

Supermarket Tour Summary

Prepared by Maria Daw, Dietetic Intern

Name of Supermarket(s) Tour took place:

Publix at Bass Plantation,
5451 Bowman Rd, Macon

Number of Tours Conducted: 1

Date (tour 1): Monday, November 12, 2018

Number of Participants (tour 1): 3

Total number of Participants Reached: 75

"The education and tips you gave on reading labels were great! I never realized I was not getting the fiber when drinking Natural Apple Juice. I'm glad I learned why reading the labels are so important. I hope you will have some future grocery store tours that I can come to."

- Debbie (Macon, GA)

Successes of the Tour

Successes: Learning to read labels was key for my tour participants. By learning how to read the Nutrition Facts Panel and not just the front of the label, participants were able to tell what the product is made from and the nutritional content.



Tour Photos



Challenges of the Tour

Challenges:

Challenge #1. We had very heavy rain on the morning of the tour. Although six people were registered, only three showed up.

Challenge #2. One participant was very disruptive by being on her cell phone and talking loud for a majority of the tour. I should have requested cell phones to be turned off during the tour. She also started eating grapes from the produce stand during the tour.

Challenge #3. Two participants had a LOT of questions for each section which was great, but it slowed down the tour a little and I went over on time. I should have narrowed my topic or stopping points and allowed for more question time.

Grocery Store Tour Recommendations. Be flexible with your speaking points, be open minded, and give incentive for people to participate.

Communications and Marketing

Upon researching the local grocery stores and talking to my preceptor, Millie Smith, she suggested I contact the director for Navicent Wellness, Kevin Carter. As I discussed with Mr. Carter about the different groups at the wellness center, I decided it would be a prime opportunity to offer a tour to older individuals on eating healthy as we age (and the body changes). I did not need to look any further for access to participants.

The tour was marketed at Navicent Wellness with flyers posted all around the wellness center inviting anyone in the Silver Sneakers group to register at the front desk. It was also announced in all classes with individuals over the age of 50 years old, on the center's website, and in their weekly emails. The promotion reached 75 Silver Sneaker members.

An incentive to participate in the tour was included. All participants received a gift bag with recipes and healthy foods. Additionally, at the end of the tour, a drawing for a \$50 Publix gift card was given away!

Media Received



Media resources were used before and after the event. Navicent Wellness website and email were used to promote the event. This was done by Navicent Wellness. After the event, I accessed Navicent Wellness Facebook page and wrote about the success of the tour and to publicly thank the wellness center director and staff as well as the Publix manager. To date, I have not seen that the post was authorized by its administrator to show. Survey Monkey was used for the post-tour survey that was sent to the participants. The handouts provided to the tour participants included an email address, MariaDawDiet@gmail.com, so that if they have any further questions, they could reach me. To date, I have not received any contact via email.

Materials Developed and Distributed

The handouts with educational information was based on the information received from all participants' pre-tour survey answers. The overall response indicated that they were looking for: what to look for in products; tips on how to reduce salt, sugar, fat, and calories; tips to eat healthier for their age; and tips on not being overwhelmed with how to prepare foods. The main handout provided included information about these topics as well as eating the rainbow and making half of your plate fruits and vegetables, and making at least half of your grains whole grains. A list of common food label terminology was also provided as a handout insert after one pre-survey registrant indicated that she did not know what it all meant. Since it was planned to discuss how fiber is lost in juice, I also included and discussed a recipe of mine for a Sweet Green Smoothie that is made up of spinach, green grapes, and coconut water and has no lost fiber.



Photo of tour participant winner receiving the \$50 Publix gift card.

Number of Participants Reached

"You did a great job giving the tour and speaking on ways to have healthy eating habits. We would love to have you give another tour."

- Phil Postle, Publix Manager

My target market for the grocery store tour was older adults that are looking for ways to have healthier eating habit whether just due to age and body changes or disease. The tour was marketed towards the Silver Sneakers group at Navicent Wellness Center but would welcome anyone else that registered for the tour. Although there are over 6,000 members at Navicent Wellness, there are approximately 2,270 that are age 50 years old and older. The targeted Silver Sneakers group has 75 members that consistently and actively participate in the group's classes. Of these 75 members, 7 members originally registered for the tour with one registrant cancelling one day before the event. The morning of the tour presented the Macon, Georgia area with heavy rains and wind. There was concerned about the turnout as a result. Even with three participants that showed up for the event, it was a success!

Summary of Survey Results

Two of the three participants completed the post-tour survey on Survey Monkey. Results from the survey indicated that they would participate in an educational grocery store tour again. The overall response is that learning to read food labels was favorable and will help them make educated choices about their future food purchases and help them improve their eating habits.



