



June 2024 OMEGA-3 Screenings










DISPLAY, CROSS MERCHANDISING, & EVENT ACTIVATION

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Free Omega-3
Screenings
through the month of June

[Register Here](#)



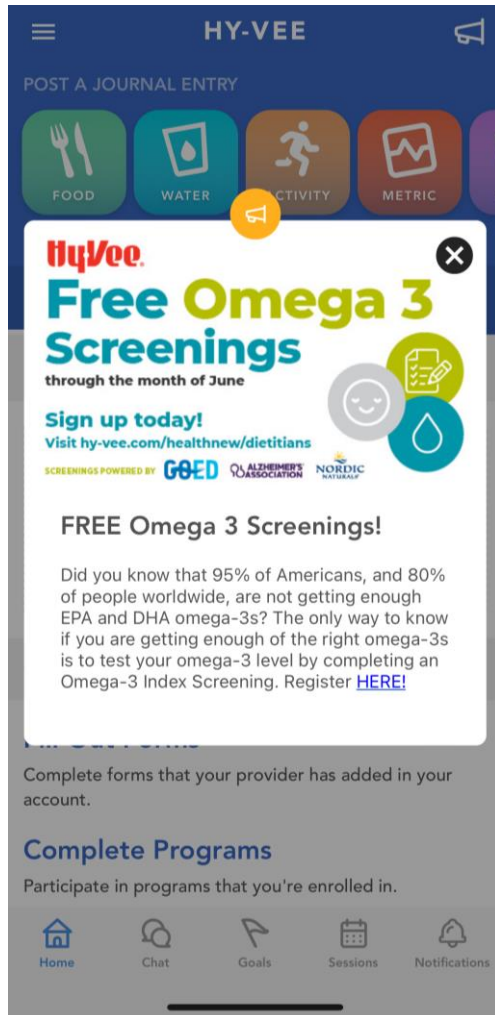
SCREENINGS
POWERED BY

GOED

 **ALZHEIMER'S
ASSOCIATION**

 **NORDIC
NATURALS**

Electronic Health Record Marketing and Sign Up



Omega-3 Index Screening June 2024

Did you know that 95% of Americans, and 80% of people worldwide, are not getting enough EPA and DHA omega-3s? The only way to know if you are getting enough of the right omega-3s is to test your omega-3 level by completing an Omega-3 Index Screening. A simple finger stick is all you need to find out your omega-3 level. Limited appointments are available on a first come, first serve basis. Participants must be 18 years or older.

*Once registered, a dietitian will connect with you to schedule your screening.

Thank you to our sponsors: GOED, Nordic Naturals, the Alzheimer's Association.

PACKAGE PRICE

Free

Please Note:



After submitting this registration form, a Hy-Vee dietitian will be contacting you regarding your registration to schedule an appointment or to inform you of any wait-list scenarios. Limited free screenings are available. Appointments will be given on a first come, first serve basis. *Must be 18 years of age or older to participate.

What's Trending at Hy-Vee Newsletter

Week of June 1st



Hy-Vee. Free Omega-3 Screenings

through the month of June

Omega-3 fatty acids are essential to the body as they support a healthy heart, brain, eyes, and joints. They also work to lower cholesterol, specifically triglyceride levels, in the bloodstream and can help identify heart risk factors.



SCREENINGS POWERED BY

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NATURALS

Register now

What's Trending at Hy-Vee Newsletter

Week of June 8th & 15th



Our dietitian news

Hy-Vee Healthy You Omega-3 Index Screening (FREE)

Did you know 95% of Americans and 80% of people worldwide are not getting enough EPA and DHA omega-3s? The only way to see if you are getting enough of the right omega-3s is to test your omega-3 level by completing an omega-3 index screening. Hy-Vee dietitians will offer 2,000 free omega-3 index screenings at more than 100 locations this June. Limited appointments are available on a first-come, first-served basis. **Schedule today ›**

Thank you to our generous sponsors: Nordic Naturals, GOED, and Alzheimer's Association.

Health 360 Newsletter

Week of June 5th

HyVee
deals

HyVee

HyVee
aisles
online.

June Health and Wellness News



Boost your brain health

Nearly 7 million Americans live with Alzheimer's disease. This Alzheimer's and Brain Awareness Month, learn about different foods and diets that can improve your brain health.

