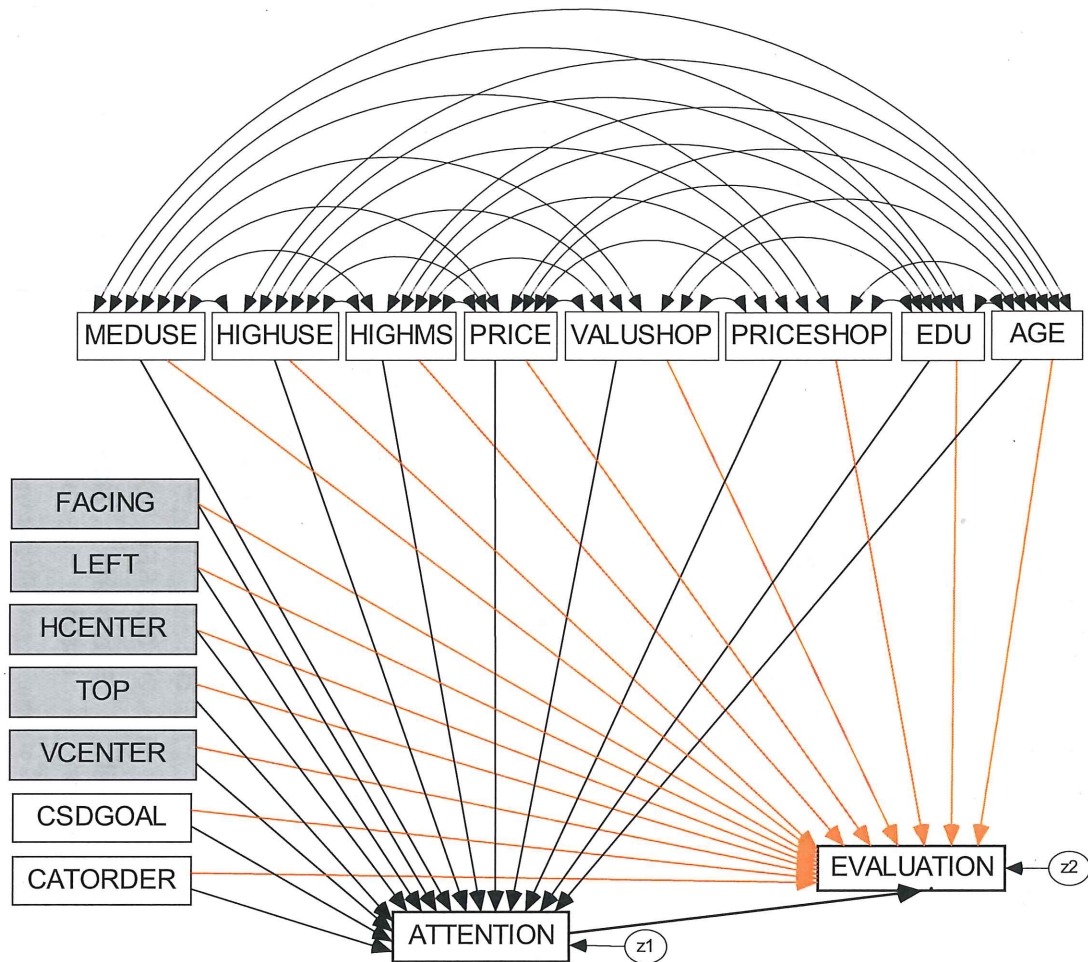
Mean Attention and Evaluation Levels across Experimental Conditions and Brand and Subject Groups



Note: By design, the mean choice probability is 1/12 for all levels of shopping goal, shopper type, and education, and is therefore not reported for these variables.



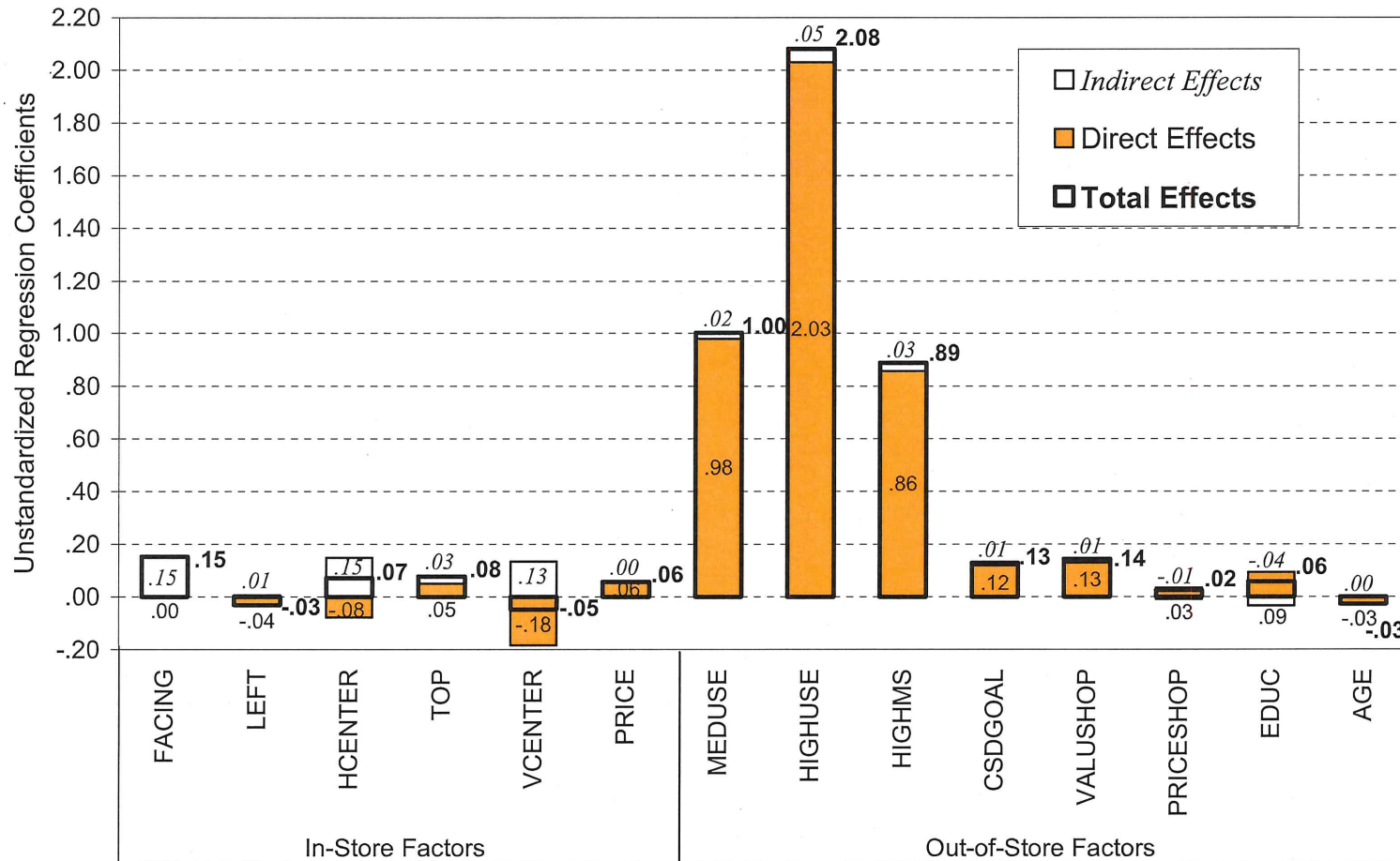
**FIGURE 5**  
**Path Analysis Model**



Note: The path analysis model is shown here without the twenty brand intercepts, which are correlated with the measured variables in the top of the figure. Variables in the left column were experimentally manipulated. Variables in the top row were measured and are therefore correlated. Variables with dark background measure in-store effects. Light arrows represent direct effects on evaluation. Black arrows represent indirect effects through attention. Double arrows represent covariances.

FIGURE 6

Path Analysis Regression Parameters for In-store and Out-of-store Variables:  
Direct Effects (Controlling for Attention), Indirect Effects (Mediated by Attention), and Total Effects on Evaluation





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# Proposed nutritional guidelines for Howard County

By **Amanda Yeager**  
Howard County Times

JUNE 4, 2015, 10:05 AM

**I**ncluded in the nutritional guidelines proposed by Howard County Councilman Calvin Ball's bill:

- Beverages that meet the standards include: water, including carbonated water, with no added caloric sweeteners; milk, including non-fat or low-fat milk, soy milk, rice milk with no more than 130 calories per 8 oz. served, in no more than 12 oz. portions; up to 8 oz. portions of 100 percent fruit or vegetable juice, with no more than 40 calories per container; low- to mid-calorie beverages with no more than 40 calories per container; and diet drinks with non-caloric sweeteners that contain less than five calories per serving (will make up no more than one-third of the total beverage offerings).
- Water must be sold as part of the total beverage offerings, and must be offered for free at county events when other packaged food and beverages are being sold or offered
- Fresh coffee and tea are exempted from the standards
- Packaged foods that meet the standards contain: no trans-fat; no more than 200 calories per portion, as packaged; less than 35 percent of calories from fat, except for food containing 100 percent nuts and/or seeds; less than 10 percent of calories from saturated fat ; no more than 35 percent of calories from total sugars, except for low fat or nonfat dairy or nondairy milk products; no more than 200 mg of sodium per portion, as packaged
- Exemptions: Howard County Public Schools property; county-sponsored events held on private property; packaged food and beverages sold by non-profit organizations on county property or in youth-oriented county facilities for fundraising purposes; packaged food or beverages county employees bring to work for themselves or others
- Placement and pricing: healthy food and drinks must be displayed in ways that are easily visible and distinguishable from less healthy items; only healthy food or beverages shall be placed on the top one-third of the shelving of vending machines; all healthy beverages must be priced at least 25 cents less than comparable products that do not meet the standards

(Source: Council Bill 17-2015)

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# Howard debates merits of nutritional guidelines for county concessions

By **Amanda Yeager**  
Howard County Times

MAY 19, 2015, 1:39 PM

**P**eople packed the Howard County Council's Ellicott City chambers Monday night to testify on a bill that would create nutritional standards for food and drink sold on county property, in a hearing that was reminiscent of another held almost a year ago.

The debate then, in July 2014, also centered on a bill that addressed food and drink guidelines in Howard, and drew so many people that it ran into the early morning hours, with the last testimony delivered shortly after 1 a.m.

Monday night, the hearing wound down around midnight after about five hours worth of testimony.

Opinions came from doctors, citizen activists, religious leaders, business people and the beverage industry, among others.

The discussion focused on a new proposal from County Councilman Calvin Ball, a Democrat from east Columbia, that would set limits on the high-calorie food and drinks the county sells on its property or at Howard-sponsored events.

The bill's nutritional guidelines are similar to those detailed in an executive order signed by former County Executive Ken Ulman in 2012 and repealed by current County Executive Allan Kittleman in December, but Ball's proposal offers more exceptions -- as well as some additional mandates.

If the legislation is passed in its current form, high-calorie drinks and snacks would no longer be sold at "youth-oriented" facilities, such as libraries, parks and recreation centers. In county office buildings, 75 percent of the vending machine offerings would have to qualify as healthy.

Special events and celebrations sponsored by the county would be exempt from the regulations, as would nonprofit groups, such as youth sports booster clubs.

Health professionals called the bill a positive step in combating the nation's growing obesity rates.

"Let's make no mistake: we are talking about one of the biggest public health crises of our time," said Glenn Schneider, chief program officer for the Horizon Foundation, a Howard County public health nonprofit. "Here, we are talking about county government, what its role is and what it can do."

"One small step is going to make a difference. It's going to provide choices," said Michaeline Fedder, government relations director for the American Heart Association.

More than 100 community members, including a large contingent from the community activist group PATH, or People Acting Together in Howard County, showed up to register their support.

The Rev. Robert Turner, senior pastor at St. John Baptist Church in Columbia, told the council that obesity and

related health problems, including high blood pressure and diabetes, were of particular concern to the African American community.

"What you have before you is a choice," Turner said. "You can continue with the status quo -- the same status quo that has led to the alarming reality that half of all African American children will develop diabetes in their lifetimes -- or you can reject the status quo and say 'yes' to health."

But local business owners said they were concerned the regulations would have a negative impact on profitability.

Leonardo McClarty, president of the Howard County Chamber of Commerce, said members of his group were particularly concerned about provisions in the bill that would require healthy items to be placed at eye level in vending machines and priced 25 cents cheaper than unhealthy items.

"Placing a 25 cent cost differential on goods does not take into account acquisition or marketability," McClarty said. "Let's keep in mind the business person that wants to run a profitable business, employ people and contribute to the Howard County economy."