Tour Photo



To eat is a necessity, but to eat intelligently is an art.

- Francois de La Rochefoucauld



Final Thoughts

Community education is a vital part of being a dietitian. We all must eat to survive, but how many people know how to eat healthier without losing their joy of food. It is up to us to teach the public that eating healthier can still be delicious and enjoyable.

One of my future goals is to provide classes on how to eat healthier and still enjoy your food, whether through grocery store tours, wellness centers, or local hospital community programs.

My final recommendations for future interns giving grocery store tours are to not be afraid to speak what you know to a group and have fun with this project.

GROCERY STORE TOUR

Who: Navicent Wellness, Silver Sneakers Group

What: *'Eating for a Healthier You'* Grocery Store Tour

Where: Publix, at Bass Plantation, 5451 Bowman Road

When: 10:00am on Monday, November 12th

How: Register at Navicent Wellness Front Desk

This complimentary 1-hour tour offered by dietetic intern, Maria Daw, will focus on tips to navigate the store aisles to find products to consume for improved nutrition and health as we age. The tour will include label reading and product comparisons as well as cooking tips and ways to include more fruits and vegetables into your diet.

All participants will receive a gift bag and be eligible for a \$50 Publix gift card. Winner must be present for entire tour to win. Drawing will be held at the end of the tour.

Tour Timeline Template

Use this template to document your progress of the supermarket tour assignment.

Activity	Result
Determine Tour Date, Time and Location Store Manager's Name and Contact Information	Monday, November 12, 10:00am – 11:00am Publix @ Bass Plantation, 5451 Bowman Road, Macon (corner of Bowman Rd & Bass Rd), 478-474-3064. POC: Manager, Phil Postle.
Determine Target Audience	10/9/2018 Adults, ages 50 years old and older, members at Navicent Wellness Center, Silver Sneakers group.
Determine Community Groups or Agencies for Outreach, List Point(s) of Contact with Phone Number(s)	10/9/2018 Navicent Wellness Center – members or those in Silver Sneakers Club. POC: Kevin Carter, Director of Wellness at Navicent Wellness Center, 478-477-2300
Conduct Pre/Post Surveys (Date and Mode) <i>(attach a copy or link to your pre and post survey)</i>	10/20/2018 – Flyers, Registration Form and Pre-Surveys emailed and hand delivered to Navicent Wellness, Kevin Carter. They will hand out in their Silver Sneakers classes at Navicent Wellness 11/12/2018, Monday - Post-Surveys – via Survey Monkey to participants (3)
Send Thank You Note	11/12/18, Monday to Phil Postle, Mgr of Publix – Note/GC 11/13/2018, Tuesday delivered Edible Arrangements and Thank You card to Kevin Carter and his staff at Navicent Wellness
Complete Supermarket Tour Summary	Grocery Tour Theme: “Eating for a Healthier You” Discussion and tour will include information and tips to help us eat healthier and be our best as our body changes with age.

Tour Marketing Plan:

Refer to p. 29 of the PBH Grocery Store Tour Guide- insert your detailed marketing plan in this section, include how you obtain tour RSVPs. (insert additional space or attach pages as needed)

Marketed to members of the Silver Sneakers group at Navicent Wellness Center. Group members are ages 50 years old and older. Members are already active as members of the group. Flyers were handed out to group members, placed at check-in desk, and placed on walls and entrance/exit doors at wellness center.

RSVP's and Pre-Tour Surveys are collected through Navicent Wellness Center. Registered individuals receive reminders through Navicent Wellness via emails and at exercise group announcements.

Post-Tour Surveys were completed through Survey Monkey.



Tour Agenda:

Refer to pgs. 12-15 of the PBH Grocery Store Tour Guide for a sample tour outline- detail agenda below, include timeline of tour, and any handouts. (insert additional space or attach pages as needed)

Eating for a Healthier You – Grocery Store Tour

1st Stop – Produce Section (aisle 1 - 10:00am)

- **Introduction to Tour**
- **“Eat the Rainbow”**
- **Make Half Your Plate Fruit & Vegetables**
- **Benefits of Consuming Fresh Fruits and Vegetables or Frozen (still on aisle 1 - 10:10 am)**
- **Substitutions in Cooking**
- **Questions**

2nd Stop – Juices and Juice Beverages (aisle 1 - 10:20am)

- **Juices – Comparisons to Fresh Fruit**
 - **Reading the Labels**
 - **Fortification**
- **Juice Beverages**
- **Hydration**
 - **Importance of**
 - **How Much**
- **Questions**

3rd Stop – Nuts and Seeds (aisle 1 – 10:30am)

