Making the Healthy Choice the Easy Choice: Using Emerging Evidence to Improve Impact

Health Research Alliance Members’ Meeting

Lori Melichar
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A Culture of Health
22% of African Americans have avoided medical care due to concern of racial discrimination.
PepsiCo Wants to Sell Healthy Food, Consumers Want Chips

The food and beverage giant says it wants to make more ‘good for you’ snacks, but much of its revenue growth comes from high-fat, high-salt standbys such as Doritos and Cheetos.
INDULGENCE®
Decadence you Deserve

Indulge yourself with this rich and creamy blend of all of our premium ingredients - sumptuously smooth ice cream, satin whole milk, and sweet vanilla. It is heaven in a bottle and irresistibly gratifying.

smooth, rich, and delicious!

French Vanilla
12 FL OZ (355 mL)

Sensi-Shake
Guilt Free Satisfaction

Get sensible with the new light healthy Sensi-Shake. It has all the taste, without the guilt - no fat, no added sugar and only 180 calories! Sensi-Shake is light and tasty enough to enjoy every day.

French Vanilla
12 FL OZ (355 mL)
I’ll have what she’s having”
THANK YOU

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