Scott Meskin, the owner of Black Tie Services -- the company that stocks the county's vending machines -- said his business is already "operating ahead of the curve" and doesn't need county-imposed guidelines. Healthy items in Black Tie's vending machines have a "FitPick" label that lets customers know a product is a healthier choice.

"We understand the [health] concern, thus we have made it a priority to address this issue for many years through a voluntary, industry program," Meskin said. "This bill unnecessarily regulates and restricts consumer options."

Meskin said restricting product offerings could complicate the process of stocking vending machines, which have different slots for different-sized and shaped items. Healthier items are usually more expensive, he added, while vending machines typically try to keep prices below \$2.

Locally, however, changes are already being made to the make-up of vending machines.

Meskin's company this week installed a new vending machine at the county's headquarters offering lower-calorie options such as hummus, baked chips and granola bars. The machine was the result of a contract renegotiated while Ulman's nutritional order was still in effect.

In Columbia, Howard County General Hospital reconfigured its beverage vending machines in September to make higher-calorie drink options 25 cents more expensive, according to Ryan Brown, the hospital's vice president of operations. The machines have a "stoplight" rating system that categorizes items by calorie count -- "red light" drinks are those with 100 calories or more.

"It's our duty to provide an environment where healthy options are the default choice for employees," Brown said of the hospital's decision.

Opponents also criticized what they interpreted as a mandate in the bill to provide free bottled water to anyone at county events.

A Howard County fiscal analysis by Chief Administrative Officer Lonnie Robbins cites the cost of providing bottled water free to everyone at the county's 297 events a year at \$388,000 a year.

Overall, Robbins wrote, he "found this bill to have a significant financial impact on county government." He estimated the bill would cost the county \$628,000 a year in renegotiated contracts, development of surveys to

analyze the program and development of a food and beverage product guide, among other costs.

The bill's advocates noted water is already available for free in fountains on county property.

Ball said he planned to iron out more details in a work session in the next few weeks. The bill could come up for a vote as early as June 1.

Kittleman, meanwhile, does not yet have an official position on the nutritional guidelines, according to press secretary Andy Barth, who said the county executive is waiting to see what the final bill looks like.

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# New Howard bill would set nutritional standards, with more exceptions

By **Amanda Yeager**  
Howard County Times

APRIL 23, 2015, 3:50 PM

**N**ew healthy food and drink standards could be coming soon to Howard County's vending machines.

Four months after County Executive Allan Kittleman **repealed a policy that banned sugary drinks and limited high-calorie snacks for sale on government property**, County Councilman Calvin Ball is introducing legislation that would adopt a similar set of nutritional guidelines aimed at "promoting health and choice."

The move comes in response to growing concerns about obesity in Howard and across the nation. A **2012 health survey** conducted in the county found that more than half of adult residents were overweight or obese. This March, an **advisory report** from Kittleman's transition team recommended "aggressively [addressing] the county's obesity issue."

"This legislation creates an environment in our county buildings for our families and health to thrive," said Nikki Highsmith Vernick, CEO of the Horizon Foundation, a Howard-based nonprofit campaigning for healthier drink options across the county. The group worked with Ball, a Columbia Democrat, on the nutritional standards.

The beverage industry panned the initiative as an attempt to strong-arm change.

"The Horizon Foundation again missed an opportunity by continuing to push for government mandates, bans and restrictions. We know that won't make a difference," said Ellen Valentino, a lobbyist for the Maryland/Delaware/D.C. Beverage Association. "Real solutions are rooted in education and a balanced lifestyle."

Valentino said the industry was doing its part by offering new, healthier products. Several top beverage companies set a goal last year to reduce the number of calories consumed per person across the country by 20 percent in the next decade.

The bill, which was prefiled Thursday morning, offers a bit more wiggle room than former **County Executive Ken Ulman's policy**, which prohibited selling any drinks with more than 40 calories on county property or at county-sponsored events and required at least half of the packaged food sold to contain less than 200 calories.

County festivals and special celebrations -- for example, downtown Columbia's Wine in the Woods and Fourth of July festivities on the lakefront -- would be exempt from the nutritional standards. So would local nonprofits, such as sports booster clubs. **Local vendors had complained last summer that the restrictions could hurt their sales.**

"This legislation does not restrict anyone from consuming legal beverages of choice," Ball said. "It only impacts what we as a government offer on government property because, after all, that's our responsibility."

The bill makes a distinction between county office buildings and "youth-oriented facilities," such as libraries, parks, community and recreation centers.



In office buildings, such as the county's headquarters in Ellicott City, up to 25 percent of vending machine offerings could be "junk." At facilities that frequently cater to young people, however, all of the offerings would have to meet the nutritional standards.

"We will draw a line in the sand where it comes to places where our children are the primary users," Ball said.

The bill would also require healthy options to be displayed on the top shelves of vending machines and priced at least 25 cents less than higher-calorie food and drinks, where those are allowed.

About 20 community members were on hand at a press conference Thursday morning to show their support for the new legislation.

Dr. Richard Safeer, medical director of employee health and wellness at Johns Hopkins HealthCare and a Howard County resident, talked about the implementation of similar regulations in his workplace.

"Making these healthy food choices easier will make a difference," he said. "No one should leave work for the day and come home less healthy than when they arrived."

Audra Nixon, a member of the African American Community Roundtable -- a coalition of 27 Howard-based African American organizations that counts 4,000 members -- said the group decided unanimously to back the bill.

"It's a no-brainer to be able to support expanded choices," said Nixon, who helps members of the military adopt healthy eating and exercise regimens as the director of administration for a Walter Reed research program.

The bill moves next to the council, which will hold a public hearing in May and could vote on the nutritional standards as early as June.

If it passes the council, which has a 4-to-1 Democratic majority, it would head to Kittleman's desk to be signed into law.

Kittleman's press secretary, Andy Barth, said Thursday afternoon that the county executive had not yet seen Ball's legislation.

"Allan still believes in personal freedom and personal responsibility," though "he favors healthy choices and eating habits," Barth said.

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## **Sayers, Margery**

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**From:** Feldmark, Jessica  
**Sent:** Sunday, June 14, 2015 8:19 PM  
**To:** Sayers, Margery; Habicht, Kelli  
**Subject:** CB17-2015  
**Attachments:** Let's make CB 17-2015 a reality; ACS Support for CB17-2015; Kiddie Academy of Ellicott City; I Support CB 17-2015 -- Let's make healthy food and drinks widely available; Howard County should be healthiest county in Maryland -- Pass CB 17-2015; CB 17-2015; CB 17-2015: Oklahoma City Weight Loss; Follow Up RE: CB 17; Bill CB17-2015

Testimony to post and file...thanks!

Jessica Feldmark  
Administrator  
Howard County Council  
410-313-3111  
[jfeldmark@howardcountymd.gov](mailto:jfeldmark@howardcountymd.gov)

## Sayers, Margery

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**From:** Ellen Brown <Ellenbrown811@gmail.com>  
**Sent:** Saturday, June 13, 2015 12:08 PM  
**To:** CouncilMail  
**Subject:** Let's make CB 17-2015 a reality

Dear Howard County Council Members:

It's time to join the 60+ communities across the country that have made healthier food and drinks more readily available on county property. I support CB 17-2015 and urge you to pass this bill into law.

It's not easy to find healthy choices being sold in county-owned vending machines or find them offered during county sponsored programs. CB 17-2015 would increase the choices being offered and make it more likely that I could eat and drink in a healthier way while visiting county property.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

Ellen Brown  
613 s Ellwood ave  
Baltimore, MD 21224  
4109526939



## Sayers, Margery

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**From:** LORI HAMILTON <fabtechlady@yahoo.com>  
**Sent:** Friday, June 05, 2015 4:39 AM  
**To:** CouncilMail  
**Subject:** I Support CB 17-2015 -- Let's make healthy food and drinks widely available

Dear Howard County Council Members:

CB 17-2015 seems like a reasonable approach to increase the availability of healthy food and drink on county property.

Over the past two years, the Howard County Public School System upgraded its wellness policy to be one of the best in the nation. Many county organizations including the Howard County General Hospital made healthier drinks more available and affordable to their employees and visitors. County child care centers made healthy drinks the standard. And county families and individuals switched to better, healthier, beverages.

Let's keep moving forward!! The health of our families and our children depend on it.

Please let me know if you agree and thanks for all you do to keep our families safe and healthy.

LORI HAMILTON  
2926 Greenlow CT.  
Ellicott City, MD 21042  
4437142740

## Sayers, Margery

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**From:** Christina Delmont-Small <delmont\_small@verizon.net>  
**Sent:** Tuesday, May 26, 2015 8:35 AM  
**To:** CouncilMail  
**Subject:** CB 17-2015: Oklahoma City Weight Loss

Dear Chairman Sigaty and Members of the County Council,

Below are links to information about Oklahoma City and the Mayor's campaign to improve the health of the OKC citizens:

This City Is Going On A Diet (website):  
<https://www.thiscityisgoingonadiet.com>

Success Story: Oklahoma City Drops 1 Million Pounds (article):  
<http://www.mensfitness.com/weight-loss/success-stories/success-story-oklahoma-city-drops-1-million-pounds>

Leadership Lessons from the Mayor Who Put an Obese City on a Diet (article):  
<http://www.entrepreneur.com/article/230837>

This City Lost 1 Million Pounds—Now It's Redesigning Itself To Keep Them Off (article):  
<http://www.fastcoexist.com/3035899/this-city-lost-1-million-pounds-now-its-redesigning-itself-to-keep-them-off>

Thank you again for the opportunity to testify in opposition to Council Bill 17-2015.

Sincerely,

Christina Delmont-Small  
[delmont\\_small@verizon.net](mailto:delmont_small@verizon.net)  
703-434-2185 cell

## **Sayers, Margery**

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**From:** Joan Driessen <joan.driessen@acshoco.org>  
**Sent:** Friday, June 12, 2015 11:32 AM  
**To:** CouncilMail  
**Subject:** ACS Support for CB17-2015  
**Attachments:** CB 17-2015-ACS Testimony.pdf

Dear Council Members,

Attached is a letter of support for CB17-2015 that I am submitting on behalf of the Association of Community Services.

Thank you.

Sincerely,

***Joan Driessen***

Executive Director  
Association of Community Services of Howard County  
10480 Little Patuxent Parkway, Suite 920  
Columbia, MD 21044  
(410) 715-9545  
[www.acshoco.org](http://www.acshoco.org)



Howard County Council Public Legislative Hearing  
June 22 , 2015

**CB 17-2015: Healthy Food and Beverage Options**

Dear Chairwoman Sigaty and Council Members,

I appreciate the opportunity to convey the Association of Community Services' support of Council Bill 17-2015.

ACS, further, is appreciative of the legislation's potential to make healthy vending machine options more affordable for the low-income families that our ACS members serve. Many ACS members serve low-income families who suffer disproportionately from chronic health conditions such as diabetes, high blood pressure and high cholesterol. CB 17-2015's attention to direct attention to healthy options when selecting vended beverages and snacks can help these adults, children and entire families maintain a healthy diet and better manage these life limiting and costly conditions.

Thank you for your consideration of these comments.

Respectfully submitted,

*Joan Driessen*

Joan Driessen  
Executive Director

## Sayers, Margery

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**From:** Christine Sheldon <christinesheldon1@msn.com>  
**Sent:** Monday, June 01, 2015 3:19 PM  
**To:** CouncilMail  
**Subject:** Howard County should be healthiest county in Maryland -- Pass CB 17-2015

Dear Howard County Council Members:

I support CB 17-2015. Anyone who works for or visits Howard County government would finally be able to get something healthy out of the vending machines and could pick up something healthy at a county meeting. That rarely happens today.

Howard County has been a leader on many public health issues. It's time to make some progress in reducing diabetes, high blood pressure, and obesity.

Passing CB 17-2015 is good policy and good politics. It will make it easier for people to choose healthy items when they want while simultaneously preserving their freedom to choose among less healthy items. It will also protect children's health which is important to me.

Please vote for CB 17-2015 and keep me in the loop on how you intend to vote.

Thanks,

Christine Sheldon  
148 Cherrydell Rd.  
Catonsville, MD 21228  
410-215-6634

## Sayers, Margery

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**From:** Ellen Valentino <evalentino@ellenvalentino.com>  
**Sent:** Wednesday, May 20, 2015 1:28 PM  
**To:** CouncilMail  
**Subject:** Follow Up RE: CB 17

To: Members of the Howard County Council:

As follow up to the hearing on CB 17, I am providing the following information for your consideration. The industry has real commitments to health and wellness; much of it very visible to the public eye.