- **Fiber**
- **Fat**
- **Questions**

4th Stop – Canned Fruits, Vegetables, & Plant-Based Proteins (aisle 5 – 10:35am)

- **Benefits of using canned products**
- **Product Comparisons**
 - **Fruits**
 - **Reading and Understanding Labels**
 - **Vegetables**
 - **Reading and Understanding Labels**
 - **Label Terminology – refer to handout cheat sheet provided**
- **Ways to Control Your Sodium and Sugar Intake**
- **Questions**

5th Stops – Grains, Pasta, Breads, Crackers (aisle 5– 10:42am)

- **Fiber Benefits**
- **Rice & Pasta**
 - **Brown versus Enriched White Rice**
 - **Enriched Pasta versus Whole-Wheat Pasta**
- **Questions**



6th Stop – Dairy (back left wall – 10:47am)

- **Milk Comparisons**
- **Milk Alternatives Comparisons**
- **Discussion of Nutrients – calories, fats, calcium, protein**
 - **Importance of getting calcium as we age**
- **Other Dairy Products**
- **Importance of Reading Labels**
- **Questions**

7th Stop – Animal-Protein (back wall – 10:57am)

- **Lean Choices = Reduced Saturated Fat**
- **Questions & Conclusion**

8th Stop - Back to Customer Service Desk (11:00am)

- **Thank them for participating**
- **Hand out thank you gift bags**
- **Drawing for \$50 Publix Gift Card**

(handouts attached – follows)

Product Identifier:

Refer to the Supermarket Tour Product Identifier Document located in online resources. Follow the instructions to identify and compare products in the supermarket. Create a grid or matrix outlining the differences and incorporate this information into your tour. Upload the completed Supermarket Tour Product Identifier Document along with the grid or matrix you created.

Product	Serving Size	Calories	Fat/Sat.Fat	Sodium	Dietary Fiber	Sugars	Added Sugars
FRESH FRUIT vs JUICE vs PACKAGED – calories, fiber loss							
Apple, Fuji, medium	1 medium apple	60	0g/0g	0mg	7g	17g	n/a
Mott's Apple Sauce, Natural, Unsweetened	111g single serve container	50	0g/0g	0mg	1g	11g	n/a
Mott's Apple Juice, Natural (No Sugar Added)	8 fl oz	120	0g/0g	15mg	Not a Significant Source	25g	n/a
FRUIT, CANNED – sugar							
Del Monte Chunky Mixed Fruit – in 100% Juice	½ cup	60	0g/0g	5mg	1g	11g	n/a
Del Monte Chunky Mixed Fruit – in Heavy Syrup	½ cup	100	0g/0g	5mg	1g	20g	Has sugar added, but does not state how much added sugar in NFP
CANNED VEGGIES – sodium							
Del Monte Sweet Peas – regular , undrained	½ cup	80	0g/0g	380mg	4g	4g	Has sugar added, but does not state how much added sugar in NFP
Del Monte Sweet Peas – 50% Less Sodium , undrained	½ cup	80	0g/0g	190mg	4g	5g	2g
Del Monte Sweet Peas – No Salt Added , undrained	½ cup	80	0g	10mg	4g	5g	2g

Product	Serving Size	Calories	Fat/Sat.Fat	Sodium	Dietary Fiber	Sugars	Added Sugars
RICE & PASTA – calories, fiber (whole vs enriched)							
Whole Grain Brown Rice	1/4 cup (42g) (uncooked)	150	1g/0g	0mg	1g	0g	n/a
Extra Long Grain Enriched Rice	1/4 cup (45g) (uncooked)	150	0g/0g	0mg	0g	0g	n/a
Barilla Enriched Spaghetti	2 oz (56g) (uncooked)	200	1g/0g	0mg	3g	1g	n/a
Publix 100% Whole Grain Spaghetti	2 oz / 56g (uncooked)	190	1.5g/0g	0mg	5g	2g	n/a
MILK – calories, fat, sugars, calcium, protein							
Product	Serving Size	Calories	Fat/Sat.Fat	Sodium	Dietary Fiber	Sugars / Added Sugars	Calcium / Protein
Publix Whole Milk	8 fl oz	150	8g/4.5g	105mg	0g	13g / 0g	20% / 8g
Publix 1% Milk	8 fl oz	100	2.5g/1.5g	110mg	0g	13g / 0g	25% / 8g
Publix Fat-Free Milk	8 fl oz	80	0g/0g	105mg	0g	13g / 0g	25% / 8g
Silk Almond Milk, Orig., Unsweetened	8 fl oz	30	2.5g/0g	160 mg Added	1g	0g / 0g	45% / 1g
Silk Organic Soy Milk, Plain, Unsweetened	8 fl oz	80	4g/0.5g	75mg Added	2g	1g / <1g (sugar alcohol)	30% / 7g
FRESH MEAT, POULTRY, PORK – fat, sat.fat, trans fat, protein, iron							
Product	Serving Size	Calories	Fat	Sat.Fat - Trans Fat	Cholesterol	Protein	Iron
Ground Beef (full fat)	4 oz	280	22g	9g - 1.5g	80mg	19g	10%
93% Lean Ground Beef	4 oz	170	8g	3.5g - 0.5g	70mg	23g	15%
Bottom Round Roast	3 oz	210	10g	4g - 0g	85mg	28g	10%
Chicken Breasts, Boneless, Skinless, 97% Fat-Free	4 oz	130	3g	0.5g - 0g	70mg	24g	2%