[Learn more](#)



SCREENINGS POWERED BY

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ASSOCIATION

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NATURALS

Free omega-3 screenings

Did you know 95% of Americans and 80% of people worldwide are not getting enough EPA and DHA omega-3s? Hy-Vee dietitians will offer 2,000 free omega-3 index screenings in June at more than 100 locations.

[Learn more](#)

Hy-Vee New & Now Newsletter

Week of June 3rd

Seasonal produce, summer promotions, and more.



JUNE 2024

New & Now
AT HY-VEE

SCREENINGS POWERED BY

Hy-Vee Healthy You Omega-3 Index
Screening (FREE)

Learn more

Press Release – May 30th

Hy-Vee Dietitians to Offer 2,000 Free Omega-3 Index Screenings in June

*Additional events will be held throughout the month to promote
Alzheimer's and Brain Awareness Month*

WEST DES MOINES, Iowa (May 30, 2024) — Hy-Vee, Inc. announces today that it will provide 2,000 free omega-3 index screenings during June at select Hy-Vee stores throughout its eight-state region as a part of Alzheimer's and Brain Awareness Month.

Omega-3 fatty acids are essential to the body as they support a healthy heart and brain. They also work to lower cholesterol, specifically triglyceride levels. The omega-3 index screening measures the amount of omega-3 in the bloodstream and can help identify risk factors.

An omega-3 index screening is administered via a simple finger stick. A few weeks after the screening appointment, individuals will be contacted by their local Hy-Vee dietitian to set up an appointment to go through their results and discuss steps that can be taken to improve their omega-3 levels. The follow-up visits can take place in person, by phone or virtually. Registration is required for the free omega-3 index screening and can be made [online](#). Once registered, a local Hy-Vee dietitian will reach out to schedule a screening based on availability. Omega-3 index screenings are only available while supplies last and are provided in partnership with GOED, Nordic Naturals and the Alzheimer's Association. A list of Hy-Vee locations offering the screening can be found below.

In-Store Activation

Intercom script that plays in our stores throughout the month:

“This month ONLY at Hy-Vee! Our dietitians are offering free omega-3 index screenings while supplies last. Omega-3s are found primarily in fatty fish and crucial for a healthy heart and brain. See how your diet stacks up with this simple finger stick. Register today at Hy-Vee.com/health for your free omega-3 index screening! Sponsored by GOED, Nordic Naturals, the Alzheimer's Association.”

In-Store Activation - Monthly Event Flyer & Iron Man

FREE Hy-Vee Healthy You Omega-3 Index Screening

Did you know that 95% of Americans, and 80% of people worldwide, are not getting enough EPA and DHA omega-3s? The only way to know if you are getting enough of the right omega-3s is to test your omega-3 level by completing an Omega-3 Index Screening. This June, Hy-Vee Dietitians will offer 2,000 free omega-3 index screenings at over 100 locations. Limited appointments are available on a first come, first serve basis.



REGISTER HERE
by scanning the QR code

Thank you to our generous sponsors:



June Dietitian Events

What customers are saying

"I am so happy to have met and worked with Katie Schaeffer! She put me on an excellent regimen that allowed me to track and monitor my eating habits and everything that came along with them. (Calorie intake, Macronutrient percentages, etc.) From there, I was able to figure out how to have a properly portioned diet plan to ensure that I was receiving everything I needed to keep my body healthy, along with figuring out foods to cut out and foods to add in. This was extremely important to me since I am a very active person and felt it was essential that I keep a good, balanced, healthy diet in order to maintain my workout routines. More than anything else though... I just feel sooo much better physically and mentally than I have in a long time simply because I'm eating so much better than I have in a long time. I am so grateful to Katie for all of her help with this, and I recommend her to absolutely everybody!! Thank you Katie!!"

-Seth J.

Connect with a Hy-Vee dietitian and begin your health journey today!

Contact our Discovery Call Center:
Phone: 515-695-3121
Email: nutritionservices@hy-vee.com
Or schedule an appointment online:



REGISTER HERE
by scanning the QR code



FREE Hy-Vee Healthy You Omega-3 Index Screening

Did you know that 95% of Americans, and 80% of people worldwide, are not getting enough EPA and DHA omega-3s? The only way to know if you are getting enough of the right omega-3s is to test your omega-3 level by completing an Omega-3 Index Screening. This June, Hy-Vee Dietitians will offer 2,000 free omega-3 index screenings at over 100 locations. Limited appointments are available on a first come, first serve basis.