1. <http://deliveringchoices.org/>
2. <http://deliveringchoices.org/clear-on-calories/> - vending beverage program. You can currently see these on most of the County vending machines private/public. We are working with our 3<sup>rd</sup> party vendors to implement.
3. <http://deliveringchoices.org/choices/> - All the different choices; with the promise of more to come ☺

Our hope is to work together short of legislation – that is always the “first-stop” solution on issues such as this.

Thank you again for your consideration.

Ellen Valentino  
On behalf of Maryland's Soft Drink Companies  
Cell: 1410-693-2226

## Sayers, Margery

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**From:** KA Ellicottcity <kaofellicottcity@gmail.com>  
**Sent:** Thursday, June 11, 2015 6:47 PM  
**To:** Kittleman, Allan; CouncilMail; Weinstein, Jon; Ball, Calvin B; Terrasa, Jen; Sigaty, Mary Kay; Fox, Greg; gail.bates@senate.state.md.us; Edward.kasemeyer@senate.state.md.us; guy.guzzzone@senate.state.md.us; warren.miller@house.state.md.us; trent.kittleman@house.state.md.us; bob.flanagan@house.state.md.us; Clarence.lam@house.state.md.us; terri.hill@house.state.md.us; eric.ebersole@house.state.md.us; vanessa.atterbeary@house.state.md.us; shane.pendergrass@house.state.md.us; frank.turner@house.state.md.us  
**Subject:** Kiddie Academy of Ellicott City  
**Attachments:** write up for press release.doc

Hello All

As we have opened our doors to the community, we would like to invite you all to visit us. Attached please find our press release.

Thank You

**Janaki Patel**

If it's important to you and your child, it's important to us.

## Kiddie Academy of Ellicott City

[10035 Baltimore National Pike](#)

[Ellicott City, MD 21042](#)

P: 410-818-8250

[www.kiddieacademy.com/ellicottcity](http://www.kiddieacademy.com/ellicottcity)

Check out us: [www.facebook.com/kiddieacademyofellicottcity](https://www.facebook.com/kiddieacademyofellicottcity)

## **FOR IMMEDIATE RELEASE**

**Contact:** Janaki Patel  
Franchise Owner  
Kiddie Academy of Ellicott City  
(410) 313-8898  
ellicottcity@kiddieacademy.net

### **Kiddie Academy® Opens in Ellicott City**

*National child care learning company brings high-quality child care to the area*

Kiddie Academy®, a nationally recognized provider of comprehensive education-based child care programs, has just opened its newest location in Ellicott City. For more than 30 years the company has been successful with combining learning with child care, said Janaki Patel, franchise owner of Kiddie Academy of Ellicott City, located at 10035 Baltimore National Pike.

"Our well-trained, attentive staff assists children in developing the confidence and self-esteem necessary to meet the challenges of tomorrow. Our philosophy at Kiddie Academy is that we prepare children not only for school, but also for life," Patel said. "We also believe that it's extremely important to foster bonds between not only our educators and children, but between educators and parents, academics and the local community."

According to the National Childcare Accreditation Council, children's learning and development is enhanced when they make choices and guide their own experiences through their individual interests, personalities and skills. Children's learning occurs through planned and spontaneous experiences, during their participation in daily routines and through their experience of positive modeling by adults and peers.

Patel says that's exactly Kiddie Academy's focus. "The assortment of activities we have available for the children is endless, which encourages them to learn, play and explore. When children attend Kiddie Academy of Ellicott City, they will acquire the skills and strength of character that will foster their success."

The Ellicott City location utilizes the Kiddie Academy *Life Essentials*® curriculum created to promote each child's intellectual, social, physical and emotional growth. According to Patel, the programs emphasize continuous, open communication



between teachers and parents concerning each child's development. If it is important to you and your child, it is important to us.

"We're looking forward to providing a strong educational foundation to the local families and making an impact in our children's lives, as well as within the community. We invite Ellicott City area families to stop in for a tour of the academy or to receive more information on our services," Patel said.

For more information about Kiddie Academy of Ellicott City, please contact Janaki Patel at (410) 313-8898 or [ellicottcity@kiddieacademy.net](mailto:ellicottcity@kiddieacademy.net). You may also visit the academy online at [www.kiddieacademy.com/ellicottcity](http://www.kiddieacademy.com/ellicottcity).

**About Kiddie Academy®**

Since 1981, Kiddie Academy® has been a leader in education-based child care. The company serves families and their children ages 6 weeks to 12 years old, offering full time care, before- and after-school care and summer camp programs. Kiddie Academy's proprietary *Life Essentials*® curriculum, supporting programs, methods, activities and techniques help prepare children for life. Kiddie Academy is using the globally recognized AdvancED accreditation system, signifying its commitment to quality education and the highest standards in child care. For more information, visit [www.kiddieacademy.com](http://www.kiddieacademy.com).

**Sayers, Margery**

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**From:** Janet Saunders <disneynut02@gmail.com>  
**Sent:** Tuesday, May 26, 2015 10:32 AM  
**To:** CouncilMail  
**Subject:** CB 17-2015

Dear Howard County Council Members:

I do not support CB 17-2015. I work for Howard County and as an adult would like to make my own decision on what to purchase from a vending machine, snack bar or vendor at an event in Howard County. I just learned about this upcoming vote this morning and read the support FORM letters that were sent, some of the people don't live or work in Howard County. I wonder what the employees would say if asked? The people who are working at 3 in the morning protecting this county and might need some caffeine, would have to remember to bring soda with them or run out to a 7-11 to purchase it. I am not saying that more choices would not be welcomed, I just don't want my freedom of choice of a soda or chips to be determined by my local government.

Janet Saunders  
12113 Frederick Rd  
Ellicott City, MD 21042

**Sayers, Margery**

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**From:** Kristen Blair <kristenblairrdh@gmail.com>  
**Sent:** Thursday, May 21, 2015 8:46 PM  
**To:** CouncilMail  
**Subject:** Bill CB17-2015

Dear Councilman,

The Howard County Dental Hygienists' Association is in support of bill CB17-2015. It is our sincere hope that the passing of this bill will reduce tooth decay and related incidences of disease in the county's children, adults and visitors.

Kristen Blair, RDH  
Immediate Past President, HCDHA  
Janice Falvo  
President, HCDHA



## St. John United Church

United Methodist/Presbyterian Church (USA)

Wilde Lake Interfaith Center • 10431 Twin Rivers Road • Columbia MD 21044  
410-730-9137 • 410-730-9253 (FAX) • SJUColumbia@gmail.com • www.sjuned.org

May 18, 2015

Howard County Council  
3430 Court House Drive  
Ellicott City MD 21043

Dear Madame Chair and Council Members,

The St. John United Church has a mission to worship God, but also to celebrate our diversity and promote inclusiveness for all, and to partner with and advocate for victims of social injustice. We are actively involved in Christian social action, and feel called to work toward a healthier environment for our congregants to live, work, pray, and play. Therefore, on behalf of the St. John United Church, we ask you to support CB17-2015, Healthy Food and Beverage Options.

On county property right now, most options available in vending machines are less than healthy. These so called 'junk food' options are advertised and promoted by being placed at eye level within machines.

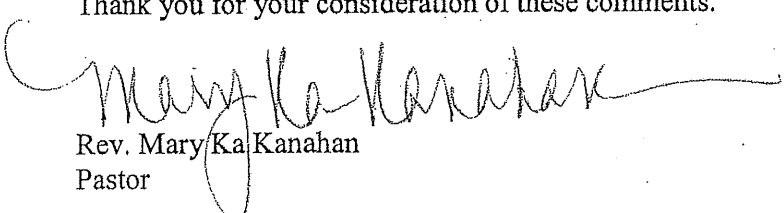
These options are filled with sugar, salt, and fat, and can contribute to obesity, which is a major risk factor for heart disease, diabetes, and some forms of cancer! These diseases can cause physical and emotional suffering, and affect not only individuals but also their spouses, parents, children, and friends. These diseases are also expensive, and can increase financial instability in some families.

Where are the healthy choices? Currently, county residents have limited freedom of choice because very few healthy options are available. Through CB17-2015, the county has the option to make a real change in their vending machines, and to increase freedom of choice by placing a wider variety of healthy products inside. Furthermore, healthy options can be placed front and center and advertised, thereby turning them into the easy, default choice.

Marketing research shows that the products placed front and center are more often noticed and purchased by consumers. Through CB17-2015, Howard County Council Members have an opportunity to choose what fills these 'prime' vending machine slots. By passing or not passing this bill, the Howard County Council has to make a decision if they want to promote healthy options or 'junk' food.

Howard County wants to help its residents to be healthy, without restricting their freedoms, and CB17-2015 does exactly that. It allows some less healthy options for adults, but promotes the healthier options by placing them front and center. Please support CB17-2015, and make the community a healthier place.

Thank you for your consideration of these comments.

  
Rev. Mary Ka Kanahan  
Pastor

HOWARD COUNTY COUNCIL  
RECEIVED

2015 MAY 18 P 2:38

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CMERS  
JH  
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sp  
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Good evening, my name is Linda Bowers I reside at 8611 Honeysuckle Court in Ellicott City and have been a Howard County resident and proud employee of PepsiCo for the last 24 years.

I work out of our Mid-Atlantic Region Office, located right here in Howard County and not far from where we are this evening. At this facility we have nearly 100 employees who manage Pepsi and Frito Lay's operations for 5 states and the District of Columbia. In addition, we have recently invested in a new state of the art distribution facility - again, right here in Howard County, employing even more hard working people.

We not only have invested in our business here in Howard County, but also in our community. We are a good corporate citizen who supports many organizations and programs that better the lives of our fellow citizens. A few examples include The Maryland Food bank, Wounded Warriors, and Toy for Tots to name a few.

As a long-time Pepsi employee, I have seen firsthand how my company has expanded our product portfolio that now provides many choices for our customers – choices that they make for themselves, not what the government thinks they should choose. Restricting these products, or putting a hidden tax on them, the same products that support good-paying jobs and worthy projects across Howard County is simply misguided and wrong.

In conclusion, my company is doing the right thing – by our products, the choices we offer and our strong investment in Howard County and our fellow citizens. I ask that you consider all of these important factors and oppose County Bill 17.

May 18, 2015

Dear Howard County Council Members,

As we look at the overall health and well-being in Howard County, it's important to take a well-rounded approach. Legislation that we pass promoting better health and well-being is critical to our leadership and success as a county.

It's no accident that we, as Americans are suffering the effects of obesity outlined in CB-17 as the availability of non-healthy food and drink options far outweighs healthier choices. Governments, organizations, and communities around the world are taking steps to promote health by providing incentives to purchase healthier food, and I, as a citizen of Howard County fully support our participation in this positive movement for change. 69 states and localities have policies in place to improve the nutritional quality of foods and beverages on some or all of their property.<sup>1</sup> Countries like Mexico have levied taxes on high calorie foods. Now, this bill doesn't go so far as levying taxes, but instead provides a sensible framework for regulation that makes it easier for County residents to make healthier choices. What's important is that the framework is supported by evidence based studies that suggest that things like taxation, subsidies, and other economic incentives actually support changes to healthier behaviors.

There are lots of examples like the Chicago Park District example where they implemented 100% healthier products in park vending machines in 2012 and saw average monthly per-machine sales go up. They also found that 88% of park-goers reacted positively to the healthier options with the leading complaint being that they weren't healthy enough. Making vending options healthier just makes sense.

Providing exemptions in the legislation for events that county residents felt should be exempted makes sense.

I've heard some objections to section 12.1801 (c) Water must be made available free-or-charge at all county sponsored events when other packaged food and beverages are being sold or offered. However, this makes sense, as this requirement isn't one for bottled water being provided. So, this isn't a costly proposition, and doesn't veer far from the provision of water fountains in public places.

So in closing, I hope you will support this legislation. It's aligned with the goals of having a healthy, prosperous county.

Thank you,

Rosalyn Williams, 4722 Roundhill Road, Ellicott City, MD 21043

Sources:

AHA Scientific Statement Population Approaches to Improve Diet, Physical Activity, and Smoking Habits  
A Scientific Statement From the American Heart Association –

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3881293/>

Center for Science in the Public Interest – Healthier Food Choices for Public Places -

<http://cspinet.org/nutritionpolicy/foodstandards.html>



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Dou Alvin Zhang

#### **Horizon Foundation Testimony in Support of Council Bill 17-2015** **May 18, 2015**

The Horizon Foundation is Maryland's largest independent health philanthropy. Our mission is to improve health and wellness for people who live or work in Howard County.

We approach our mission with a strategic mindset -- using the best available data about the needs of our community and deploying proven, effective strategies to address them.

Our collective conversation has advanced over the past few years. We now have broad recognition that the rising rates of obesity, diabetes, and other chronic diseases represent a public health crisis.

