

Store tour



HEALTH
EDUCATION
COUNCIL

PROMOTING HEALTHY COMMUNITIES.
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By Edith Gomez

WWW.HEALTHEDCOUNCIL.ORG

Why Store Tours



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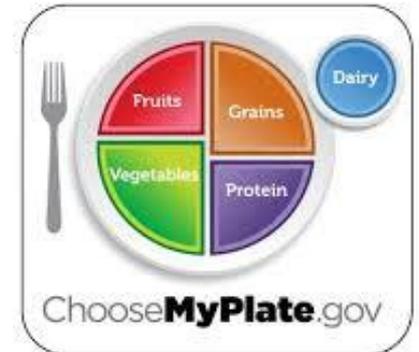
- Store tours are an excellent way to educate consumers about nutrition
- It's a fun way to learn
- Participants can ask about specific fruits, vegetables, reading labels, etc.
- Hands-on activities
- Different visuals in the store can be utilized to educate

Overall Benefits



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- Healthy Choices
- Increase the purchase and consumption of fruits and vegetables
- They identify three ways to purchase produce: fresh, canned and frozen
- They learn tips on how to save money and continue to eat healthy

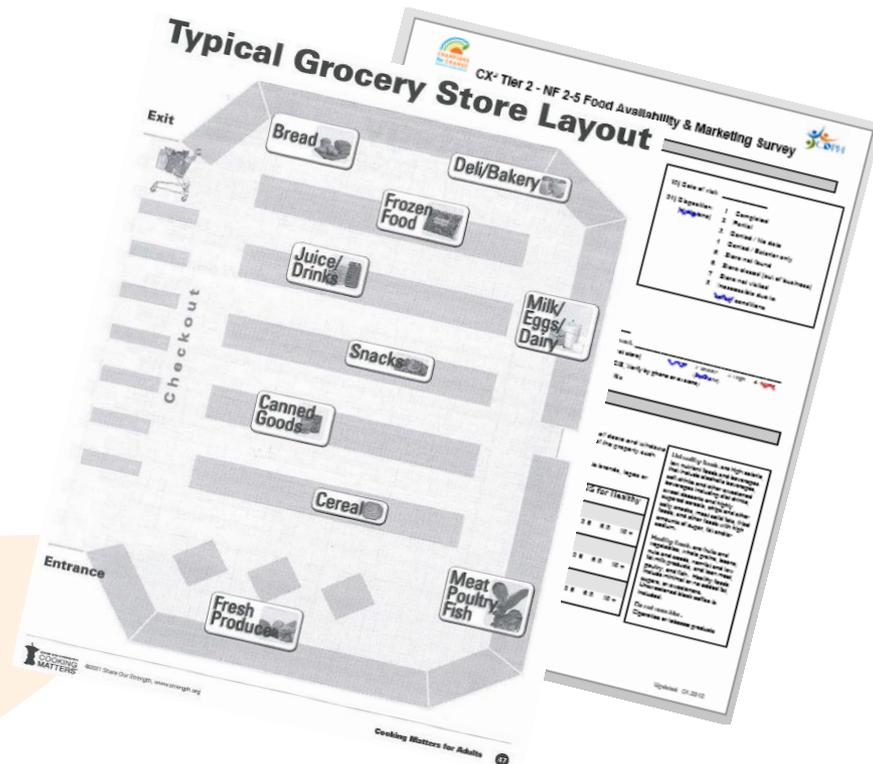


How to Choose a Store



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- Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3)
- Visit the store
- Does the store have enough room for a store tour
- Does the store sell fruits and vegetables
- Build the partnership with store manager/owner



Items to consider for the store tour



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- Number of participants in a store tour depends on the size of the store
- Consider store tour activities depending on what's available in the store.



Steps to develop a store tour

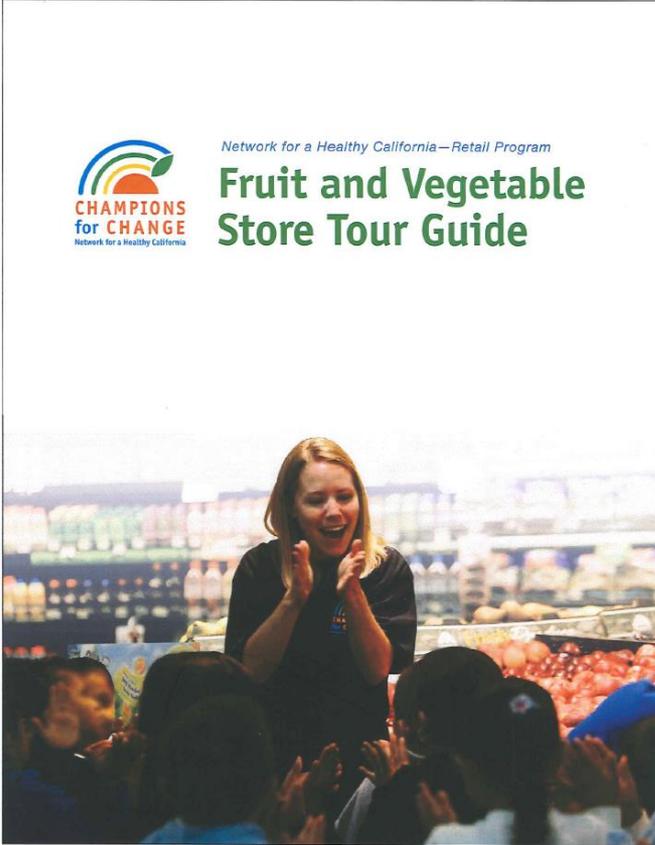
- Decide on length of the tour
 - 30min 45min 60min 90min
- Decide on the day and time
- Know your audience
 - Adults
 - Kids
 - language
- Purpose of the store tour
- Know the store layout
- Incentives



Resources



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Resources



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Harvest of the Month

Network for a Healthy California
Spring

The Harvest of the Month featured fruit is **avocado**



Health and Nutrition Go Hand-in-Hand

Eating a variety of colorful fruits and vegetables and getting daily physical activity can help your family stay healthy and may prevent serious health problems like obesity, type 2 diabetes, heart disease, and certain types of cancer.