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Thank you to our generous sponsors:



Hy-Vee Health 360 Newsletter

Subscribe to our FREE newsletter. Hy-Vee Health 360 is your most up-to-date source for health care news, dietitian tips, recipes, and exclusive offers to help you save even more at Hy-Vee.



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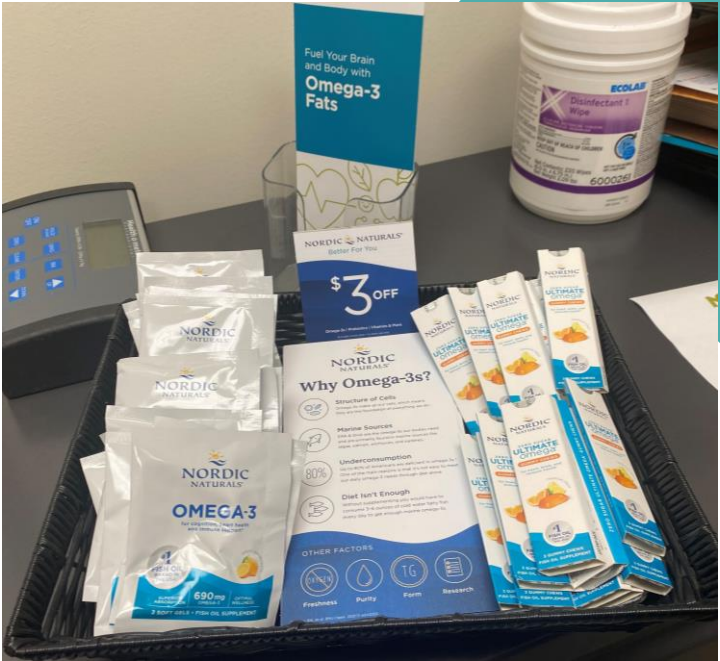


Want to learn more?
Follow us on Facebook and Instagram
 @HyVeeDietitians

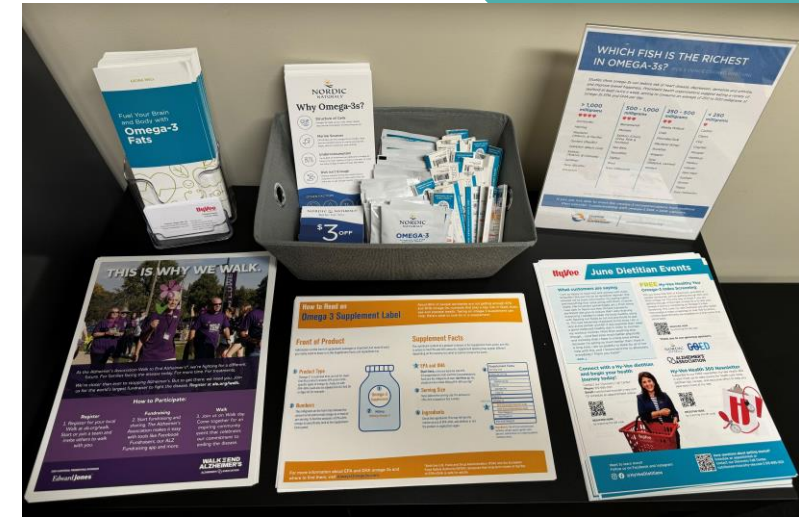


Have questions about getting started?
Schedule an appointment or
contact our Discovery Call Center.
nutritionservices@hy-vee.com | 515-695-3121