We all understand the data. Now, we need to use national best practices -- combined with the values of Howard County -- to address this epidemic. CB-17 embodies this approach. This legislation borrows from national best practices, from both the public and private sectors, combined with compromises that reflect our community values. It comes ready for approval.

Over the last several years, the Horizon Foundation has invested millions of dollars in a community-wide education campaign to fight childhood obesity and reduce the consumption of sugary drinks. We have worked with numerous partners to distribute information far and wide; we have sent street teams to the places families live, work, and play to provide educational materials; we have aired advertisements on television, the radio, the internet and in public places like the Columbia mall; we have held numerous public events, written letters to the editor; drafted op-eds, delivered direct mail pieces, and more.

The point of all of this work is to help Howard County residents make better, healthier beverage choices—for themselves and for their families.

But we know, from years of academic research, that education alone is not enough to fight this growing crisis of chronic disease and change the behaviors at its root. Just as education coupled with public policy and environmental changes helped to reduce tobacco consumption and to increase seat belt use —both saving untold lives in the process—we must use all of these strategies to ensure our children do not die of premature death from preventable conditions.

We have preliminary results to suggest that our multi-faceted approach is working. Many organizations have stopped serving sugary drinks at their meetings and gatherings. The Howard County public school system





adopted a world-class wellness policy that improves the nutrition of food and drinks offered on school property. Employers like Howard County General Hospital have made changes to promote employee health. And for a time, Howard County Government sold only healthy options on its property.

Together, these policy and environmental changes *and* our community-wide educational campaign have resulted in the decline of sugary drinks sales in Howard County that are two-to-three times the national average.

So now is not the time to pull back on this work; now is the time to keep pushing forward to level the playing field, to make healthy the default in Howard County, and to extend the lives of our children.

This legislation includes reasonable exemptions to address community concerns; furthermore, it includes proven strategies to help people make better choices -- strategies that have been adopted by other governments and private businesses alike.

Rather than restrict choices, this legislation expands it.

There are some who object to the County requiring discounts and preferred placements for healthier options, but pricing and placement provisions are nothing new for vendors, as anyone who has ever stocked shelves at a grocery store would know.

These are not radical provisions meant to handicap private businesses profiting off of sales on public property; they are proven strategies used by businesses—including the beverage and junk food industries—to encourage certain behavior.

Only in the case of CB-17, these strategies are being used to promote health rather than maximize profit, at the expense of health and at the expense of residents who bear the health care costs for county employees.

Chronic diseases stemming from unhealthy lifestyle choices are causing great turmoil for those who are afflicted and their families; and they are also draining our health care system and dragging down our local economy, as shown in a study by Anirban Basu of the Sage Policy Group which was jointly sponsored by Horizon and the Howard County Chamber of Commerce.

This legislation will not cure all chronic disease, but coupled with continued education, it will help.

You have a choice: You can say no to protect a very narrow set of interests, or you can say yes to promote better health.

We are asking you to say yes to health.

Good Evening, Chairwoman Sigaty, and Honorable Members of the County Council. My name is Scott Meskin and it is a privilege to appear before you today on behalf of my company, Black Tie Services, as well as the Maryland vending and refreshment services industry, to discuss County Bill 17 regarding food and beverages sold in vending machines on Howard County owned property.

Since 1989, Black Tie Services, has been a leading family-owned business that offers cold beverages, snacks, coffee, fresh food and other fine refreshments to its diverse client base in Washington, DC, and Maryland. We have been able to do so by combining the latest technology advancements available in the industry with a focus on quality and affordable solutions. Black Tie currently services Howard County properties for vending services, but this bill's passage could lead to an even larger impact on the vending industry in Maryland.

With respect to vending, our entire industry has been operating ahead of the curve in providing nutrition information to consumers. The landscape has changed in recent years, and there are so many different ideas about what is considered "healthy". This is particularly true for consumers with different needs –from those who are counting calories and fat grams, to those who are monitoring their carbohydrates, sodium, and sugar intake.

We understand your concern about Howard County residents' access to "better for you" food and beverage choices; thus we have made it a priority to address this issue for many years, though a voluntary, industry-wide program. For example, Black Tie Vending is a proud participant in programs such as "Fit Pick". Developed in 2005, Fit Pick, is the signature nutrition outreach initiative of our national trade association - National Automatic Merchandising Association (NAMA). This simple yet effective food labelling initiative, was way ahead of its time in

demonstrating the vending and refreshment services industry's commitment to nutrition and wellness.

This program – Fit Pick – identifies “better for you” snack choices in a vending machine and micro market with a Fit Pick sticker and other point of purchase materials. The Fit Pick sticker alerts consumers on whether or not their snack choice is compliant with guidelines established by NAMA's Nutrition Advisory Council as well as recognized nutrition standards from USDA and other leading organizations.

Fit Pick features two nutrition standards: one for the workplace and Fit Pick Select for schools. The school standard aligns with USDA's Smart Snacks in Schools.

Since the program's inception more than ten years ago, millions of Americans from all walks of life have purchased their snacks from vending machines – and now micro markets – featuring Fit Pick stickers. More than 16,000 organizations – including local, state and federal government buildings, as well as all four branches of the U.S. military – have used this program.

Fit Pick has been recognized by the Alliance for a Healthier Generation and the American Heart Association. Nationally renowned experts from Tufts University, the Academy of Nutrition and Dietetics and leading suppliers including Kellogg's; Mondelez; PepsiCo and others have provided guidance for the program and serve on NAMA's Nutrition Advisory Council.

In short, the vending industry has been at the forefront of providing an increased level of “better for you” choices to consumers and educating consumers on those products. Also, our industry has been working at the federal level with the U.S. Food and Drug Administration to ensure compliance with the December 1, 2016 deadline for disclosing calories on vended products.

Furthermore, it is my understanding that Baltimore City's focus on similar type restrictions in the vending channel has created a downturn in vending sales and an increase in street vendors and local store sales on the products that traditional vending has removed.

***Accordingly, we are strongly OPPOSED to the restrictions on the sale of certain foods and beverages in vending machines on Howard County property as proposed by County Bill***

**17.** This Bill unnecessarily regulates and restricts consumer choice and is punitive to vending operators because it:

1. Establishes an arbitrary definition of "healthy foods and beverages" and requires that beverages not on this list be priced \$0.25 cents higher than the other offerings. This would in essence be a tax on those choosing beverage products not on the "healthy list."
2. Requires that only "healthy" food and beverages be placed on the top 1/3 of the vending machine and that foods and beverages sold at a concession stand, counter or kiosk be displayed in a distinguishable manner.
3. Requires free water be provided at all County-sponsored events when other foods and beverages are being sold.
4. Requires the Office of Purchasing to perform random and complaint-based inspections.
5. The legislation is poorly written and unclear in many respects - but appears to hold exemptions for non-profits, and exempts public school property.

For these reasons we ask that the Council votes "NO" on County Bill 17. That being said, I would welcome the opportunity to meet on issues related to "better for you" or "healthy" vending and see if there are areas where we can work together to reach the goals of the bill's sponsor through voluntary industry efforts.

Thank you,

Scott Meskin

Black Tie Services

I oppose CB 17-2015 for the following reasons:

Jeff K. Darwood 410-336-4226

1. If you think you can legislate human nature – think again. People will eat sweets whether or not you restrict them at your measly county functions. County employees will start bringing their own Fritos and candy bars...
2. When government gets bigger the people get smaller.
3. The council needs to be more niggardly with their proposed legislation – less regulation is BETTER which means MORE liberty MORE freedom for your bosses - WE The People...
4. The author of this Bill – Calvin Ball likes to misquote statistics to support his asinine thinking. He cites the CDC - suggesting 112,000 deaths due to heart disease, cancer stroke... - caused by poor diet
  - a. The American Cancer Society, says 550,000 Americans die each year from cancer, and a third of these deaths are caused by poor diet. THAT'S 183,000 not 112,000  
<http://www.livestrong.com/article/329463-poor-diet-facts/>
  - b. The CDC in Journal of the American Medical Association, issued a correction. Due to computational errors, where it overstated the number of deaths due to poor diet and inactivity. The original number of 100,000 additional deaths in 2000 compared to 1990 was revised to only 65,000 additional deaths.

#### Top 7 Causes of Death continued...

- Heart disease (710,760 deaths)
- Cancer (553,091)
- Stroke (167,561)
- Lung disease (122,009)
- Injuries from accidents (97,900)
- Diabetes (69,301)
- Flu and pneumonia (65,313)

"With sedentary lifestyle and obesity, we see higher rates of hypertension and diabetes, which are risk factors for stroke or heart attack," says Joseph Miller, MD, a preventive cardiologist with Emory University School of Medicine in Atlanta. <http://www.webmd.com/men/news/20040309/inactivity-obesity-are-killing-americans?page=2>

5. Fact - NOT even the CDC is sure of causes of death... Is it poor diet, lack of exercise, genetics...?
6. Calvin cites that Americans are 24lbs heavier than they were in 1960 – ever hear of technology? In the first half of the 20<sup>th</sup> century Americans dined on bacon and eggs, steak and potatoes, bread & butter, pudding, whole milk... All high in fat and calories. But they worked hard, enjoyed physical labor, they built things... We now have a service economy {a sedentary lifestyle} with the majority of people sitting behind computers or living on welfare...
7. I eat pounds of junk food every week, but I also run 30 miles a week, swim and engage in other physical activities. Should I and other RESPONSIBLE adults be punished because you think the citizens can't be trusted with their own health and diet?
8. Establishing nutritional standards IS NOT the purview of local governments – IT IS the responsibility of parents and individual.



**9. What's next? - mandating a morning exercise regimen like they do in communist China?**

10. This law could be a Civil Rights Violation – CHOICES are part of everyday life. Perhaps instead of MANDATING rules that YOU like let the citizens decide what's best for them. Every time the government usurps one more responsibility from the individual, you take away liberty, freedom of choice and personal responsibility.
11. This foolish legislation will eventually cause vendors to stop providing services at county events, residents will stop attending and the county will NOT have anyone to whom they can pass down their dictum.
12. Howard County is surrounded by 6 other counties all with 15-20 minutes' drive where they can enjoy what THEY want. Neither Howard County nor its residents will receive any benefit from this feckless mandate.
13. During this laws previous implementation many people stopped going to Howard county events and I'll be sure tell my 1000's of colleagues to do the same should this stupid law be implemented once again.
14. Finally --- I ask you ALL – what is the benefit of this legislation? I can think of NONE. Just as anti-gun legislation costs MORE lives the sugar ban will also have unforeseen NEGATIVE effects. Is your sole purpose to only punish responsible people?
15. LASTLY - if this proposed legislation is meant to embarrass Executive Kittleman or extort some political gain at the expense of the citizens I find that repugnant and beneath the dignity of a responsible legislative body.
16. I urge you to **REJECT this ill-conceived legislation and its Author.**

*Eileen Robertson's Testimony Monday, May 18, 2015*

Hello my name is Eileen Robertson I am a member of PATH Children Health/ Wellness Policy Team! I am a resident of Maple Lawn in Fulton Maryland. I have three children - one in middle school and two in elementary school. I'm here tonight in support of County Bill 17-2015. Three years ago I moved back to Maryland from Southern California after my husband passed away. I chose Howard County because of the progressive and innovative way the county supports its residents. A huge part of my decision was seeing the clear commitment Howard County has to the health, well-being, and education of our children. I don't underestimate how challenging it is for people to change their habits EVEN when there is indisputable evidence that making unhealthy eating choices has a detrimental effect on our health. It is no less difficult than it was for people to stop smoking in the 70's when evidence clearly made the case that smoking was dangerous. But just because something is challenging and difficult doesn't mean we shouldn't do it.

As a mother of three children, I want to live in an environment that makes it clear and EASY for my children to make healthy choices. When we use one of the amazing resources our county provides and MY tax dollars support - like a recreational center or library and they are hungry, **it is impossible for them to make a healthy choice. There are no healthy options for sale! I want my children to be presented with choices that are good for them.** I want to live in a county that is leading the transformation of health and well being for our children and my neighbors - Not a county that is afraid to make a difficult change!



Madame Chair and Council Members,

My name is Jannette O'Neill-González and I reside in Howard County. I am a Latino woman with a Masters degree in Health Sciences from Johns Hopkins University. Professionally, I work with Latino youth in the county. Additionally, I am helping to organize a Latino leader-working group, with whom I have developed this testimony.

We support the Healthy Food and Beverage Bill, and urge you to do the same.

We were excited by two benefits to the Latino Community associated with this bill.

First, many members of our Latino community struggle financially. These families struggle to do things like enroll their children in sports or to buy healthier food. As a community, we need to reduce child obesity and prevent diabetes. Lower cost healthy options in county vending machines would help people make good choices. We are excited by the idea of our county making the healthy choice the cheaper choice.

