

Grocery Store Tour Pre-Assessment

1. Name the type of client you will be serving on the tour.

Pregnant mother with WIC benefits

Find a position paper from the Academy of Nutrition and Dietetics at www.eatright.org or a peer-reviewed article from a prominent nutrition journal to help you determine the prevalent nutritional issues your client may face. Answer the questions below.

Academy of Nutrition and Dietetics. Position of the academy of nutrition and dietetics: nutrition and lifestyle for a healthy pregnancy outcome. J Acad Nutr Diet. 2014;114:1099-1103.

2. List at least five nutritional issues your specific client could be faced with in the space below. Please note that nutritional issues are health concerns, knowledge concerns or access concerns.

1. Excessive weight gain during pregnancy
2. Gestational Diabetes
3. Hypertension
4. Nutrient Deficiency
5. Birth Defects and low birth weight of infant

3. Suggest one solution you may talk about in your tour with your client for each of the five listed nutritional issues. Comment on the ease and/or appropriateness of discussing each solution in the setting of a grocery store while giving a tour.

1. For excessive gestational weight gain, we could talk proper portion sizes. It wouldn't be too difficult to mention portion sizes in each food section stopped at and talked about.
2. For gestational diabetes, we could talk about what a plate should look like: half fruits and vegetables, $\frac{1}{4}$ protein, and $\frac{1}{4}$ grains with a side of dairy. A handout of a picture of this would be semi easy to do. The person listening to the tour may not want to hold on to a handout though.
3. For hypertension, we could mention limiting your salt intake. This would be easy to mention throughout the store, with fresh versus canned foods, seasonings in pre-packaged food, reading food labels, etc.
4. For nutrient deficiencies, we could mention a pre-natal vitamin and also eating a variety of foods from each food group. This would be really easy as we walk through the store.
5. For birth defects and low birth weight of infants we could talk about some of the points mentioned above. Proper weight gain, a pre-natal vitamin, and eating a variety of foods from all food groups. This would be fairly easy.

4. From the list of 5 areas, choose the three areas you feel would best fit into your tour based on time-allotted. These will be the three areas that each get one Learning Objective on the tour plan. Make sure the three areas can flow into one cohesive tour plan.

1. Proper portion sizes and MyPlate
2. Reading food labels for sodium content
3. Prenatal vitamin and folic acid content in foods.

Grocery Store Tour Plan

Student Names: Katelyn Reichardt, Samantha Czarnota, Katie Parrott

Title of Tour: The Healthy Mommy Grocery Tour

1. **Target Audience:** Pregnant mother with WIC Benefits
2. **Learner Objectives**
 - Sam Czarnota: After the grocery store tour, mothers will be able to identify proper portion sizes for at least 2 food groups.
 - Katelyn Reichardt: After the grocery store tour, mothers will be able to choose 1 lower sodium food option.
 - Katie Parrott: After the grocery store tour, mothers will be able to identify 2 foods that are fortified with folic acid.
3. **Time allotted:** 30 minutes
4. **Context and Sequence:**
 1. Meet with client at front entrance. Introduce ourselves and ask for client's name.
 2. "Which grocery store do you usually shop at?" If not at Publix, then say "This store is set up a little bit different than ____, but we will still cover all of the main food groups and foods to focus on during pregnancy."
 3. "First, we will cover the fresh produce section in the store." We will start with the bagged lettuce in the produce section and explain that it is an option using WIC, but they cannot have any croutons or dressings.
 4. "Now we are going to stop by the fresh vegetables!" Start by asking, "What vegetables do you normally eat and like?" Wait for response. "That's a really good choice for vegetables, I like those too!"
 5. "WIC covers all fresh fruit and vegetables, so you will be able to get (vegetable of choosing) using your benefits! Vegetables are a great way to get necessary nutrients for you and your baby. Just make sure to wash and scrub all of your fresh produce you buy"
 6. "You want to aim to get 3-5, servings of vegetables every day. ½ cup for cooked vegetables, and 1 cup for raw vegetables, like carrot sticks, is one serving."
 7. "Next, we are going to talk about fruit. What kind of fruit do you like?" Wait for response.
 8. "That's great! ____ is a great choice for fruit." "When making your fruit choices, it will be best to select whole, fresh fruit to get the most out of your WIC benefits. You can select precut as well, but it tends to be more expensive."
 9. Pick up a fruit the mom said she liked on the table by us and use it as an example for serving size. "This ____ would be an example of one serving size of fruit. Make sure when picking a fruit, you don't grab the biggest piece you find, as this would be more like 2 servings. Your goal for fruit is to get 2-4 servings of fruit each day, and if your fruit is already cut one serving would be ½ cup!" Ask mother if she feels that's doable, and if she has questions.
 10. "WIC will cover organic produce, organic is really a personal preference on what you believe. Just realize that if you do buy organic, it will most likely cost more!"
 11. Point out along the wall the options for fruit juices and how the WIC handout will give her the exact brands and types of juices she can get. "Just be aware that the