Tour Script:

Write your tour script. Be sure to consider your audience. (insert additional space or attach pages as needed)

Eating for a Healthier You – Grocery Store Tour

1st Stop – Produce Section (aisle 1 - 10:00am)

- **Introduction to Tour & Give Handouts with pens for notetaking**
 - I'd like to thank all of you for coming out to the "Eating for a Healthier You" Grocery Store Tour.
 - As we get older, many of us often become more focused about our health and may look for ways to improve our eating habits.
 - Today, we are going to discuss what foods we can select to help us eat healthier and be our best, not just at any age, but as our bodies change with age.
 - As we move along the tour, please feel free to ask questions.
- **"Eat the Rainbow" (walk in order of color towards juice)**
 - I want to start the tour in the produce section, because this is where we are going to get the biggest variety of nutrients.
 - (Point to the variety of colors with each point)
 - As you can see, there are a lot of variety of colors and textures in this section.
 - With the variety of colors comes a variety of vitamins, minerals and antioxidants.
 - Blues & Purples, such as with grapes, have nutrients that are good for our memory and healthy aging!
 - Greens, such as our leafy greens and broccoli, contain nutrition that helps us in many areas: for healthy bones, teeth and eyes, but also for building healthy cells and genetic material, supporting immune function and fighting cancer cells!
 - Yellows & Oranges provide nutrients to help keep our eyes and heart healthy, and support our immune function.
 - Reds supports our heart health and memory as well as helping fight off harmful substances in our body. (grab an apple for comparison)
 - White also supports our heart and also helps with our cholesterol levels.
 - Lastly, Brown, these are fiber sources such as whole grains and legumes that help with our digestive system.
 - Fun Fact: Some vegetables are good sources of calcium! Do you know which ones? (participants answer) Some leafy greens such as collard greens, spinach and kale offer about 25% per 1 cup!
 - So although these different colors provide these benefits, some of them do even more.
 - By adding fruits and vegetables to meals and snacks, you are adding a variety of flavors, colors, textures, and nutrients.
- **Make Half Your Plate Fruit & Vegetables**
 - (Show a MyPlate photo)
 - We use to go by the food pyramid to know what and how much foods we should eat.
 - Now we use MyPlate
 - So when we put food on our plate, we should half of our plate as fruits and vegetables. The other half should be more grains than protein. And, of course, don't forget your dairy!
 - Since we are discussing what we put on our plate, portion sizes is also important. As we go through our tour, I will discuss portion sizes with some foods.
- **Benefits of Consuming Fresh Fruits and Vegetables or Frozen (still on aisle 1 - 10:15 am)**
 - Fresh and frozen fruits and plain vegetables are very similar in nutrition.
 - Fresh fruits and vegetables do not have added salt, sugar, or fat.
 - There is next to no nutrients lost when they are frozen. If you buy them with sauces, pasta, rice, or other added ingredients, then they end up with added salts, sugars, and fats.
 - One benefit of many fresh and frozen produce is that they are convenient.
 - Grocery stores have taken an additional step for many of us by cutting and preparing the produce for us to eat or cook – so one less step and saved time!
 - Frozen Fruits & Vegetables – similarities & benefits to that of fresh



- **Substitutions in Cooking**

- We often add salt to our foods. If you or someone you cook for has been told to reduce their sodium intake, there are simple ways by: using a salt substitute (approved by your physician) or you can substitute salt with herbs, onions, garlic, or lemon
- Substitutions can also be done in many recipes by replacing sugar or fat by replacing with a fruit. If this is something you are interested, please let me know and I will be happy to email you some information on this.