Half an avocado is equal to about one cup of fruit and is a good source of fiber, vitamin K, and folate. Fiber helps keep your heart healthy, keep you regular, and make you feel full so you eat less. Vitamin K helps your body stop out and scrapes from bleeding. Folate helps lower a woman's risk of having a child with certain birth defects.

Healthy Serving Ideas

Add sliced avocados to your favorite salad.



Mashed avocados make a creamy, flavorful topping for your sandwiches.



Mix mashed avocados into baked potatoes for a rich and healthy addition to your meal.



Shopper's Tips

- Look for avocados that give slightly to gentle pressure.
- Let hard avocados ripen on a counter-top or place in a paper bag for two to three days at room temperature.
- Refrigerate ripe avocados for up to three days.

Let's Get Physical!

Celebrate the longer daylight hours by taking family walks after dinner. Walk around the neighborhood or to a local park and talk about your day.

How Much Do I Need?

The amount of fruits and vegetables you need depends on your age, gender, and the amount of physical activity you get every day.

Eat a variety of colorful fruits and vegetables with meals and snacks throughout the day to reach your total daily needs.

Recommended Daily Amount of Fruits and Vegetables

	Kids Ages 6-12	Teens and Adults Ages 13 and up
Males	2½ - 6 cups per day	4½ - 8½ cups per day
Females	2½ - 6 cups per day	3½ - 6 cups per day

If you are active, eat the higher number of cups per day. Visit www.mypyramid.gov to learn more.

For more recipes and tips, visit:
www.cachampionsforchange.net
www.avocado.org



This material was funded by USDA's Food Stamp Program through the California Department of Public Health's Network for a Healthy California. These institutions are equal opportunity providers and employers. The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program, call 1-866-328-3463. © Copyright California Department of Public Health 2008.



Asparagus

SHOPPER'S TIPS

- Look for firm, bright green stalks with tightly closed tips.
- Avoid limp asparagus stalks or stalks with open tips.

FUN FACTS!

- Asparagus comes in green, white, and purple varieties.
- When temperatures reach 90°F, an asparagus can grow seven inches in one day.

WHAT IS IN IT FOR YOU?

One cup of asparagus (about six medium- to large-sized spears) is:

- An excellent source of vitamin A and vitamin K.
- A source of vitamin C, iron, fiber, folate, riboflavin, and thiamin.

SERVING IDEAS

- Cook asparagus in a small amount of boiling water until tender.
- Thread wooden skewers through whole spears side by side to make an asparagus "raft" that can be easily flipped on the grill.

PEAK SEASON

California grown varieties, available from mid-winter to spring, may be fresher and cost less than varieties shipped from other regions.

STORAGE

Wrap the bottoms of the stalks in a damp paper towel and place in a plastic bag. Store asparagus in the refrigerator for up to three days, and make sure the tips stay dry.

Funded by the U.S. Department of Agriculture Food Stamp Program.

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Choose Store Tour Activities



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- Comparing unit prices
- Read labels
- Finding whole grain foods
- Food Demonstrations
- Rethink your Drink
- Scavenger hunt
- Identifying three ways to purchase produce



Promote the Store Tour



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- Grocery store
- Community centers
- Schools
- Churches
- Social media
- Public libraries
- Partners/organizations (ex: Sac. Food Bank)
- Women, Infant and Children (WIC) offices

SHARE OUR STRENGTHS
COOKING MATTERS
NO KID HUNGRY

SIGN UP TODAY FOR A FREE GROCERY TOUR!
Date: Thursday, July 31st 2014
Time: 10:30am-12pm

COOKING MATTERS AT THE STORE
A guided grocery store tour teaching skills for buying healthy foods on a budget.
Want to save money at the store?

A photograph showing a woman and a young girl in a kitchen. The woman is wearing an apron and is preparing food in a pan. The girl is standing next to her, looking at the camera.

Before The Store Tour



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- 2 to 3 days before the store tour contact the store manager.
 - Friendly reminder about the store tour.
 - What activities you will be doing and/or aisle you will be using
 - Ask the store manager if they will be at the store.
 - Assistant store manager's name and contact information
 - Be familiar with the store layout

Tips for Success



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- Secure a location, date and time
- Contact the store manager 2 or 3 days before the store tour as a friendly reminder
- Promote the event
- Invite other programs to collaborate
- Language: English/Spanish/other
- Arrive early to the store
- Small groups (maximum of 8)
- Hands on activities
 - Food tasting
 - Compare unit pricing
- know the layout of the store
 - What items they have and you can use for activities
- Incentives
 - \$10 gift cards
 - Cookbooks
- Shopping tips
 - Have them share some of their tips

What doesn't work



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- Big groups (over 10)
- Small stores
- Not knowing the layout of the store
- Not being prepared
- If the store staff is not aware that you are having a store tour
- Promoting the event the day before
- Being at the store on a busy date or time
- Not having incentives
- Store location
 - distance for participants
 - Not where they shop

Questions



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