Second, approval of Bill 17 will set an example for local businesses, showing them the importance of offering healthier foods and beverages to their consumers.

One of the most frequented businesses by the Latino community in Howard County has more than 15 different varieties of sodas from

Central and South America. These drinks are pink, blue, yellow and the rest of the colors of the rainbow.

The storeowner told me he's open to offering healthier options. If the county sells healthier products on its property, it may build the proof he needs that Howard county families, including Latino families, want healthier choices.

Your approval of Bill 17 would give the Latino community the opportunity of choice, the choice to offer a healthier life to their children, free from chronic diseases that would prevent them from becoming productive and contributing members of our County, and our Country.

Thank you for your effort taking into account the positive impact the approval of this Bill will have on the County's Latino population.

African American Community Roundtable of Howard County  
5-18-2015

Dear Madame Chair and Council Members,

My name is Rev. Robert Turner and I am speaking tonight as both a resident, clergy person and 2<sup>nd</sup> vice chair of the African American Community Roundtable.

The Roundtable is an active coalition of over 20 social, civic, professional, religious, cultural and political groups working to improve the quality of life for African-Americans throughout Howard County. To fulfill our mission, we are focused on ensuring that families are connected to critical resources that ultimately empower residents and encourage social and economic well being.

One of our core areas of activity is to promote healthy living, and it is for that reason that I am here tonight to ask you to say yes to health by voting for Council Bill 17.

At its heart, CB17 is a bill that helps level the playing field by making healthy choices more available, affordable and noticeable. We know that chronic diseases are nearing crisis levels and they are rooted in unhealthy lifestyles, particularly poor nutrition. But rather than eliminate unhealthy options, this bill respects the individual's right to choose. At the same time it recognizes that government must play a leading role in promoting health.

African Americans in Howard County are almost three times more likely to visit hospital Emergency Departments for diabetes, and have the highest percent of adults who are obese compared to all other races/ ethnicities. African American individuals are also more likely to have high blood pressure and high cholesterol than most other races. Given these statistics, our organizations and their members are especially vulnerable to the unhealthy environment that we have allowed the beverage and junk food industries to create.

The health of African Americans can be improved through education, which we are doing in partnership with many others, and through the creation of a healthy environment in Howard County, which we are asking you to do.

Even more vulnerable than African American adults are African American children. The 50,000 children who visit Howard County parks and playgrounds and summer camps each year do not think in terms of the lifelong impact on their health. As parents, we hope our kids carry the valuable and important lessons we impart with us wherever they go. But as parents, we also want our community to reinforce these lessons. The Howard County Public School System has shown great leadership in improving the nutritional standards for food and drink served to children, and this bill would mirror those improvements.

What you have before you is a choice: You can continue with the status quo – the same status quo that has lead to the alarming reality that half of all African American children will develop diabetes in their lifetimes. Or you can reject the status quo and say yes to health.

The choice is yours.



**To: County Council of Howard County Maryland**  
**From: Michaeline R. Fedder, Director of Government Relations, Maryland**  
**Subject: Enthusiastic Support for Bill No. 17-2015**

**The American Heart Association's Mission is, "Building healthier lives, free of cardiovascular diseases and stroke."**

**Our Goal is, "by 2020, to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular diseases and stroke by 20%"**

**Our Work includes a wide range of activities including but not limited to Advocacy, Education, Raising Awareness particularly among at-risk populations, Improving patient care and Protecting our future by helping kids develop life-long healthy habits.**

**Every activity in which we engage, however, has its roots in research, research supported by our organization. We've made great strides over time but heart disease is still the number one killer in Maryland and in the United States. And we have to continue looking for more answers.**

**But answers found in the research laboratory don't save lives until they are put into practice, until we translate the science into a usable form; until the scientific breakthrough is actualized.**

**So let's turn to Council Bill Number 17-2015, introduced recently by Councilperson Calvin Ball. Passage of this bill would make healthier food and beverages choices available and affordable on county property.**

**So why do we want to do this and what will it accomplish?**

**Research has documented a link between daily sugary drink consumption and diabetes, tooth decay, high blood pressure, high cholesterol levels, weight gain....**

**Consumption of sugary snacks is not much better.**

**A commentary in a prestigious newspaper recently suggested that "Sugar is the new public enemy number 1."**





**You have heard tonight that young children, preteens, are being diagnosed with what used to be considered “adult-onset diabetes.”**

**You have heard tonight that we are in the midst of a childhood obesity epidemic.**

**You have heard tonight that children born today are expected to live shorter lives than their parents.**

**The pre-amble to the bill beautifully sets out the case for support of County Bill 17-2015.**

**And again, please keep in mind that these statements are all supported by high quality research.**

**Will passage of this bill eradicate all the problems we are discussing tonight? Of course not. There is not any single bullet that can do this. We are talking about one small step that will make a difference. We are talking about providing choices for those who want them...convenient choices. We are talking about helping motivated people conveniently find healthy options.**

**There is a groundswell of support for this legislation which provides healthy choices but allows for reasonable exceptions. I urge your support of this bill. The people who live, work, shop and spend quality time in this county deserve no less.**

---

Michaeline R. Fedder, MA  
Director of Government Relations  
American Heart Association  
Mid-Atlantic Affiliate  
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Baltimore, Maryland 21202  
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Full text links

Am J Public Health. 2001 Jan;91(1):112-7.

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## Pricing and promotion effects on low-fat vending snack purchases: the CHIPS Study.

French SA<sup>1</sup>, Jeffery RW, Story M, Breitlow KK, Baxter JS, Hannan P, Snyder MP.

### Author information

#### Abstract

**OBJECTIVES:** This study examined the effects of pricing and promotion strategies on purchases of low-fat snacks from vending machines.

**METHODS:** Low-fat snacks were added to 55 vending machines in a convenience sample of 12 secondary schools and 12 worksites. Four pricing levels (equal price, 10% reduction, 25% reduction, 50% reduction) and 3 promotional conditions (none, low-fat label, low-fat label plus promotional sign) were crossed in a Latin square design. Sales of low-fat vending snacks were measured continuously for the 12-month intervention.

**RESULTS:** Price reductions of 10%, 25%, and 50% on low-fat snacks were associated with significant increases in low-fat snack sales; percentages of low-fat snack sales increased by 9%, 39%, and 93%, respectively. Promotional signage was independently but weakly associated with increases in low-fat snack sales. Average profits per machine were not affected by the vending interventions.

**CONCLUSIONS:** Reducing relative prices on low-fat snacks was effective in promoting lower-fat snack purchases from vending machines in both adult and adolescent populations.

PMID: 11189801 [PubMed - indexed for MEDLINE] PMCID: PMC1446491 **Free PMC Article**


Publication Types, MeSH Terms, Substances, Grant Support

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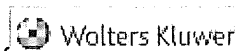
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Abstract

Full text links

J Occup Environ Med. 2010 Jan;52 Suppl 1:S29-33. doi: 10.1097/JOM.



## Pricing and availability intervention in vending machines at four bus garages.

French SA<sup>1</sup>, Hannan PJ, Harnack LJ, Mitchell NR, Toomey TL, Gerlach A.

### Author information

#### Abstract

**OBJECTIVE:** To evaluate the effects of lowering prices and increasing availability on sales of healthy foods and beverages from 33 vending machines in 4 bus garages as part of a multicomponent worksite obesity prevention intervention.

**METHODS:** Availability of healthy items was increased to 50% and prices were lowered at least 10% in the vending machines in two metropolitan bus garages for an 18-month period. Two control garages offered vending choices at usual availability and prices. Sales data were collected monthly from each of the vending machines at the four garages.

**RESULTS:** Increases in availability to 50% and price reductions of an average of 31% resulted in 10% to 42% higher sales of the healthy items. Employees were mostly price responsive for snack purchases.

**CONCLUSIONS:** Greater availability and lower prices on targeted food and beverage items from vending machines was associated with greater purchases of these items over an 18-month period. Efforts to promote healthful food purchases in worksite settings should incorporate these two strategies.

PMID: 20061884 [PubMed - indexed for MEDLINE] PMCID: PMC2818541 **Free PMC Article**

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## Location Is Key To Product Placement

Posted on [July 10, 2012](#) by [Piranha Vending](#)



How product placement influences your buying decision

Product placement is key to influencing sales on products. A recent study in Applied Cognitive Psychology states that “location may influence not only the products you buy in stores and online, but other day-to-day choices, such as the person you select to complete a task, the item you select on a menu or the way you respond to surveys.”

There is a tendency to select items in the middle of a row, both horizontally and vertically. Basically, we tend to select what is directly in front of us, at eye level.

If you are a vendor and you would like to give a specific product some more attention. Try to place it right in the middle of a person viewing your vending machine. You just might see it fly off the shelf!

Take a look at [Karma Wellness Waters!](#)

This entry was posted in [Uncategorized](#) and tagged [buying](#), [location](#), [piranha vending](#), [product placement](#), [products](#), [sales](#), [stores](#), [vending](#), [vendor](#). Bookmark the [permalink](#).

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## All4U Vending Blog

### Are You Using Planograms?

Lisa Printz - Wednesday, March 12, 2014

Are you using a plan-o-gram for your candy/snack machines or bottle drop machines? Let's hope so! Plan-o-grams are equally important for micro-markets. And OCS operators can use much more effective product merchandising strategies and tactics. Plan-o-grams are better than what a very smart operator once described as "hand-grenade" merchandising.

This is a crucial merchandising tactic to deploy what we sell in the most appealing way. Putting the "right" products in the "right" places will increase sales and profits. My own experience, and that of many others, includes research-based proof that a plan-o-gram generates better bottom-line results than not using one.



Plan-o-grams are great. There are lots of ways to do it. Odds are that you have seen competing (and widely divergent) viewpoints on which products to feature and where to place different SKUs. I am not going to comment on which approach is "best." For now, I will skip the necessity to have different plan-o-grams for every location we serve.

## Go beyond traditional plan-o-grams

But plan-o-grams are not enough. We need much better strategies to manage the products we sell. A Wall Street Journal article, *The Calendar of Fast Food* (<http://online.wsj.com/article/SB10001424127887324678604578342240583232674.html?KEYWORDS=fast+food+menu>), explored the ways fast food restaurant chains are using seasonal menu items and LTOs (limited time offers). They are expanding their menu line-ups to attract people to their restaurants. You're probably familiar with McDonald's Shamrock Shake featured around St. Patrick's Day. Also, there are special fish sandwiches, LTO menu additions, at many fast food chains during Lent.

In our industry we have had experience with the "summer menu." Unfortunately that was a reverse LTO resulting in chocolate candy coming off our menu. The replacement SKUs were good products. The problem was that our competition, primarily convenience stores in this case, did not remove chocolate candy during the summer months.

It is time to rethink and revitalize our product merchandising strategies. We should be featuring seasonal menus for every product category. It's time to apply limited time offers across the board. Visit the coffee chains, Starbucks and Dunkin' Donuts, to see how they offer seasonal products. Visit McDonald's when they are offering their McRib sandwich. The periodic reintroduction of the McRib is a marketing lesson for any company in our business.

Get your plan-o-grams organized. Look at the calendar. Think about unique LTO solutions for holiday periods and other important dates, whether local or national. Using seasonal menu strategies and LTOs will be the beginning. You can test different approaches. Track results and refine your plans. Find what works at your locations to capture increased traffic and participation. Keep on pushing to add incremental sales and higher profits.

Facebook social plugin

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## Categories

**Howard County Chamber Testimony**  
**May 18, 2015**  
**Bill No. 17 – 2015**

Chairwoman Sigaty and members of the County Council, my name is Leonardo McClarty and I am the President of the Howard County Chamber of Commerce, a business organization comprised of 700 businesses ranging from sole proprietors to major corporations. I appreciate the opportunity to speak briefly concerning our opinions on Bill No. 17, pertaining to healthy food and beverage options.

I believe it goes without saying that societal health issues relative to obesity and related illnesses are in many cases the direct reflection of food options, decisions, and what we choose to put into our bodies. From a business perspective, we understand the impact an unhealthy workforce has on production and profitability. For those reasons, the Chamber appreciates the efforts taken by Councilmember Ball to facilitate healthier lifestyles and choices for Howard County residents and visitors.

As in many cases, the challenge is not in the goal or the desired outcome but rather in the mechanisms and actions we take to arrive at those goals. As it stands now, the Chamber has concerns relative to the language and proposed directives outlined in Bill 17 and their impact on business. We are of the mindset that the goals outlined can be achieved, but in a manner that also takes into consideration business realities and norms.