- **Before we move on to the next section does anyone have any (additional) questions at this time?**

2nd Stop – Fresh Fruit vs Juice vs Juice Beverage (aisle 1 - 10:20am)

- **Apple Juice**

- This fresh apple has about 60 calories, 7g fiber, and 17g natural sugar.
- (pull bottle of Mott's Natural Apple Juice from shelf and point to sediment at bottom)
- Do you think this apple juice has the same nutrition? (let participants answer)
- It takes a few apples to make one cup of apple juice.
- (Read the label / show them how) One 8oz serving of this apple juice has 120 calories and 25g of natural sugar, but it has lost its fiber. You are going to get more nutrition from this one apple than this juice.
- Most people do not get enough fiber in their diet. Fiber, as mentioned before, is good for our digestive system. By eating the apple versus drinking the juice, we will be sure to get fiber into our diet.
- (walk to cold juices)

- **Orange Juice**

- A benefit of some juices, such as orange juice, (pick up from shelf) is that some are fortified with calcium and vitamin D.
- This is important to us. While there is calcium in many of the vegetables we looked at a moment ago, unless we are vegan and eating a LOT of calcium containing vegetables, we may not be getting enough. The problem with that is that at our ages (past our 30's) our body is not storing it anymore. That means we need to make sure that we are eating/drinking foods with calcium daily to keep our bones and teeth strong.
- For best absorption, it is best to have our calcium with some vitamin D (point out to "added calcium and vitamin D" on label)

- **Orange Juice Beverage –**

- While we are here, I want to draw attention to the juice beverages (point to the variety). These products have added ingredients such as sugars, water, and other ingredients.
- Reading the Nutrition Facts Panel and ingredients list are very important so that you know what you are getting. Just because you see the word "juice" on the front of the label, you may miss the small print (point to small print).

- **Hydration**

- **Importance of Hydration**

- While we are on the topic of beverages, I want to take this moment to stress the importance of hydrating our body properly as we age, and what we are hydrating it with.
- As we age, we all notice changes in our body inside out and head to toe.
- Water is essential for our blood. Who has been to have blood drawn, and it takes forever, or the technician has a hard time finding a vein? Fluid plays a huge role in your blood. The better hydrated we are, the more fluid our blood will be and better plumped our veins will be.
- Water is also essential for our skin. It hydrates our skin as well. Our skin acts as a protective shield for our body. As we get older, it has the tendency to thin, or become dry and scaly. Drinking water will help hydrate our skin.



- **How Much?**
 - How much water should we drink? (participants answer) 9-12 8-oz glasses a day is recommended. By carrying around a water bottle (show them mine), taking small drinks and refilling your water bottle throughout the day, you will be better hydrated.
- **Did you know** By the time your mouth feels dry and you feel thirsty, you are already dehydrated.
- **Before we move on to the next section does anyone have any (additional) questions at this time?**

3rd Stop – Nuts and Seeds (aisle 1 – 10:30am)

- Nuts and seeds are good sources of unsaturated fats, fiber and protein. Can eat alone or with fruit as a snack, or can add to a raw salad or cooked vegetables. The options are endless.
- **Fun Fact:** three great sources of fiber are chia seeds (34.4%), pumpkin seeds (18.4%) and almonds (12.5%) of the recommended amounts of fiber per day!
- **Before we move on to the next section does anyone have any (additional) questions at this time?**

4th Stop – Canned Fruits, Vegetables, & Plant-Based Proteins (aisle 5 – 10:35am)

- **Benefits**
 - The benefits of using canned products is that:
 - Fruit has already been prepared and cut up, and is ready to eat
 - Vegetables have already been cooked and all you have to do is heat it up.
 - Convenience can come at a cost though. The cost is that we lose control of how much salt, sugar or fat goes into the food.
- **Fruit Comparisons – Del Monte Chunky Mixed Fruit**
 - Thankfully, today, we have options (pick up the options of Del Monte Chunky Mixed Fruit and hand to participants to read labels).
 - Here we have the choice of mixed fruit being in 100% juice or in a heavy syrup. Fruit already has natural sugar and really doesn't need any added sugar.
 - What are the calories and sugar content of each? (participants answer) The healthier option is the fruit in 100% juice with no added sugar. Another option would be if the fruit were water packed. (walk down few feet to peas)
- **Vegetable Comparisons– Del Monte Fresh Sweet Peas**
 - We also have options with our vegetables and plant-based proteins.
 - As an example, let's look at Del Monte Fresh Sweet Peas. Here we have the options between the regular, the 50% Less Sodium, and No Salt Added. (hand a can of product to each participant to read label)
 - What can you do if you want to lower your salt intake and you don't like the taste of the reduced or no salt added option? (participants answer) You can buy regular and rinse to reduce salt. Buy reduced or no added salt and add salt yourself, or add herbs, onion, garlic, lemon, Mrs. Dash.
- **Cheat Sheet of Label Terminology**
 - There is often various wording to indicate what some labeling means when it comes to the wording on front of products, so I have provided you with a little cheat sheet inside your handout. I hope you will find it useful.
- **Ways to Control Your Sodium and Sugar Intake**
 - Purchase Fresh or Frozen Fruits (nothing added), or Canned Fruits either packed in water or 100% Juice
 - Purchase Fresh or Frozen Vegetables (nothing added), or Canned Vegetables either Reduced Sodium or No Salt Added and add your own, or rinse canned vegetables to reduce the sodium content further.
- **Before we move on to the next section does anyone have any (additional) questions at this time?**