- serving size for a glass of fruit juice is 1 cup, and it won't have nearly as much fiber as the fresh fruit will."
12. "Some tips for produce is to buy whatever is in season, the fruits and vegetables that are in season tend to be much cheaper than those not in season."
 13. "Also, always try to remember the phrase 'eat the rainbow', if you eat fruits and vegetables in a variety of colors you will be more likely to reach all the different vitamins and minerals you need!"
 14. "Do you feel a little more confident on the serving sizes of fruits and vegetables?"
Wait for answer, if yes then we will move on. If the answer is no, re-explain until mother understands using examples as necessary.
 15. "I have no doubt you will be able to make half of all your plates fruits and vegetables! Now Katelyn is going to take over and tell you more about meats and dairy" Switch with Katelyn.
 16. "Here is where you can find the frozen vegetables. Unfortunately, your WIC vouchers will not cover frozen vegetables, only fresh. If you choose to buy the frozen vegetables, typically the store brand without added seasoning or sauces will be the cheapest per serving. If you do want to buy frozen vegetables with added sauces or seasonings, its good to read the food labels and compare. Show a food label on Green Giant frozen broccoli with cheese sauce versus the Green Giant plain frozen broccoli. "As you can see here, this package with sauce has ___ mg of sodium per serving and there are __ servings in this box. This is plain frozen broccoli of the same brand. Can you point out the sodium content on here?" Have mother say sodium content. "Yes, this one has ___ mg of sodium per serving. The American Heart Association sets a rule of thumb that if a food item has less than 480mg of sodium per serving it is considered "healthy". So both would be considered "healthy" under their terms, but most people should be aiming for no more than 2300mg of sodium per day and sometimes depending on if you have heart disease or high blood pressure, your maximum could be 1500-2000mg per day. So this broccoli and cheese sauce package already has about 1/3-1/5 of your daily sodium needs. So in this case, the plain broccoli would be a better choice and then you can add different herbs and spices to it if you wanted to add more flavoring. Do you have any questions on the food labels?" Answer any questions the mother might have and then move on.
 17. Point down first frozen food isle. "These next couple of frozen isles have various frozen entrees and pizzas, things like that. I want you to be aware that your frozen entrees are going to have higher sodium, fat, and calorie contents rather than if you bought the ingredients and made the meal yourself. So if you buy anything from this section, its good to read the food labels and compare items like we did with the broccoli packages."
 18. Walk to fresh seafood area. "This is the seafood area. Over here you have fresh seafood choices and then right behind us is the frozen seafood. Do you eat a lot of seafood?" If mother says yes, then explain mercury content in some fish and the recommendations: "Some fish have high mercury contents which can harm the nervous system of you baby as it's developing. So we want you to completely stay away from Shark, Swordfish, King Mackerel and Tilefish. We also recommend that you limit the amount of other fish you eat to no more than 12oz per week. So that includes Salmon, Tilapia, Shrimp, Tuna, etc. For tuna, we recommend no more than

- 6oz out of the total 12oz per week. I know that is a lot of information to take in. Do you have any questions so far?" Answer any questions mother may have.
19. "Here you can find the rest of your meats. These are not going to be on your WIC vouchers. So they will have to be a separate purchase from your WIC items. One serving of meat is about the palm of your hand or a deck of cards, which is about 3-4 ounces. Also, you want to make sure that you are eating fully cooked meats. No rare or medium rare meats. We don't want any possible food contamination to be ingested by you and harm you or you baby."
 20. "Behind us in these coolers, are the frozen bags of chicken breasts. These are typically cheaper than buying the ones that aren't frozen. And some times there are sales on the frozen bags as well. You just have to make sure you thaw them properly. You want to let them thaw in the fridge or under running water. You never want to let them sit out on the counter or in standing water for long at all. Bacteria love that, so we want to try to minimize that as much as possible. Do you have any questions about this section before we move on?" Answer any questions the mom may have.
 21. Walk around corner and mention deli meats and hot dogs. "These are the deli meats and hot dogs. They are not covered on WIC either. Do you eat a lot of deli meats or hot dogs?" If mother says yes, she say "Just know that they are higher in sodium for preservation purposes. Some of the deli meats have lower sodium, which you can find on the labels like this one. Also, you want to heat all of your deli meats and hot dogs to steaming because they are more likely to be contaminated with Listeria, which can cause miscarriage. So heating them in a skillet, or in the microwave should kill any bacteria if it was contaminated."
 22. Turn around to cheeses. Point out WIC signs. Point out block cheeses and sliced cheeses you can get on WIC. "With your WIC vouchers you can get 16oz packages of block or sliced cheeses. So cheddar, mozzarella, Colby, types like that. You cannot get shredded cheese, or Velveeta, or string cheese with your voucher. Also, it must be the least expensive at the time of purchase. Typically that is your store brand but if Kraft is on sale at the time and is cheaper, you should be able to get that type. It is recommended that you get about 3-4 servings of dairy each day. That would include cheese, milk, and yogurt. So for cheese, one serving is going to be about 1.5 ounces. That is typically one slice of cheese if you decide to buy that, or it's about 1-inch square of block cheese."
 23. Walk down to eggs. "Here are the eggs. You get these with WIC as well. It must be a one dozen package of white eggs, no specialty eggs or Eggland's Best. Are you a big egg eater?" wait for response. "Okay, so we want to make sure that you are eating fully cooked eggs. You want to stay away from any runny yolks or sunny side up types because of possible contamination. Eggs are a great source of protein, so an egg could count as one of your lean meat sources for the day."
 24. Walk to milk. "Here is the milk. You'll be able to get skim or 1% milk with your WIC vouchers. You can get 1 gallon or ½ gallon sizes of the least expensive and it can't have any added flavorings, like chocolate or strawberry. Again, milk is counted in the dairy group, so you want 3-4 servings per day. One serving would be 1 cup of low-fat milk. "
 25. "Are you lactose intolerant at all?" If mother is, "You can get lactose-free milk with your vouchers and it doesn't have to specify that. However, if you want soymilk, that