In-Store Activation



In-Store Activation



In-Store Activation



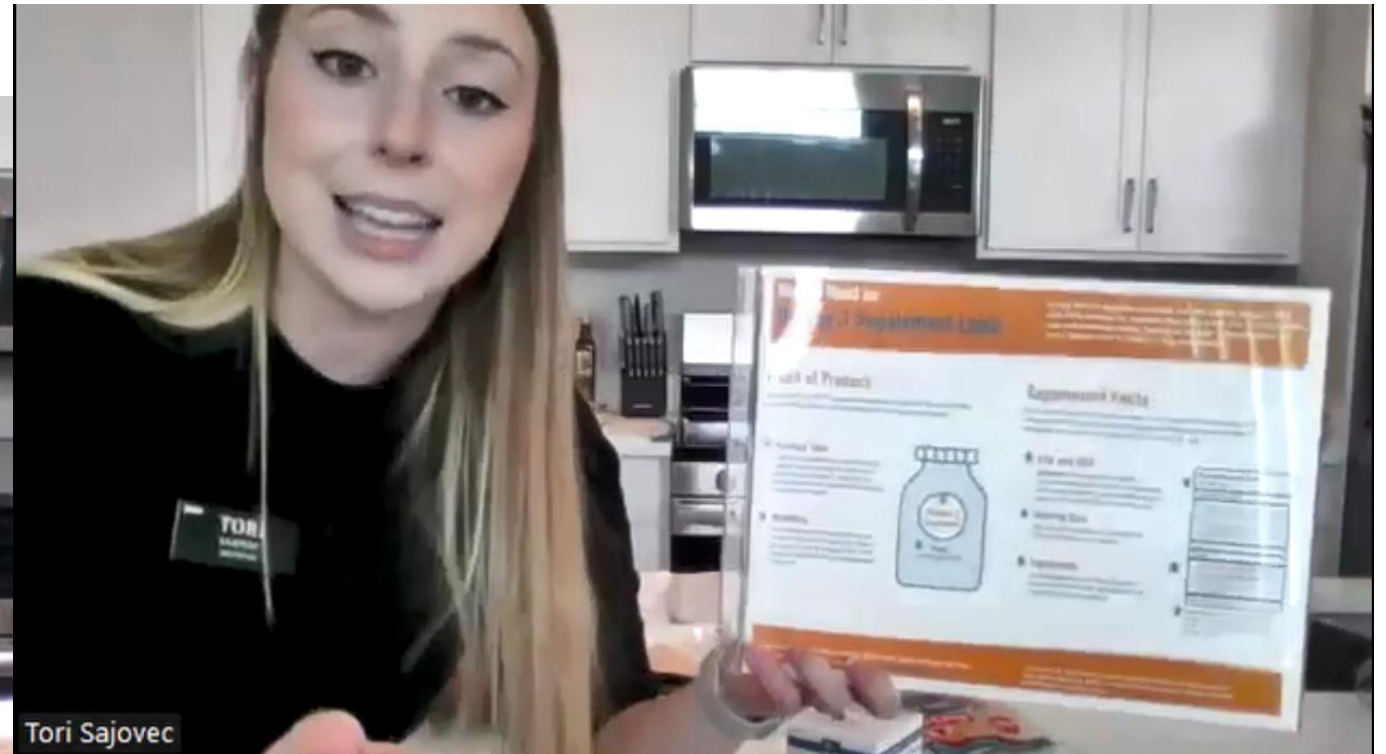
In-Store Activation



Wellness Wednesday

Topic: Managing a Mediterranean Diet

[LINK](#)





MEDIA ACTIVATION

Print Publications Summary

Earned Print Publications for Omega-3 Index Screenings

Reach	AVE	NVE
15,012,545	\$138,866.06	\$416,598.14

Total Number of Articles: 19 articles

AVE = Ad Value Equivalency – the amount you would pay for the same length of ad time/ad space.

NVE = News Value Equivalency – that number is higher per piece of coverage because earned news coverage is roughly 3x more valuable than paid advertising. Readers/viewers are more willing to read and watch true news coverage vs. read/watch advertising.

Print Publications

- **Title:** Hy-Vee Dietitians to Offer 2,000 Free Omega-3 Index Screenings in June
- **Date:** 5.29.2024
- **Name of Publication:** KWBG
- [LINK](#)

Hy-Vee Dietitians to Offer 2,000 Free Omega-3 Index Screenings in June

Posted on 31 May 2024 by KWBG

WEST DES MOINES, Iowa—Hy-Vee, Inc. announces today that it will provide 2,000 free omega-3 index screenings during June at select Hy-Vee stores throughout its eight-state region as a part of Alzheimer's and Brain Awareness Month.

Omega-3 fatty acids are essential to the body as they support a healthy heart and brain. They also work to lower cholesterol, specifically triglyceride levels. The omega-3 index screening measures the amount of omega-3 in the bloodstream and can help identify risk factors.