5th Stop – Whole-Grains, Pasta, Breads, & Crackers (aisle 5– 10:45am)

- **Fiber Benefits**
 - Fiber is important to us for many reasons.
 - One reason is that when we eat fiber, it stays in our stomach longer which gives us the feeling of fullness and we stay satisfied for longer.
 - Additionally, it improves digestion.
 - There are 2 types of fiber: soluble and insoluble. We need both types for healthy digestion.
 - Sources of fiber include whole-grains, brown rice, whole-wheat pasta, and cereals and breads made with whole-grains in addition to foods we have already discussed, like vegetables, fruits, nuts, seeds
- **Rice & Pasta –**
 - **Brown versus Enriched White Rice– Product Nutrition Comparison &**
 - **Enriched Pasta versus Whole-Wheat Pasta – Product Nutrition Comparison (simultaneous – participants read labels)**
 - Reading Labels – Serving Sizes, calories, fiber
 - As we can see, there is a little difference in calories between the rice and the pasta. There is also some difference with the fiber content.
 - These values are also true for breakfast cereals and bread.
 - While there isn't a significant difference in fiber of the products you read, I want you to realize that fiber is an important part of the diet that often gets overlooked. There are a lot of foods with fiber that include: fruits, vegetables, nuts, seeds, and our grains. A balanced diet will include a good mixture of all of these foods, and will help you eat healthier and be your best.
- **Before we move on to the next section does anyone have any (additional) questions at this time?**
- **At this time, let's make our way a few aisles over to the dairy department.**

6th Stop – Dairy (back left wall – 10:50am)

- **Milk & Milk Alternatives**
 - Dairy products are good sources of calcium and protein, but depending on what dairy products we consume, it could also be a significant source of saturated fat.
 - Saturated-fat is a nutrient in all of our diets that we need to significantly reduce for health benefits. It is a factor that leads to weight gain and disease.
 - One of the best ways to reduce saturated-fat in our diet starts right here in the dairy department.
 - Product Comparisons/Reading Labels: whole vs 1% vs skim milk
 - (remove whole, 1% & skim milk and hand to participants to read labels)
 - Whole Milk has 150 calories, 8g fat, 4.5g saturated fat, and 20% calcium per 8 oz glass;
 - 1% milk has 100 calories, 2.5g fat, 1.5g saturated fat, and 25% calcium per 8 oz glass;
 - Skim milk has 80 calories, 0g fat, 25% calcium
 - (return products to shelf)
 - Product Comparisons/Reading Labels: Unsweetened Almond Milk vs Unsweetened Soy Milk
 - (remove Silk Almond Milk, original/unsweetened & Silk Organic Soy Milk, plain/unsweetened and hand to 2 participants to read labels)
 - Almond Milk has 30 calories, 2.5g fat, 0g saturated fat, and 45% calcium. Has added sodium.
 - Soy Milk has 80 calories, 4g fat, 0.5g saturated fat, and 30% calcium. Has added sodium and sugar alcohol.
 - (return products to shelf)



- Calcium has many important roles in our body, but when it comes to the aging process (and being past our 30's), we need to make sure we get enough calcium daily to keep our bones and teeth strong and healthy since we no longer store it. Without it, our bones will become weakened which can result in increased fractures as we age.
- As we can see from reading the whole milk label, any dairy product made from whole milk is going to have a significant amount of fat and saturated fat.
 - Some products made from whole milk, but have lower fat options include: cheese, cottage cheese, sour cream, yogurt. I cannot emphasize enough the importance of reading the Nutrition Facts Panels and ingredients on food labels to know what you are buying.
- **Before we move on to the next section does anyone have any (additional) questions at this time?**

7th Stop – Animal-Protein Selections (back wall – 11:00am)