Our initial concerns are related to product placement and determining the price vendors may sell their products. In consumer goods, products are placed and priced based upon market demand and in some cases negotiated arrangements between two parties. This is why we see certain items placed in particular locations within a store or vending machine. Placing a \$.25 cost differential on goods does not take into account acquisition cost or marketability. A quarter may seem nominal but it could be a determining factor whether a product is sold or stays on the shelf. Pricing is based upon a host of factors. Although public health is a concern and role of local government, the Chamber strongly believes that the dictation of cost and product placement is not.

Another concern is related to the unintended consequences of increased operation costs. The requirement that some goods be replaced by others does not take into account that some products cannot be easily swapped. Certain products call for certain spiral coils to be used so that products can be dispensed. Depending upon the products and required percentage, some companies may find themselves spending more money in efforts to change out certain machine pieces. These costs may not translate into sales.

On a related note, some healthy foods have a shorter shelf life than their non-healthier option. As such, companies may ultimately lose money simply because an item has sat on the shelf and expired, which ultimately drives up the cost of healthy items to cover waste.

Never to be critical without sharing solutions, I would like to propose some other alternatives. In 2005, the National Automatic Merchandising Association (NAMA) created FitPick®, a healthy vending and micro market labeling program, to help vending operators and consumers identify products that meet recognized nutrition guidelines. To date, many local governments and military bases are using these standards. Additional information can be found at [www.vending.org](http://www.vending.org). In utilizing a system like FitPick, consumers are notified of healthy options prior to purchase. Our own Columbia Association fitness

facilities use a similar system. Several studies have shown that Point of Purchase signs DO have a positive influence on healthier purchasing behavior.

Another alternative would be to have items labeled good – better – best as reflected in Johns Hopkins model which has been held in high regard. I think we would be remiss if we also didn't include education in these discussions. If you are over 40, you can recall days where smoking was prevalent and seatbelts used as an afterthought. Education, information, and policy ultimately changed behaviors. Policy without education is ineffective.

In closing, the Howard County Chamber again appreciates the desire of the Council and Councilman Ball in particular for wanting a healthier Howard County. In accomplishing this goal, let's keep in mind, the business person that simply wants to run a profitable business, employ people, and contribute to the local economy. Please know that the Howard County Chamber would welcome the opportunity to work with you and others to create a program that encourages healthy lifestyles, but is not punitive to business.

# MESSAGE TO THE COUNTY COUNCIL

Name ANDREW A. MONTANA (Please Print) Date 26 March 2015  
Street Address 7138 Rivers Edge Rd.  
City COLUMBIA State MD Zip 21044  
Telephone 410-531-3832 Cell 410-961-5707  
E-mail AMONTANA@ME.COM

## I THINK HOWARD COUNTY SHOULD:

- ✓ Pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. Any law considered should preserve freedom of choice, encourage healthier food and drink choices, protect children's health, allow for reasonable exemptions, and provide for effective implementation and monitoring.
- ✓ Join 60+ cities and counties across the nation that have taken actions to improve their food environments and fight the diseases that hurt our families and raise our health care costs like, diabetes, high blood pressure, high cholesterol, and obesity.

## COMMENTS:

Foster choice - healthy choices should be available.

Signature: 

Testimony  
CB 17-2015  
for  
Legis. File

HOWARD COUNTY COUNCIL  
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# Add your Voice!

- Our county government has an economic imperative to improve the food environment for its employees and those using county property. County taxpayers currently spend \$51 million each year on healthcare for county employees, their families, and retirees. Much of this money is spent treating chronic diseases caused by poor nutrition.
- Consumption of sugary drinks in Howard County is declining at a rate that is faster than national rates. County schools, the hospital, child care facilities, health care providers, county organizations, and individual families have all made big changes to their own food environments. It's time to "double down" and continue our progress towards a healthier community.
- It's time for our local government to take action – just like over 60 cities and counties across the country that took steps to improve the food environment and lower taxpayer-funded health care costs.
- **Howard County should encourage healthier food and drink choices by making them widely available, affordable, and noticeable, especially on county property and during county programs.** Working together, we can pass a law that protects children's health, encourages healthy food and drink choices, and preserves the freedom of individuals to make less healthy choices.

## **INSTRUCTIONS**

Fill out the "Message to the County Council" sheet and write a sentence or two about who you are and why you care.

We will deliver your message to the Howard County Council so that they can see what YOU think.

# MESSAGE TO THE COUNTY COUNCIL

|                |                      |                |                |         |       |
|----------------|----------------------|----------------|----------------|---------|-------|
| Name           | MARY ANN BARRY       | (Please Print) | Date           | 3/26/15 |       |
| Street Address | 5464 WILD LILAC      |                |                |         |       |
| City           | COLUMBIA             | State          | MD             | Zip     | 21045 |
| Telephone      | (410) 992-9156       | Cell           | (410) 979-8052 |         |       |
| E-mail         | mabarry4@comcast.net |                |                |         |       |

## I THINK HOWARD COUNTY SHOULD:

- ✓ Pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. Any law considered should preserve freedom of choice, encourage healthier food and drink choices, protect children's health, allow for reasonable exemptions, and provide for effective implementation and monitoring.
- ✓ Join 60+ cities and counties across the nation that have taken actions to improve their food environments and fight the diseases that hurt our families and raise our health care costs like, diabetes, high blood pressure, high cholesterol, and obesity.

## COMMENTS:

I am a retired nurse + have educated myself on eating for health & I wanted to volunteer to help reduce health care costs, improve health & support the environment as goals to work on in retirement. I support improving resident & children's health

Signature: \_\_\_\_\_

Mary Ann Barry



# Add your Voice!

- Our county government has an economic imperative to improve the food environment for its employees and those using county property. County taxpayers currently spend \$51 million each year on healthcare for county employees, their families, and retirees. Much of this money is spent treating chronic diseases caused by poor nutrition.
- Consumption of sugary drinks in Howard County is declining at a rate that is faster than national rates. County schools, the hospital, child care facilities, health care providers, county organizations, and individual families have all made big changes to their own food environments. It's time to "double down" and continue our progress towards a healthier community.
- It's time for our local government to take action – just like over 60 cities and counties across the country that took steps to improve the food environment and lower taxpayer-funded health care costs.
- **Howard County should encourage healthier food and drink choices by making them widely available, affordable, and noticeable, especially on county property and during county programs.** Working together, we can pass a law that protects children's health, encourages healthy food and drink choices, and preserves the freedom of individuals to make less healthy choices.

## **INSTRUCTIONS**

Fill out the "Message to the County Council" sheet and write a sentence or two about who you are and why you care.

We will deliver your message to the Howard County Council so that they can see what YOU think.

# MESSAGE TO THE COUNTY COUNCIL

Name KELLY McMILLAN (Please Print) Date 3/26  
Street Address 8024 MAIN ST.  
City ELLIOTT CITY State MD Zip 21043  
Telephone 443 465 3774 Cell \_\_\_\_\_  
E-mail Kminet81@hotmail.com

## I THINK HOWARD COUNTY SHOULD:

- ✓ Pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. Any law considered should preserve freedom of choice, encourage healthier food and drink choices, protect children's health, allow for reasonable exemptions, and provide for effective implementation and monitoring.
- ✓ Join 60+ cities and counties across the nation that have taken actions to improve their food environments and fight the diseases that hurt our families and raise our health care costs like, diabetes, high blood pressure, high cholesterol, and obesity.

## COMMENTS:

I WOULD LOVE TO SEE HOWARD  
COUNTY IMPLEMENT THIS POLICY

Signature: \_\_\_\_\_

Kellie

# Add your Voice!

- Our county government has an economic imperative to improve the food environment for its employees and those using county property. County taxpayers currently spend \$51 million each year on healthcare for county employees, their families, and retirees. Much of this money is spent treating chronic diseases caused by poor nutrition.
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## **INSTRUCTIONS**

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We will deliver your message to the Howard County Council so that they can see what YOU think.

District 3

# MESSAGE TO THE COUNTY COUNCIL

Name Robin Steele (Please Print) Date 3/19/2015  
Street Address 9500 Star Moon Lane  
City Laurel State MD Zip 20723  
Telephone 443-956-4642 Cell 443-956-4642  
E-mail rsteele510@aol.com

## I THINK HOWARD COUNTY SHOULD:

- ✓ Pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. Any law considered should preserve freedom of choice, encourage healthier food and drink choices, protect children's health, allow for reasonable exemptions, and provide for effective implementation and monitoring.
- ✓ Join 60+ cities and counties across the nation that have taken actions to improve their food environments and fight the diseases that hurt our families and raise our health care costs like, diabetes, high blood pressure, high cholesterol, and obesity.

## COMMENTS:

Within the African American there is a  
high level of obesity. It is important to  
reduce obesity within the culture so that  
the individuals live more productive lives

Signature: Robin Steele



# Add your Voice!

- Our county government has an economic imperative to improve the food environment for its employees and those using county property. County taxpayers currently spend \$51 million each year on healthcare for county employees, their families, and retirees. Much of this money is spent treating chronic diseases caused by poor nutrition.
- Consumption of sugary drinks in Howard County is declining at a rate that is faster than national rates. County schools, the hospital, child care facilities, health care providers, county organizations, and individual families have all made big changes to their own food environments. It's time to "double down" and continue our progress towards a healthier community.
- It's time for our local government to take action – just like over 60 cities and counties across the country that took steps to improve the food environment and lower taxpayer-funded health care costs.
- **Howard County should encourage healthier food and drink choices by making them widely available, affordable, and noticeable, especially on county property and during county programs.** Working together, we can pass a law that protects children's health, encourages healthy food and drink choices, and preserves the freedom of individuals to make less healthy choices.

## **INSTRUCTIONS**

Fill out the "Message to the County Council" sheet and write a sentence or two about who you are and why you care.

We will deliver your message to the Howard County Council so that they can see what YOU think.

# MESSAGE TO THE COUNTY COUNCIL

Name Steve Gershman (Please Print) Date 3/19/15  
Street Address 12318 BENSON BR RD  
City ELLICOTT CITY State MD Zip 21042  
Telephone 410 531 6242 Cell 410 960 9244  
E-mail SGERSHMAN@KATZABOSCH.COM

## I THINK HOWARD COUNTY SHOULD:

- ✓ Pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. Any law considered should preserve freedom of choice, encourage healthier food and drink choices, protect children's health, allow for reasonable exemptions, and provide for effective implementation and monitoring.
- ✓ Join 60+ cities and counties across the nation that have taken actions to improve their food environments and fight the diseases that hurt our families and raise our health care costs like, diabetes, high blood pressure, high cholesterol, and obesity.

## COMMENTS:

The County Council has the opportunity to assist the  
citizens of the county to make healthy choices for  
themselves. Please help.

Signature: Steve Gershman

# Add your Voice!

- Our county government has an economic imperative to improve the food environment for its employees and those using county property. County taxpayers currently spend \$51 million each year on healthcare for county employees, their families, and retirees. Much of this money is spent treating chronic diseases caused by poor nutrition.
- Consumption of sugary drinks in Howard County is declining at a rate that is faster than national rates. County schools, the hospital, child care facilities, health care providers, county organizations, and individual families have all made big changes to their own food environments. It's time to "double down" and continue our progress towards a healthier community.
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## **INSTRUCTIONS**

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We will deliver your message to the Howard County Council so that they can see what YOU think.

# MESSAGE TO THE COUNTY COUNCIL

Name FELI SOLA-CARTER (Please Print) Date 3/19/15  
 Street Address 4305 SNOWDROP COURT  
 City ELLICOTT CITY State MD Zip 21042  
 Telephone 443-253-1317 → Cell \_\_\_\_\_  
 E-mail FELISOLA-CARTER@GMAIL.COM

## I THINK HOWARD COUNTY SHOULD:

- ✓ Pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. Any law considered should preserve freedom of choice, encourage healthier food and drink choices, protect children's health, allow for reasonable exemptions, and provide for effective implementation and monitoring.
- ✓ Join 60+ cities and counties across the nation that have taken actions to improve their food environments and fight the diseases that hurt our families and raise our health care costs like, diabetes, high blood pressure, high cholesterol, and obesity.

## COMMENTS:

NO FACTOR AFFECTS INDIVIDUALS AS SIGNIFICANTLY AS

NEUTRN. FACILITATING HEALTHY DEFAULT CHOICES IS A

SMALL BUT CRITICAL STEP IN CREATING A HEALTHY

COMMUNITY.

Signature: \_\_\_\_\_

*[Handwritten Signature]*



# Add your Voice!

- Our county government has an economic imperative to improve the food environment for its employees and those using county property. County taxpayers currently spend \$51 million each year on healthcare for county employees, their families, and retirees. Much of this money is spent treating chronic diseases caused by poor nutrition.
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## **INSTRUCTIONS**

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We will deliver your message to the Howard County Council so that they can see what YOU think.