An omega-3 index screening is administered via a simple finger stick. A few weeks after the screening appointment, individuals will be contacted by their local Hy-Vee dietitian to set up an appointment to go through their results and discuss steps that can be taken to improve their omega-3 levels. The follow-up visits can take place in person, by phone or virtually. Registration is required for the free omega-3 index screening and can be made [online](#). Once registered, a local Hy-Vee dietitian will reach out to schedule a screening based on availability. Omega-3 index screenings are only available while supplies last and are provided in partnership with GOED, Nordic Naturals and the Alzheimer's Association. A list of Hy-Vee locations offering the screening can be found below.

Print Publications

- **Title:** Why men's health matters: the role of fathers in family health
- **Date:** 6.10.2024
- **Name of Publication:** Austin Daily Herald
- [LINK](#)



Print Publications

- **Title:** Omega-3 fats can assist runners in a variety of ways
- **Date:** 6.11.2024
- **Name of Publication:** Mankato Free Press
- [LINK](#)

Omega-3 fats can assist runners in a variety of ways

Q. I am an avid endurance runner and a friend recently suggested I eat more Omega-3 fats. I know they are healthy for the average person, but what about runners specifically?

Omega-3 fats of fish oil are in addition to the diet. These essential fatty acids optimize performance in individuals who exercise.

1. Reduced inflammation The repetitive strain of running can lead to inflammation. A diet rich in Omega-3 fats, especially from fish oil supplements, has been shown to reduce inflammation.

2. Support for cardiovascular health Cardiovascular health is crucial for endurance athletes. Omega-3 fats, found in fish oil supplements, have been shown to support heart health by lowering blood pressure, improving cholesterol levels, and reducing the risk of heart disease.

3. Enhanced cognitive function and mental well-being Maintaining mental clarity and emotional well-being is essential for runners, especially during long-distance races and intense training sessions.

Omega-3 fats play a crucial role in supporting brain health and cognitive function, potentially enhancing focus, concentration, and decision-making abilities.

Additionally, these essential fats have been associated with mood regulation, potentially promoting a positive mindset and reducing the risk of mental fatigue during prolonged physical exertion.

4. Muscle performance and resilience Omega-3 fats are integral components of cell membranes, including those in muscle cells.

Adequate intake of these essential fats can contribute to the quality and function of muscle cells, potentially enhancing muscle performance and resilience during physical activity.

This means that runners who incorporate omega-3 fats into their diet may experience various improvements.

Among them are improved muscle function, reduced muscle fatigue, and enhanced overall muscular endurance, ultimately contributing to better performance and reduced risk of muscle-related injuries.



APRIL GRAFF

Hy-Vee registered dietitian

Print Publications

- **Title:** Nutrition and Alzheimer's
- **Date:** 6.14.2024
- **Name of Publication:** River Valley Woman Magazine
- [LINK](#)

NUTRITION & ALZHEIMER'S

Millions of Americans are living with Alzheimer's or other dementias. As the size of the U.S. population ages 65 and older continues to grow, so too will the number and proportion of Americans with Alzheimer's or other dementias. That is because the risk of dementia increases with advancing age.

Although age, genetics and family history cannot be changed, other risk factors can be modified to reduce the risk of cognitive decline and dementia. In fact, addressing modifiable risk factors might prevent or delay up to 40% of dementia cases.

Heart Health

Brain health is affected by the health of the heart and blood vessels. Although it makes up just 2% of body weight, the brain consumes 20% of the body's oxygen and energy supplies. A healthy heart ensures that enough blood is pumped to the brain, while healthy blood vessels ensure the oxygen- and nutrient-rich blood to reach the brain so it can function normally.

With so much at stake and so many lives affected, it makes sense to do everything we can to boost brain health. Studies

April Graft, MS, RD, LD
Hilary Grafton
800.635.9470
EGrafton@wva.com

Print Publications

- **Title:** Boost Brain Health Through Diet
- **Date:** 6.23.2024
- **Name of Publication:** Cedar Rapids Gazette
- [LINK](#)

Notes on Nutrition: Boost brain health through diet

Julie Gallagher

Jun. 23, 2024 4:45 am

June is Alzheimer's and Brain Awareness Month. During this time there are many things you can do as an individual and in your community to promote brain health and increase awareness of Alzheimer's research including prevention and treatment. Your Hy-Vee registered dietitian and the Alzheimer's Association want you to know what you can do and what you need to know about nutritional strategies around brain health.