- Two ways we can reduce our saturated fat intake is by: reducing our portion sizes, and also by selecting lean meats
- In the handout I have provided you, you will find a section on some choices of lean meats. I hope you will keep this handout at your fingertips for future reference.
- When selecting beef, look for options that say round, top, should, or arm - such as eye of round, top round, bottom round, round tip, top loin, top sirloin, chuck shoulder, arm roast
- When selecting ground beef, look for at 90% lean, but 93% and 95% are even better
- Pork – choose pork loin, tenderloin, center loin.
- Poultry – choose boneless, skinless breasts and cutlets. Avoid dark meat.
- **This concludes the end of our tour. I hope I provided you with lots of great information and answered everyone's questions. Does anyone have any (additional) questions at this time before we head back to the customer service desk for the gift card drawing?**

8th Stop - Back to Customer Service Desk (11:05am)

- Hand out thank you gift bags
- Drawing for \$50 Publix Gift Card

(handout and handout insert attached – follows)

Grocery Store Tour Briefing/Summary -

Challenges faced in planning for and during the tour included:

- (1) Since I was going through Navicent Wellness Center, they wanted to control the marketing and registration. I thought this was a great idea. The Silver Sneakers classes are in the morning during the time that I am in rotation at the hospital so by them announcing in person, through email, on their website, and with the flyers I provided was very helpful. Although they stated they would have individuals registered through their electronic system, I still provided the registration sheet so that I could obtain contact information for the post-tour survey. The problem occurred when I tried to obtain number of registrants over a week prior to the event. No one had registered the individuals electronically or on the paper registration sheet. They only had the registrants complete the pre-tour survey with their name at the top of the form despite my typed out instructions of what information



was needed on both forms. As a result, I obtained contact information as participants showed up for the tour.

- (2) The Macon, Georgia area experienced heavy rains and wind the evening before and the morning of the grocery store tour. I was concerned about the turnout of participants as a result, but 3 out of the 6 registered showed up for the tour. I can't control the weather.
- (3) One of the participants was not part of the Silver Sneakers group, and I highly suspected that she was not in the age group I had my tour geared for. I welcomed her into the group. Her questionable age was not the problem. The problem was that she consistently was loudly talking (about someone's affair) on her cell phone headset during the tour which was very disruptive to the other two participants and to me as well since I had to speak up above her. Additionally, as we were touring through the produce section, she kept reaching into grape bags and eating them. I did not know how to handle these situations, but what I should have done before the tour, and upon seeing she had a headset on, was to ask participants to refrain from talking on their phone during the tour so that it would not slow us down.

Recommendations to future dietitians conducting grocery store tours:

- (1) Be flexible with your speaking points during the tour. If topics come up that is not on your agenda, flow with it and adjust as your go.
- (2) Be open minded. We are all unique and have different thought processes and habits. If someone makes a funny face while discussing eating more produce, don't assume you know why and give the person a chance to make comments. Use that as your cue to discuss ways to incorporate more fruit and vegetables into the diet whether they don't like certain vegetables or think they know it all.
- (3) Give an incentive for people to sign up for the tour. People don't like being inconvenienced. Show your appreciation with a gift bag or a drawing for a gift card.
- (4) Have fun with the project! Make it a fun and rewarding event for you and the participants!

Communication and marketing techniques included:

- Flyers at front desk and posted on walls and doors at Navicent Wellness Center.
- Verbal announcements and flyers handed out in the Silver Sneakers exercise classes
- Emails to wellness center members that included information about the grocery store tour
- Wellness center website promoting events included event information
- Estimated number of Silver Sneakers members that were reached was 75. This number was arrived due to the number of individuals that are consistently in the Silver Sneakers exercise classes.

How I determined my target market and why:

- Upon speaking with my preceptor, she suggested I reach out to the director of Navicent Wellness Center because they have various groups which include Cardiac Rehab, Cancer, Parkinsons, and Silver Sneakers. I decided on targeting the Silver Sneakers group because I my own mother is elderly and I constantly am hearing about how the elderly are overlooked too often. I also notice how there are a lot of programs for specific diseases, but too infrequently see wellness classes and information for adults on nutrition as they age. With this in mind, I set my sights on providing an educational tour focusing on the health and nutrition for the aging population.

Why I selected Publix at Bass Plantation:

- The grocery store options that provide a variety of healthier options was limited to Fresh Market and Publix at Bass Plantation. Since Publix carries the mainstream brands and items, it was selected for the grocery store tour location. The manager of Publix and the director of Navicent Wellness Center received my decisions on the targeted group and tour location and offered their assistance for anything I needed.

Notes:

Eating for a Healthier You

Grocery Store Tour

Presented by

Maria Daw



To eat is a necessity, but to eat intelligently is an art.

- Francois de La Rochefoucauld



Eat the Rainbow by eating a variety of colors!

This will provide a broad range of nutrients!

