



Grocery Store Tour Project Tour Guide Introduction

The Grocery Store Tour (GST) project is a nutrition education curriculum for adults, primary shoppers, and heads of households that can be used in a grocery store. The GST curriculum promotes healthful shopping attitudes and behaviors using simple, targeted messages. The purpose of the GST is to promote eating more veggies and fruits for better health.

Participants are led throughout a grocery store by the tour guide to various aisles including the canned, frozen, and fresh produce aisles. Other aisles are also shown as appropriate to the recipe handout. Participants are actively engaged and are encouraged to share their own experiences in shopping or preparing meals at home. Participants can then learn from each other in a group setting and promote a healthy food environment at home. The entire tour from start to finish should take a total of 45 minutes.

Three simple messages are given throughout the GST curriculum and include:

1. All forms of fruits and veggies matter – fresh, frozen, canned, dried, and 100% juice
2. Drain all canned produce
3. Buy what is on sale

Along with the three messages, participants learn seasonality of local produce in Hawaii.

The GST curriculum has been developed with input from community agencies serving the Big Island. Pilot testing was completed at the Big Island's KTA Super Stores over a five month period. Community agency staff and clients were consulted in developing the GST curriculum.

The Grocery Store Tour project is funded by the Hawaii State Department of Health's (DOH) Healthy Hawaii Initiative (HHI), College of Tropical Agriculture and Human Resources (CTAHR), Cooperative Extension Services (CES), Nutrition Education for Wellness (NEW) program and Food Stamp Nutrition Education (FSNE) program.

Contact Information:

Grocery Store Tour Project
University of Hawaii at Manoa
Cooperative Extension Services
Nutrition Education for Wellness
1955 East-West Road, #306
Honolulu, Hawaii 96822
Phone: (808) 956-4124
Fax: (808) 956-6457

UH-CES and the United States Department of Agriculture (USDA) cooperate in presenting to the people of Hawaii, programs and services without regard to race, sex, age, religion, color, national origin, ancestry, disability, marital status, arrest and court record, sexual orientation, or veteran status. The University of Hawaii is an equal, affirmative action institution.



Grocery Store Tour Project Tour Guide Introduction How to Use this Toolkit

This toolkit was created for tour guide leaders implementing nutrition education lessons in a grocery store setting. A sample recruitment flyer and tour tickets are available in this toolkit for your copy and use.

There is a script included in the toolkit to be used as a guide for leading the participants throughout the supermarket. In various times throughout the tour, there is time allocated for group discussion. Participation and interaction with the group of participants is highly encouraged throughout the GST.

In the GST script, if the text is preceded by the word **Action**, it is an instruction for the tour guide. **Action** items may include passing out a handout, reading a handout, leading the participants to a particular section of the store, pointing out particular types of items in the aisles, encouraging participant discussion, counting the number of participants, or asking the participants a question. Questions are asked in order to allow open discussion of participants' experiences with some food items. If the text is preceded by the word **READ**, the tour guide should read the information to the participants.

There are recipes included in the toolkit that may be used as a mock shopping list. Participants can be led throughout the supermarket in search of the ingredients on the recipe handout. Suggested substitutions for ingredients are included in the toolkit. Tour guides are encouraged to let the participants know that they do not have to use the exact ingredients on the recipe handout. They may use what they already have in their pantries, refrigerators, or freezers at home, or may use ingredients that they or their family enjoys eating. The majority of the recipes in the toolkit is simple and uses a variety of vegetables. Please refer to the Food Safety section for information on safe food handling practices.



Grocery Store Tour Project
 Tour Guide Introduction
 Assessment

Please ask the assessment questions when prompted to on the GST script – before entering the supermarket and after the tour. Count the total number of participants in the tour group and record the number on the tally sheet. Count the number of participants that agree with the statement and record the number on the tally sheet.

Please return the tally sheet(s) by fax (808)956-6457 or mail to:

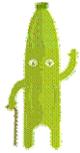
Grocery Store Tour Project
 University of Hawaii at Manoa
 1955 East-West Road, #306
 Honolulu, HI 96822

Island: _____ Site: _____

Tour Leader: _____ Date: _____

Total Number of Participants: _____

Pre and Post -Tour Statements	Pre	Post
1. Fresh, frozen, canned, dried, and 100% juice, are the different forms of fruits and veggies. How many of you agree with this statement?		
2. When fruits and veggies are in season, it means fruits and veggies are fresh, they cost less, and tastes better. How many of you agree with this statement?		
3. I drain the liquid out of all my canned veggies and fruits. How many of you agree with this statement?		
4. I am confident in myself when it comes to shopping for fruits and veggies to make healthy meals that fit into my lifestyle and budget. How many of you agree with this statement?		
Additional Post-Tour Statements		Post
5. I am confident in myself when it comes to shopping for fruits and veggies to make healthy meals that fit into my lifestyle and budget. How many of you agree with this statement?		
6. How many of you would be interested in participating in another tour like this about other areas of healthy eating? Please raise your hand if you are interested.		



Grocery Store Tour Project Tour Guide Introduction Tour Guide Tips

- Recruiting Participants:
 - Allow up to five participants per GST in order to not crowd or block the aisles of the grocery store.
 - Inform recruited participants of the following before they come to the GST:
 - Tour requires walking, please wear comfortable shoes.
 - Bring a jacket or sweater; it may be cold in the grocery store.
 - Eat a snack before you come to the store.
 - During the tour, there will be opportunities to gather recipe ingredients. It is highly encouraged to purchase the ingredients needed for the recipe.
 - Tour is recommended for adults and heads of households.
- Be Prepared:
 - Practice reading the GST script beforehand.
 - Read the GST recipes and handouts prior to giving the tour.
 - Know your grocery store's layout prior to giving the tour.
 - Accommodate participants with indicated special needs and preferences.
- Speak Clearly:
 - Speak slowly and loud enough for everyone to hear.
 - Ask participants to let you know if you need to speak more slowly or louder.
- Be Enthusiastic
 - Encourage the audience to participate.
 - Smile and have fun!