Alzheimer's is a type of dementia that affects memory, thinking and behavior. Symptoms eventually grow severe enough to interfere with daily tasks. Dementia is a general term for loss of memory, language, problem-solving and other thinking abilities that are severe enough to interfere with daily life. Alzheimer's is the most common cause of dementia. Nationwide, nearly 7 million people are living with Alzheimer's disease. In Iowa there are 62,000 people living with the disease. On top of that, there are 11 million people in the United States caring for a loved one with Alzheimer's.



Traditional Media Segment Summary

Earned Media Segments for Omega-3 Index Screenings

Reach	AVE	NVE
2,704,781	\$25,019.23	\$64,003.30

Total Number of Segments = 12 segments

Media Activations

Title: Hy-Vee offers 2,000 free Omega-3 screenings for Alzheimer's Awareness month

Date: 6.3.2024

Station: KRCG

- [LINK](#)

Hy-Vee offers 2,000 free Omega-3 screenings for Alzheimer's Awareness month

by Lauren Turman | Mon, June 3rd 2024 at 10:19 PM



Media Activations

Title: Hy-Vee has Free Omega-

3 Screenings

Date: 6.5.2024

Station: KOLR10

• [LINK](#)



Media Activations

- **Title:** Men's Health Matters
- **Date:** 6.12.2024
- **Station:** We Are Iowa
- [LINK](#)



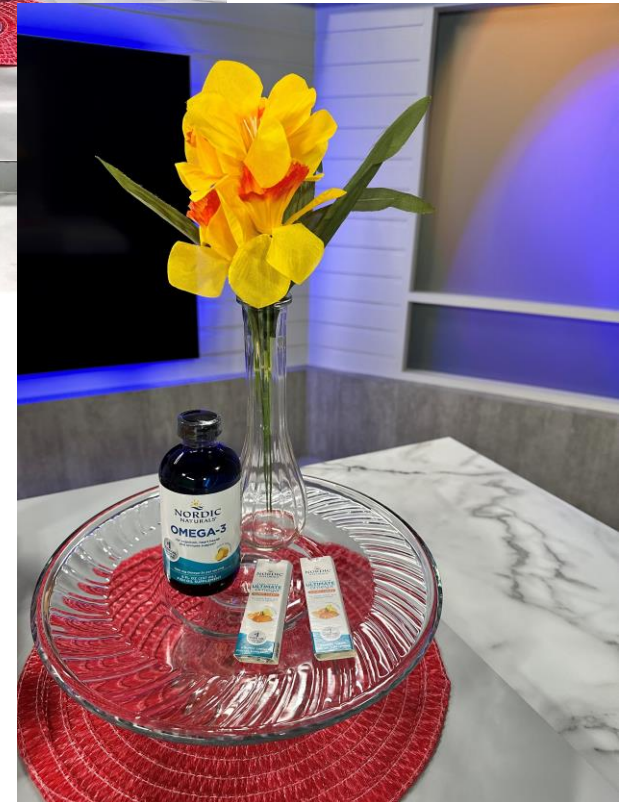
Media Activations

- **Title:** Dietitian shares diet tips to lower dementia risk
- **Date:** 6.13.2024
- **Station:** KWQC/ Quad Cities Live
- [LINK](#)



Media Activations

- **Title:** Sounds Fishy? Get the Facts about Omega-3's
- **Date:** 6.18.2024
- **Station:** KCRG TV9
- [LINK](#)



- **Title:** Pack These Foods to Fuel Your Camping Trip
- **Date:** 6.18.2024
- **Station:** Hello Iowa
- [LINK](#)

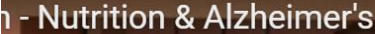


Media Activations

- **Title:** How Nutrition Fits into Alzheimer's Prevention
- **Date:** 6.20.2024
- **Station:** Hello Iowa
- [LINK](#)



- **Title:** Hy-Vee Dietitian-Nutrition & Alzheimer's
- **Date:** 6.22.2024
- **Station:** Talking Fitchburg
- [LINK](#)



Media Activations

- **Title:** Alzheimer's & Nutrition
- **Date:** 6.25.2024
- **Station:** KCRG TV9
- [LINK](#)



Media Activations

- **Title:** Cooking with Kaitlyn: Ahi Tuna Tacos
- **Date:** 6.26.2024
- **Station:** KY3
- [LINK](#)