Make Half Your Plate Fruits and Vegetables -

- Add fruit to your breakfast cereal or yogurt
- Keeping fruit readily available on your counter will encourage you to grab that before a snack high in calories or fat, or with added sugar
- Eating canned, frozen, and dried fruits are okay
- Keep snacks varied, but with a combination of fruit or vegetable with protein and fiber
- Make every meal count! Be colorful and eat the rainbow for a balance of nutrients

Eat Less Added Sugar –

- Food and Beverages that typically have added sugar include:
 - Regular Soft Drinks, Fruit Drinks, Grain-Based Desserts, Dairy-Based Desserts, Candy

Eat Less Salt –

- Read package labels and be familiar with forms of sodium: sodium benzoate, sodium nitrate, sodium ascorbate and MSG (monosodium glutamate).
- Keep the salt shaker in the cabinet. Only add salt during the cooking process if needed. Do not keep the salt shaker on the table.
- Cook with fresh or frozen vegetables, and fresh, frozen or dried beans when you can.
- If cooking with canned vegetables, drain and rinse first to wash away some of the salt.
- Select foods labeled “no salt added,” “low-sodium,” or “reduced-sodium.” Low-Sodium means the produce has 140 mg or less of sodium
- Get creative with seasoning!

Make at least Half of Your Grains Whole –

- Choose grain product selections -
 - Brown rice, buckwheat, bulgur (cracked wheat), oatmeal, popcorn (plain), muesli, wild rice, amaranth, millet, quinoa, sorghum
 - Whole-wheat and whole-grain cereals, breads, crackers, pasta, tortillas, barley, cornmeal

Eat Less Saturated Fats –

- Avoid foods typically high in saturated fats include:
 - Cakes, Cookies, Pies, Doughnuts, Granola Bars, Sausage, Hot Dogs, Bacon, Ribs, Pizza, French Fries, Hash Browns, Tater Tots, Full-Fat Ice Cream, Whole Milk, Cottage Cheese, Regular Cheese, Butter
- Make Lean Protein Choices –
 - Cuts of Beef – choose round steaks and roasts (eye of round, top round, bottom round, round tip), top loin, top sirloin, chuck shoulder and arm roasts
 - Ground Beef – choose extra-lean selections - label should say at least 90% lean. 93% or 95% would be an even better choice.
 - Cuts of Pork – choose pork loin, tenderloin, center loin, ham
 - Poultry – choose boneless, skinless chicken breasts and turkey cutlets
- Eat Seafood Twice a Week – choose seafood rich in omega-3 (salmon, trout, herring)
- Eat More Plant-Based Proteins –
 - Choose beans, peas, or soy products as a main dish or part of a meal often; prepare without added fats
 - Choose unsalted nuts as a snack, on salads, or in main dishes.

Sweet Green Smoothie

Yields: 32 ounces, Serves: 2

Ingredients: 2 cups Spinach
3 cups Frozen Green Grapes
1 can (11.7 fl oz) Coconut Water

Instructions:

1. Blend spinach and coconut water.
2. Add green grapes and blend again.
3. Enjoy!

Nutritional Information per one 16-ounce smoothie.

Total Calories	230 calories
Added Sugars	0 calories
Saturated Fat	4 calories
Protein	4 g
Carbohydrates	57 g
Dietary Fiber	4 g
Total Sugars	48 g
Added Sugars	0 g
Total Fat	1 g
Calcium	93 mg
Potassium	1015 mg
Sodium	203 mg
Copper	393 µg
Iron	2 mg
Magnesium	82 mg
Phosphorus	93 mg
Vitamin A	147 µg RAE
Vitamin C	20 mg
Vitamin E	1 mg AT
Vitamin K	178 µg
Folate	68 µg DFE
Choline	20 mg

Sweet Green Smoothie

Yields: 32 ounces, Serves: 2

Ingredients: 2 cups Spinach
3 cups Frozen Green Grapes
1 can (11.7 fl oz) Coconut Water

Instructions:

4. Blend spinach and coconut water.
5. Add green grapes and blend again.
6. Enjoy!

Nutritional Information per one 16-ounce smoothie.

Total Calories	230 calories
Added Sugars	0 calories
Saturated Fat	4 calories
Protein	4 g
Carbohydrates	57 g
Dietary Fiber	4 g
Total Sugars	48 g
Added Sugars	0 g
Total Fat	1 g
Calcium	93 mg
Potassium	1015 mg
Sodium	203 mg
Copper	393 µg
Iron	2 mg
Magnesium	82 mg
Phosphorus	93 mg
Vitamin A	147 µg RAE
Vitamin C	20 mg
Vitamin E	1 mg AT
Vitamin K	178 µg
Folate	68 µg DFE
Choline	20 mg