# MESSAGE TO THE COUNTY COUNCIL

Name GREG OLANIRAN (Please Print) Date 3-19-15  
Street Address 7209 PRESERVATION CT  
City FULTON State MD Zip 20759  
Telephone \_\_\_\_\_ Cell \_\_\_\_\_  
E-mail goolaniran@mac.com

## I THINK HOWARD COUNTY SHOULD:

- ✓ Pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. Any law considered should preserve freedom of choice, encourage healthier food and drink choices, protect children's health, allow for reasonable exemptions, and provide for effective implementation and monitoring.
- ✓ Join 60+ cities and counties across the nation that have taken actions to improve their food environments and fight the diseases that hurt our families and raise our health care costs like, diabetes, high blood pressure, high cholesterol, and obesity.

## COMMENTS:

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Signature: \_\_\_\_\_

Guy D. Stan

# Add your Voice!

- Our county government has an economic imperative to improve the food environment for its employees and those using county property. County taxpayers currently spend \$51 million each year on healthcare for county employees, their families, and retirees. Much of this money is spent treating chronic diseases caused by poor nutrition.
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## **INSTRUCTIONS**

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We will deliver your message to the Howard County Council so that they can see what YOU think.

# MESSAGE TO THE COUNTY COUNCIL

Name Janet Currie (Please Print) Date 3/19/15  
 Street Address 3111 Stiles Way  
 City W. Friendship State MD Zip 21794  
 Telephone 410.489.9174 Cell 443.414.4636  
 E-mail janetcurrie@hotmail.com

## I THINK HOWARD COUNTY SHOULD:

- ✓ Pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. Any law considered should preserve freedom of choice, encourage healthier food and drink choices, protect children's health, allow for reasonable exemptions, and provide for effective implementation and monitoring.
- ✓ Join 60+ cities and counties across the nation that have taken actions to improve their food environments and fight the diseases that hurt our families and raise our health care costs like, diabetes, high blood pressure, high cholesterol, and obesity.

## COMMENTS:

The effects of obesity are far reaching. Just  
as we have with smoking, seat belts,  
hand held  
cell phone usage and texting while driving, we  
need to help our community ensure positive,  
healthy ~~and~~ outcomes.

Signature: \_\_\_\_\_



# Add your Voice!

- Our county government has an economic imperative to improve the food environment for its employees and those using county property. County taxpayers currently spend \$51 million each year on healthcare for county employees, their families, and retirees. Much of this money is spent treating chronic diseases caused by poor nutrition.
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# MESSAGE TO THE COUNTY COUNCIL

Name Lynn Coleman (Please Print) Date 3/19/15  
Street Address 5824 White Pebble Pkwy  
City Clarksville State MD Zip 21029  
Telephone 410-531-8110 Cell \_\_\_\_\_  
E-mail lynnmarie445@yahoo.com

## I THINK HOWARD COUNTY SHOULD:

- ✓ Pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. Any law considered should preserve freedom of choice, encourage healthier food and drink choices, protect children's health, allow for reasonable exemptions, and provide for effective implementation and monitoring.
- ✓ Join 60+ cities and counties across the nation that have taken actions to improve their food environments and fight the diseases that hurt our families and raise our health care costs like, diabetes, high blood pressure, high cholesterol, and obesity.

## COMMENTS:

It is important that the  
county address our  
health issues, especially  
in the area of obesity

Signature: \_\_\_\_\_

Lynn Coleman

# Add your Voice!

- Our county government has an economic imperative to improve the food environment for its employees and those using county property. County taxpayers currently spend \$51 million each year on healthcare for county employees, their families, and retirees. Much of this money is spent treating chronic diseases caused by poor nutrition.
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We will deliver your message to the Howard County Council so that they can see what YOU think.



# MESSAGE TO THE COUNTY COUNCIL

Name YVETTE Oquendo-Berruz (Please Print) Date 3/19/11  
 Street Address 7442 Weather Worn Way  
 City Columbia State MO Zip 21046  
 Telephone 410-290-9165 Cell 443-535-2783  
 E-mail yoquendo@chasebvxton.org

## I THINK HOWARD COUNTY SHOULD:

- ✓ Pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. Any law considered should preserve freedom of choice, encourage healthier food and drink choices, protect children's health, allow for reasonable exemptions, and provide for effective implementation and monitoring.
- ✓ Join 60+ cities and counties across the nation that have taken actions to improve their food environments and fight the diseases that hurt our families and raise our health care costs like, diabetes, high blood pressure, high cholesterol, and obesity.

## COMMENTS:

As a primary care physician that practices  
 in the county and see on a daily basis  
 how lifestyle choices impact the health of the  
 patient's I see, I feel is imperative we make every effort  
 afforded to us to encourage healthier food and drink choices  
 on county properties and any county sponsored events

Signature: Yvette Oquendo Berruz

# Add your Voice!

- Our county government has an economic imperative to improve the food environment for its employees and those using county property. County taxpayers currently spend \$51 million each year on healthcare for county employees, their families, and retirees. Much of this money is spent treating chronic diseases caused by poor nutrition.
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## **INSTRUCTIONS**

Fill out the “Message to the County Council” sheet and write a sentence or two about who you are and why you care.

We will deliver your message to the Howard County Council so that they can see what YOU think.

District 5

# MESSAGE TO THE COUNTY COUNCIL

Name GLENN FALCAO (Please Print) Date 3/19/15  
Street Address 13807 RUSSELL ZEPPE DR.  
City CLARKSVILLE State MD Zip 21029  
Telephone \_\_\_\_\_ Cell 443-413-5748  
E-mail GMFALCAO@AOL.COM

## I THINK HOWARD COUNTY SHOULD:

- ✓ Pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. Any law considered should preserve freedom of choice, encourage healthier food and drink choices, protect children's health, allow for reasonable exemptions, and provide for effective implementation and monitoring.
- ✓ Join 60+ cities and counties across the nation that have taken actions to improve their food environments and fight the diseases that hurt our families and raise our health care costs like, diabetes, high blood pressure, high cholesterol, and obesity.

## COMMENTS:

TRUE FREEDOM OF CHOICE MEANS MAKING  
HEALTHY CHOICES AS AVAILABLE AS ALL  
OTHER CHOICES.

Signature: \_\_\_\_\_

G Falcao

**Sayers, Margery**

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**From:** Tim Lattimer <lattimertp@gmail.com>  
**Sent:** Thursday, May 07, 2015 10:47 PM  
**To:** CouncilMail  
**Subject:** Let's make CB 17-2015 a reality

Dear Howard County Council Members:

It's time to join the 60+ communities across the country that have made healthier food and drinks more readily available on county property. I support CB 17-2015 and urge you to pass this bill into law.

It's not easy to find healthy choices being sold in county-owned vending machines or find them offered during county sponsored programs. CB 17-2015 would increase the choices being offered and make it more likely that I could eat and drink in a healthier way while visiting county property.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

Tim Lattimer  
8452 Each Leaf Court  
Columbia, MD 21045  
4109972853

## **Sayers, Margery**

---

**From:** Jean Silver-Isenstadt <jeansi@verizon.net>  
**Sent:** Wednesday, May 06, 2015 8:55 PM  
**To:** CouncilMail  
**Subject:** Howard County should be healthiest county in Maryland -- Pass CB 17-2015

Dear Howard County Council Members:

I support CB 17-2015. Anyone who works for or visits Howard County government would finally be able to get something healthy out of the vending machines and could pick up something healthy at a county meeting. That rarely happens today.

Howard County has been a leader on many public health issues. It's time to make some progress in reducing diabetes, high blood pressure, and obesity.

Passing CB 17-2015 is good policy and good politics. It will make it easier for people to choose healthy items when they want while simultaneously preserving their freedom to choose among less healthy items. It will also protect children's health which is important to me.

Please vote for CB 17-2015 and keep me in the loop on how you intend to vote.

Thanks,

Jean Silver-Isenstadt  
10174 Deep Skies Drive  
Laurel, MD 20723  
301-725-6044

## Sayers, Margery

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**From:** Elisabeth Donaldson <elisabeth.donaldson@gmail.com>  
**Sent:** Wednesday, May 06, 2015 1:51 PM  
**To:** CouncilMail  
**Subject:** Howard County should be healthiest county in Maryland -- Pass CB 17-2015

Dear Howard County Council Members:

I support CB 17-2015. Anyone who works for or visits Howard County government would finally be able to get something healthy out of the vending machines and could pick up something healthy at a county meeting. That rarely happens today.

Howard County has been a leader on many public health issues. It's time to make some progress in reducing diabetes, high blood pressure, and obesity.

Passing CB 17-2015 is good policy and good politics. It will make it easier for people to choose healthy items when they want while simultaneously preserving their freedom to choose among less healthy items. It will also protect children's health which is important to me.

Please vote for CB 17-2015 and keep me in the loop on how you intend to vote.

Thanks,

Elisabeth Donaldson  
1638 South Hanover Street  
Baltimore, MD 21230  
8149318261

## Sayers, Margery

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**From:** Paula Kreissler <paula@healthysavannah.org>  
**Sent:** Thursday, April 30, 2015 6:59 AM  
**To:** CouncilMail  
**Subject:** Howard County should pass CB 17-2015

Dear Howard County Council Members:

I heard that the Council will soon be discussing CB 17-2015 -- the bill to make healthy food and drink choices more widely available on county property. I fully support this bill.

The County spends a substantial amount of taxpayers' money treating employees' chronic diseases. Given that, the county government should take reasonable steps like these to encourage good nutrition, keep employees healthy and reduce health care costs.

I urge you to pass this law. Please let me know how you intend to vote.

Sincerely,

Paula Kreissler  
216 E 32nd St.  
Savannah, GA 31401  
(912) 272-9494



**Sayers, Margery**

---

**From:** Margo Duesterhaus <margommd@gmail.com>  
**Sent:** Saturday, April 25, 2015 5:13 PM  
**To:** CouncilMail  
**Subject:** Howard County should be healthiest county in Maryland -- Pass CB 17-2015

Dear Howard County Council Members:

I support CB 17-2015. Anyone who works for or visits Howard County government would finally be able to get something healthy out of the vending machines and could pick up something healthy at a county meeting. That rarely happens today.

Howard County has been a leader on many public health issues. It's time to make some progress in reducing diabetes, high blood pressure, and obesity.

Passing CB 17-2015 is good policy and good politics. It will make it easier for people to choose healthy items when they want while simultaneously preserving their freedom to choose among less healthy items. It will also protect children's health which is important to me.

Please vote for CB 17-2015 and keep me in the loop on how you intend to vote.

Thanks,

Margo Duesterhaus  
2814 Montclair Drive  
Ellicott City, MD 21043  
4104805498

## Sayers, Margery

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**From:** Barbara Wasserman <bpwasserman@jhu.edu>  
**Sent:** Saturday, April 25, 2015 12:43 PM  
**To:** CouncilMail  
**Subject:** Howard County should pass CB 17-2015

Dear Howard County Council Members:

I heard that the Council will soon be discussing CB 17-2015 -- the bill to make healthy food and drink choices more widely available on county property. I fully support this bill.

The County spends a substantial amount of taxpayers' money treating employees' chronic diseases. Given that, the county government should take reasonable steps like these to encourage good nutrition, keep employees healthy and reduce health care costs.

As a physician I have dealt frequently with the chronic diseases associated with overweight and obesity. The morbidity and mortality associated with overweight/obesity are very high. The adverse impact on the quality of people's lives is also great. Please support CB 17-2015. Education on food/beverage choices is important but cannot alone deal with the task of getting people to make healthier food/beverage choices. The approaches outlined in CB 17-2015 will go a long way to help people in Howard County achieve and maintain a healthy weight and avoid the serious and costly chronic diseases associated with overweight and obesity.

I urge you to pass this law. Please let me know how you intend to vote.

Sincerely,

Barbara Wasserman  
13200 Triadelphia Road  
Ellicott City, MD 21042  
301-854-0033

## Sayers, Margery

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**From:** Barbara Schmeckpeper <tbschmeck@gmail.com>  
**Sent:** Friday, April 24, 2015 5:03 PM  
**To:** CouncilMail  
**Subject:** Howard County should be healthiest county in Maryland -- Pass CB 17-2015

Dear Howard County Council Members:

I support CB 17-2015. I am so proud to have my County Council representative introduce this bill. I think it will make an important contribution to better health for me and my loved ones.

Anyone who works for or visits Howard County government would finally be able to get something healthy out of the vending machines and could pick up something healthy at a county meeting. That rarely happens today.

Howard County has been a leader on many public health issues. It's time to make some progress in reducing diabetes, high blood pressure, and obesity.

Passing CB 17-2015 is good policy and good politics. It will make it easier for people to choose healthy items when they want while simultaneously preserving their freedom to choose among less healthy items. It will also protect children's health which is very important to me.