Healthy You Media Segment Summary

Healthy You Segment Summary - Omega-3 Screenings (GOED + Alzheimer's Association)
2-minute segment that airs across all 8 states

Reach	AVE	NVE
44,485,696	\$411,492.69	\$1,234,478.06

Media Activations

- **Title:** Hy-Vee Healthy You: Mediterranean-Crusted Halibut
- **Date:** Week of 6/3/24
- **Station:** 34 stations on major broadcast networks
- [LINK](#)



Radio Segment Summary

Earned Radio Segments for Omega-3 Screenings

Reach	AVE	NVE
47,778	\$441.94	\$1,325.84

Total Number of Segments: 5 segments

Social Media Impressions

95% of people are deficient in Omega-3

An essential fatty acid important for heart health, brain health, and longevity

Are you??

Register for a FREE Omega-3 Test!

HyVee
health



hyveedietitians



hyveedietitians 🤔 Did you know that 95% of Americans, and 80% of people worldwide, are not getting enough EPA and DHA omega-3s? The only way to know if you are getting enough of the correct varieties is to test your omega-3 level by completing an Omega-3 Index Screening. A simple finger stick is all you need to find out your omega-3 level. 🙌

👉👉 Register for a FREE Omega-3 screening with a local Hy-Vee Registered Dietitian during the month of June!

[View insights](#)

[Boost post](#)



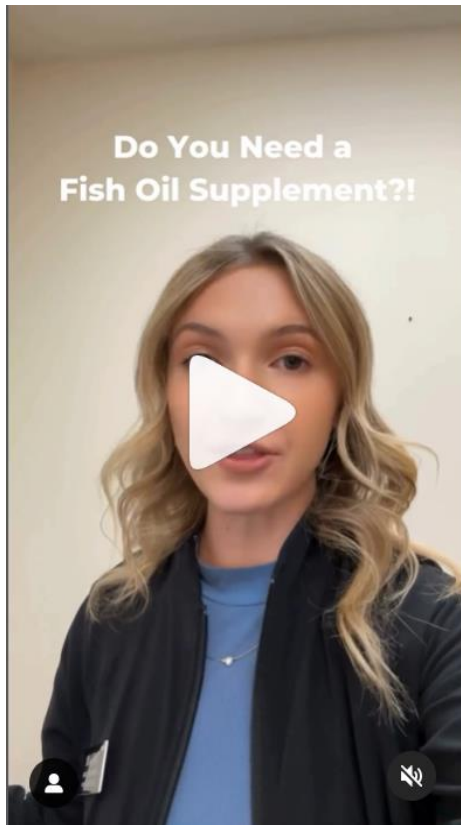
Liked by **seafood4health** and 6 others
6 days ago



Add a comment...

[Post](#)

Social Media Impressions



hyveedietitians

Original audio



A diet low in omega-3 fatty acids can contribute to many health issues, making supplementation vital.

Dietitians love @nordicnaturals because they use a process that returns the fish oil to over 90% of its natural form! This makes it easier for our bodies to recognize the omega-3 supplement faster and more effectively versus synthetic supplements!

Click the link in our bio to get signed up for a FREE omega-3 screening to see if fish oil supplements are right for you!

View insights



Liked by nordicnaturals and 17 others
7 days ago



Add a comment...

HyVee

Free Omega 3 Screenings

through the month of June

Omega-3 fatty acids are essential to the body as they support a healthy heart, brain, eyes and joints. They also work to lower cholesterol, specifically triglyceride levels, in the bloodstream and can help identify heart-risk factors.



Sign up today!

Visit hy-vee.com/healthnew/dietitians

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NORDIC NATURALS



hyveedietitians



hyveedietitians June is Alzheimer's and Brain Awareness Month!

Our Hy-Vee Dietitian team will offer 2,000 FREE omega-3 index screenings throughout June at select Hy-Vee stores across our eight-state region, thanks to our generous sponsors @nordicnaturals, GOED, & the @alzassociation Omega-3s are crucial for a healthy heart and brain, and we're here to help you assess your levels with just a simple fingerstick. 🙌🔥

View insights

Boost post



Liked by nordicnaturals and 11 others
June 3



Add a comment...

Post

Social Media Impressions





**Thank you for supporting
the Hy-Vee Dietitians!**