- does need to be specified on your voucher for you to be able to get that. So you would have to go into your WIC office and specifically ask for that on your vouchers. And only certain brands and types are allowed, and you can find that in your WIC brochure.”
26. “You also get buttermilk. Do you use buttermilk for anything?” If mother says no, “you can use it in a lot of baking or even for marinating meats. You can go online and look up recipes that use buttermilk, but you don’t have to get it if you don’t want to.”
 27. Walk to and point out yogurts. “There are a lot of different types and brands of yogurts. In general, they are good sources of calcium, vitamin D, and probiotics. They are not covered by WIC but if you are not a big milk drinker, yogurt is a great way get more calcium and vitamin D in your diet. One serving is about 1 cup, which is generally one of these individual packages. So to give you an example of how you could use all of these foods to get 3-4 servings of dairy a day would be 1 cup of low fat milk for cereal in the morning, a turkey and cheese sandwich, and then a yogurt cup for a snack. That’s not all you would eat all day, but that gives you an outline for your dairy group. Does that make sense?” Re-explain anything that may not make sense to mother.
 28. “I know this is a lot of information but the specific information about what exactly you get on WIC will be in your WIC pamphlet for reference. Now Katie is going to talk about the foods found in the staples which are found in the middle of the grocery store”
 29. “Now that we have gone around the perimeter of the grocery store, we will now go through the isles and discuss the staple items that WIC will cover, and then other food items that are important to have during your pregnancy.” Take client to the isle containing breads, bagels, English muffins, etc.
 30. “For the breads, the WIC vouchers will only cover certain brands of 100% whole wheat breads. If you look at the section in the WIC approved foods in the pamphlet, you’ll see all the brands that you are able to buy with the vouchers under the whole grains section.” Point out the different brands that are found on the shelf and discuss the serving size (1 slice of bread), importance of fiber, and how the whole wheat bread is fortified with the important nutrients, iron and folic acid. “You may also want to consider bakery bread, which is located near the produce in this grocery; however, the WIC vouchers do not apply to the fresh bakery bread.
 31. “During your pregnancy, it is also crucial to make sure you are regularly taking your pre-natal vitamins.” Walk the client past the isle containing the dietary supplements and vitamins to show where the prenatal vitamins can be located. “The prenatal vitamins will provide you with the adequate amounts of nutrients, like iron and folic acid, that your body and baby need to develop properly. Keep in mind that the pre-natal gummy vitamins may not have an adequate source of iron than other brands of pre-natal vitamins may contain; you can check the label on the back to make sure the vitamin you are choosing contains 30 milligrams of iron. Although the prenatal vitamins are essential for a healthy pregnancy, you need to remember to continue getting good nutrients from your food, as well.”
 32. Direct the client to the next isle, where the herbs and spices will be at the beginning. “Referring back to what Katelyn was saying about watching sodium intake to prevent high blood pressure, a great way to flavor food without the added salt is with herbs