Please vote for CB 17-2015 and keep me in the loop on how you intend to vote.

Thanks,

Barbara Schmeckpeper  
6305 summercrest Dr.  
Columbia, MD 21045  
410-381-5279

## Sayers, Margery

---

**From:** Shawn Paris <pastorparis@atholton.us>  
**Sent:** Friday, April 24, 2015 2:22 PM  
**To:** CouncilMail  
**Subject:** Let's make CB 17-2015 a reality

Dear Howard County Council Members:

It's time to join the 60+ communities across the country that have made healthier food and drinks more readily available on county property. I support CB 17-2015 and urge you to pass this bill into law.

It's not easy to find healthy choices being sold in county-owned vending machines or find them offered during county sponsored programs. CB 17-2015 would increase the choices being offered and make it more likely that I could eat and drink in a healthier way while visiting county property.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

Shawn Paris  
6520 Martin Rd.  
Columbia, MD 21044  
410-740-5030

## Sayers, Margery

---

**From:** Michael Smolyak <msmolyak@rocketmail.com>  
**Sent:** Thursday, April 23, 2015 9:18 PM  
**To:** CouncilMail  
**Subject:** Let's make CB 17-2015 a reality

Dear Howard County Council Members:

It's time to join the 60+ communities across the country that have made healthier food and drinks more readily available on county property. I support CB 17-2015 and urge you to pass this bill into law.

It's not easy to find healthy choices being sold in county-owned vending machines or find them offered during county sponsored programs. CB 17-2015 would increase the choices being offered and make it more likely that I could eat and drink in a healthier way while visiting county property.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

Michael Smolyak  
6428 Western Star Run  
Clarksville, MD 21029  
4105311542

## **Sayers, Margery**

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**From:** Nancy Huehnergath <nancy@nfhconsulting.com>  
**Sent:** Thursday, April 23, 2015 8:29 PM  
**To:** CouncilMail  
**Subject:** Howard County should be healthiest county in Maryland -- Pass CB 17-2015

Dear Howard County Council Members:

I support CB 17-2015. Anyone who works for or visits Howard County government would finally be able to get something healthy out of the vending machines and could pick up something healthy at a county meeting. That rarely happens today.

Howard County has been a leader on many public health issues. It's time to make some progress in reducing diabetes, high blood pressure, and obesity.

Passing CB 17-2015 is good policy and good politics. It will make it easier for people to choose healthy items when they want while simultaneously preserving their freedom to choose among less healthy items. It will also protect children's health which is important to me.

Please vote for CB 17-2015 and keep me in the loop on how you intend to vote.

Thanks,

Nancy Huehnergath  
41 Joan Drive  
Chappaqua, NY 10514  
914-262-9568

**Sayers, Margery**

---

**From:** Mary Ann Barry <mabarry4@comcast.net>  
**Sent:** Thursday, April 23, 2015 7:18 PM  
**To:** CouncilMail  
**Subject:** Howard County should be healthiest county in Maryland -- Pass CB 17-2015

Dear Howard County Council Members:

I support CB 17-2015. Anyone who works for or visits Howard County government would finally be able to get something healthy out of the vending machines and could pick up something healthy at a county meeting. That rarely happens today.

Howard County has been a leader on many public health issues. It's time to make some progress in reducing diabetes, high blood pressure, and obesity.

Passing CB 17-2015 is good policy and good politics. It will make it easier for people to choose healthy items when they want while simultaneously preserving their freedom to choose among less healthy items. It will also protect children's health which is important to me.

Please vote for CB 17-2015 and keep me in the loop on how you intend to vote.

Thanks,

Mary Ann Barry  
5464 Wild Lilac  
Columbia, MD 21045  
4109929156



## Sayers, Margery

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**From:** Jody Schulman <jds.mail0601@gmail.com>  
**Sent:** Tuesday, April 14, 2015 9:06 PM  
**To:** CouncilMail  
**Subject:** County should do more to make healthy choices available

Dear Howard County Council Members:

When I heard that Howard County soda sales were declining faster than national rates, I started thinking about other things that you could do to continue the momentum.

Chief among them? I think that you and your colleagues should pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. You can do this in a way that preserves freedom of choice, protects children's health, allows for reasonable exemptions, and provides for effective implementation.

By doing so, Howard County would join over 60 other state and local governments that have taken action to improve their food environments.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

Jody Schulman  
7534 Hearthside Way #458  
458  
Elkridge, MD 21075  
443-745-4122

## Sayers, Margery

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**From:** Ivory Loh <hloh1@jhu.edu>  
**Sent:** Monday, April 13, 2015 1:16 AM  
**To:** CouncilMail  
**Subject:** County should do more to make healthy choices available

Dear Howard County Council Members:

When I heard that Howard County soda sales were declining faster than national rates, I started thinking about other things that you could do to continue the momentum.

Chief among them? I think that you and your colleagues should pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. You can do this in a way that preserves freedom of choice, protects children's health, allows for reasonable exemptions, and provides for effective implementation.

By doing so, Howard County would join over 60 other state and local governments that have taken action to improve their food environments.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

Ivory Loh

Ivory Loh  
3339 N. Charles Street  
Baltimore, MD 21218  
4437996557

## Sayers, Margery

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**From:** Jeanette Mercer <durgapuja62@gmail.com>  
**Sent:** Friday, April 10, 2015 2:14 PM  
**To:** CouncilMail  
**Subject:** County should do more to make healthy choices available

Dear Howard County Council Members:

When I heard that Howard County soda sales were declining faster than national rates, I started thinking about other things that you could do to continue the momentum.

Chief among them? I think that you and your colleagues should pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. You can do this in a way that preserves freedom of choice, protects children's health, allows for reasonable exemptions, and provides for effective implementation.

By doing so, Howard County would join over 60 other state and local governments that have taken action to improve their food environments.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

Jeanette Mercer  
4425 Scotia Rd  
Halethorpe, MD 21227  
904-495-3885

## Sayers, Margery

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**From:** Angela Taylor <ataylor@angela-taylor.com>  
**Sent:** Friday, April 10, 2015 1:06 PM  
**To:** CouncilMail  
**Subject:** County should do more to make healthy choices available

Dear Howard County Council Members:

When I heard that Howard County soda sales were declining faster than national rates, I started thinking about other things that you could do to continue the momentum.

Chief among them? I think that you and your colleagues should pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. You can do this in a way that preserves freedom of choice, protects children's health, allows for reasonable exemptions, and provides for effective implementation.

By doing so, Howard County would join over 60 other state and local governments that have taken action to improve their food environments.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

Angela Taylor  
5801 Roland Ave  
Baltimore, MD 21210  
4105616241

## Sayers, Margery

---

**From:** Mary Anne Hardy <ma52.hardy@comcast.net>  
**Sent:** Friday, April 10, 2015 12:21 PM  
**To:** CouncilMail  
**Subject:** County should do more to make healthy choices available

Dear Howard County Council Members:

When I heard that Howard County soda sales were declining faster than national rates, I started thinking about other things that you could do to continue the momentum.

Chief among them? I think that you and your colleagues should pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. You can do this in a way that preserves freedom of choice, protects children's health, allows for reasonable exemptions, and provides for effective implementation.

By doing so, Howard County would join over 60 other state and local governments that have taken action to improve their food environments.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

Mary Anne Hardy  
7104 Blanchard Dr.  
Derwood, MD 20855  
301-963-4512

## Sayers, Margery

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**From:** Dave Dittman <davedittman@msn.com>  
**Sent:** Friday, April 10, 2015 11:07 AM  
**To:** CouncilMail  
**Subject:** County should do more to make healthy choices available

Dear Howard County Council Members:

When I heard that Howard County soda sales were declining faster than national rates, I started thinking about other things that you could do to continue the momentum.

Chief among them? I think that you and your colleagues should pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. You can do this in a way that preserves freedom of choice, protects children's health, allows for reasonable exemptions, and provides for effective implementation.

By doing so, Howard County would join over 60 other state and local governments that have taken action to improve their food environments.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

Dave Dittman  
6318 Wimbledon Ct  
Elkridge, MD 21075  
4103796958

## Sayers, Margery

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**From:** Kenneth E. Healy <Ken@KenHealy.com>  
**Sent:** Thursday, April 09, 2015 9:45 PM  
**To:** CouncilMail  
**Subject:** County should do more to make healthy choices available

Dear Howard County Council Members:

When I heard that Howard County soda sales were declining faster than national rates, I started thinking about other things that you could do to continue the momentum.

Chief among them? I think that you and your colleagues should pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. You can do this in a way that preserves freedom of choice, protects children's health, allows for reasonable exemptions, and provides for effective implementation.

By doing so, Howard County would join over 60 other state and local governments that have taken action to improve their food environments.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

Kenneth E. Healy  
4409 Usange Street  
Beltsville, MD 20705  
(301) 595-2895



## Sayers, Margery

---

**From:** Frank Baker <frank.h.baker@verizon.net>  
**Sent:** Thursday, April 09, 2015 9:36 PM  
**To:** CouncilMail  
**Subject:** County should do more to make healthy choices available

Dear Howard County Council Members:

When I heard that Howard County soda sales were declining faster than national rates, I started thinking about other things that you could do to continue the momentum.

Chief among them? I think that you and your colleagues should pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. You can do this in a way that preserves freedom of choice, protects children's health, allows for reasonable exemptions, and provides for effective implementation.

By doing so, Howard County would join over 60 other state and local governments that have taken action to improve their food environments.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

Frank Baker  
1711 Park Avenue  
Baltimore, MD 21217  
4103832128

**Sayers, Margery**

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**From:** William DuSold <wdusold05@verizon.net>  
**Sent:** Thursday, April 09, 2015 8:27 PM  
**To:** CouncilMail  
**Subject:** County should do more to make healthy choices available

Dear Howard County Council Members:

When I heard that Howard County soda sales were declining faster than national rates, I started thinking about other things that you could do to continue the momentum.

Chief among them? I think that you and your colleagues should pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. You can do this in a way that preserves freedom of choice, protects children's health, allows for reasonable exemptions, and provides for effective implementation.

By doing so, Howard County would join over 60 other state and local governments that have taken action to improve their food environments.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

William DuSold  
221 Cypress Creek Rd  
Severna Park, MD 21146  
4105441583

**Sayers, Margery**

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**From:** Virginia Woolridge <gingerwoolridge@comcast.net>  
**Sent:** Thursday, April 09, 2015 6:30 PM  
**To:** CouncilMail  
**Subject:** County should do more to make healthy choices available

Dear Howard County Council Members:

When I heard that Howard County soda sales were declining faster than national rates, I started thinking about other things that you could do to continue the momentum.

Chief among them? I think that you and your colleagues should pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. You can do this in a way that preserves freedom of choice, protects children's health, allows for reasonable exemptions, and provides for effective implementation.

By doing so, Howard County would join over 60 other state and local governments that have taken action to improve their food environments.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

Virginia Woolridge  
207 Wardour Drive  
Annapolis, MD 21401  
4102806464

## Sayers, Margery

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**From:** Michael Jacobson <mjacobson@cspinet.org>  
**Sent:** Sunday, April 05, 2015 3:57 PM  
**To:** CouncilMail  
**Subject:** County should do more to make healthy choices available

Dear Howard County Council Members:

When I heard that Howard County soda sales were declining faster than national rates, I started thinking about other things that you could do to continue the momentum.

Chief among them? I think that you and your colleagues should pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. You can do this in a way that preserves freedom of choice, protects children's health, allows for reasonable exemptions, and provides for effective implementation.

By doing so, Howard County would join over 60 other state and local governments that have taken action to improve their food environments.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

Michael Jacobson  
1220 L St. NW  
Washington, DC 20008  
202-777-8328

## Sayers, Margery

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**From:** Elizabeth Tucker <Eastucker@aol.com>  
**Sent:** Friday, April 03, 2015 12:04 PM  
**To:** CouncilMail  
**Subject:** County should do more to make healthy choices available

Dear Howard County Council Members:

When I heard that Howard County soda sales were declining faster than national rates, I started thinking about other things that you could do to continue the momentum.

Chief among them? I think that you and your colleagues should pass a law to encourage healthier food and drink choices by making them widely available, affordable, and noticeable, on county property and during county programs. You can do this in a way that preserves freedom of choice, protects children's health, allows for reasonable exemptions, and provides for effective implementation.

By doing so, Howard County would join over 60 other state and local governments that have taken action to improve their food environments.

Hope you will consider taking action to improve the health of Howard County residents. Please let me know where you stand on this issue.

Thanks,

Elizabeth Tucker  
13817 Bonsal lane  
Silver Spring, MD 20906  
3012331053