- and spices.” Ask the client to point out a spice or dried herb that is presented that she enjoys and explain how it provides the food more flavor than salt would.
33. “Now coming up on the right are all the nut butters. These are good sources of healthy fats and protein. Your WIC vouchers allow you to purchase the cheapest brand of either creamy or crunchy peanut butter, which in this case, is the Publix brand. WIC does not allow you to buy the peanut butters that are whipped, reduced fat, organic, or mixed with jelly or honey.”
 34. “Before we leave this isle, let’s look at the coffee and teas behind us.” Ask the client if she is a coffee or tea drinker, and then ask how many cups a day or week she has. “Typically it is recommended that pregnant women should limit their caffeine to 200 milligrams per day, which is about the equivalent of a 12 ounce cup of coffee. Caffeine can actually decrease the absorption of iron, which like I mentioned earlier, is a very important nutrient during pregnancy.”
 35. “As Katelyn mentioned in the meat, poultry and seafood section of the store, pregnant women should not consume more than 12 ounces of fish, canned tuna, and shellfish. Of those 12 ounces, it is important to remember to not exceed 6 of those ounces in canned tuna because of the higher levels of mercury. For women that fully breastfeed after the pregnancy, WIC provides vouchers that can buy either canned tuna or canned salmon, both great sources of protein and omega-3 fatty-acids.”
 36. “Other grains that WIC offers are whole wheat or corn tortillas, and there are certain brands listed in the WIC pamphlet that WIC will allow you to purchase. However, remember that your vouchers will only allow you to choose from purchasing the whole wheat bread, the tortillas, or the brown rice, which we will discuss in a later isle. Similar to the bread we just discussed, the whole wheat tortillas will provide the same nutrients as the whole wheat bread with the benefits of fiber. It is important to make sure that at least half of the grains you are eating are whole grains.” Remind client of the serving size for tortillas (one 8 inch tortilla) and that she needs 9-11 servings of grains, pastas, or cereals per day during pregnancy.
 37. “In addition to the whole wheat bread and the whole wheat or corn tortillas, WIC also gives you the option to buy brown rice. The brown rice can be purchased in the regular form, instant form, or the boil-in-bag form. A serving size of the brown rice is half a cup. When choosing whether you want to purchase the bread, tortillas, or rice, consider which food product you would use the most and obtain the most nutrients from.”
 38. “The dried beans here are an alternative option from the peanut butter. The WIC vouchers allow you to choose whether you want to purchase the peanut butter or the dried beans or peas. Look for the bags that have the WIC label on the price sticker to ensure you are buying the right type. The dried beans cannot include any flavorings in order for them to be WIC approved.”
 39. “Another great source of grains could be pasta. One half a cup of pasta counts as one servings of grains. Whole wheat pasta would be a healthier option if you do decide to buy pasta because it will have a higher amount of fiber and other nutrients. Also, pay attention to the sauces that you buy with the pasta. Many of the sauces are high in sodium, so check the nutrition label to figure out which pasta sauce would be the best option. You could also add an extra serving of vegetables or meat by throwing either or both in with your pasta for a complete and more balanced meal. It is best to choose

- the tomato-based sauce rather than the cream-based sauce that has a much higher fat content. Remember that pasta is not provided through your WIC vouchers, but it is a great source of grains and, even vegetables with a tomato-based sauce, and easy to cook.”
40. Guide the client into the next isle to discuss the cereals that WIC has to offer, which concludes the tour. “The last stop on this grocery store tour is the cereal isle. If you notice in your WIC approved foods pamphlet, it will list all the types of cereal that your vouchers will allow you to purchase. Keep in mind the size of the cereal box; it must match up with the exact size that is listed in the pamphlet. When choosing which cereal you want to buy, consider the sugar content of the cereal, along with the serving size. Typically a serving size will be one cup of dry cereal. The cereals are also a very important part of the diet during pregnancy because, like the whole wheat breads, your cereals are also going to be fortified with iron and folic acid. Therefore, if you are consuming an adequate amount of the bread, cereals, and the suggested prenatal vitamin, you should easily be obtaining plenty of the vitamins and minerals you need for a healthy pregnancy.”
41. “So that concludes our grocery store tour today. Do you have any last minute questions?” Answer any questions the mother may have.
5. **Materials:**
1. WIC Pamphlet
 2. MyPlate Handout
6. **Prep List:**
1. Green Giant frozen broccoli with cheese sauce
 2. Green Giant plain frozen broccoli
 3. Lower sodium deli meat with AHA logo
 4. WIC approved block of cheese
 5. Bread
 6. Pre-natal vitamins
 7. Spices or dried herbs
 8. Peanut butter
 9. Coffee grounds
 10. Canned tuna
 11. Whole wheat tortillas
 12. Brown rice
 13. Dried beans
 14. Dried pasta
 15. Pasta sauce
 16. Cereal
7. **Evaluation:** Mothers will be able to identify proper portion sizes. Mothers will be able to choose 1 lower sodium food item. Mothers will be able to identify 2 foods that are fortified with folic acid.