Title: Label Lingo—Making Better Choices at the Store

Target Audience: Pregnant, breastfeeding and postpartum women; caregivers of infants and children 1-5 years.

Objectives: The client will:

1. Identify drinks that are high in sugar, sodium or potassium and choose better beverage options.
2. Identify lunch items such as Ramen noodles and Lunchables as high in fat, sugar and sodium and choose better options for both.
3. Identify better choices than packaged fruit snacks and toddler foods for children.

Teaching Materials Needed, Including Handouts:

1. Client Feedback form
2. Components for the interactive nutrition center and the interactive components chosen from the options below.
3. Display area or table for interactive center.
4. Handouts on shopping smart, reading labels, smart snacking or other topics that relate to the interactive components chosen.

Advance Preparation Needed:

1. Set up display, including any items required for interactive components
2. Copy or have enough handouts for each person attending the session
3. Copy client feedback forms
4. Prepare any food items necessary for the display.

Class Outline and Methods:

1. The interactive display and handouts will be available during clinic hours.
2. A knowledgeable staff member should be available for client questions regarding the interactive display. See background information on this topic below, under Concepts.
3. Offer the client handouts to reinforce the concepts on the display.
4. Once the client reads through the materials and completes the feedback form, the client should show the completed form to the delegated WIC staff person (e.g. clerk).
5. The delegated WIC staff person should ask the client if they have any questions. If yes, refer them to the staff person that can answer their questions.
6. The delegated WIC staff person should ask the client, “What is one thing you will try to do, based upon what you learned today?” For example, “What is one shopping habit you could change based upon what you saw in the display today?”
7. Upon completion of the lesson, a designated WIC staff person should record completion in the client’s KWIC record. If the LA chooses, the client’s goal can also be entered into KWIC.

Concepts and Key Points:

1. Many quick-to-fix items are not the healthiest choices for families.
2. Many frequently purchased items are high in sugar, sodium or fat.
3. Other healthier choices are available for families wanting to shop smarter.
4. Many snacks and quick-to-fix items can be made at home cheaper using WIC foods.
**Interactive Component:** Choose one or more of the following to incorporate with the display:

1. Have sample boxes or containers for some of the highlighted foods in the display. Have clients put them into two groups—healthy and less healthy choices and then provide answers to them on the best choices.
2. Have samples of the less healthy foods and a healthier substitute. Show the price comparisons on the two items. Have other examples of ways to cut cost at the store by making the same foods at home.
3. Set up the display to highlight frequently purchased snack items and other healthier alternatives. Provide taste testing of a simple snack made with WIC food items such as a cereal based trail mix or fruit smoothie. Offer recipes for clients to try at home.

**Behavior Change Goal:**

The designated staff person will assist the client/caregiver to set a goal based upon the interactive display as outlined in the methods section above.

**Procedure for Clients to Ask Questions of Trained WIC Staff:**

The designated WIC staff person will either answer the questions or guide the client to the staff person qualified to answer a question posed by the client/caregiver.

**Evaluation:**

The evaluation will consist of completing the feedback attached and interacting with WIC staff as outlined in the Class Outline and Methods section above.

**Comments/Other:**

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**Lesson Plan Approved By:**

**Date:**
Make Better Choices at the Store

Some foods have wonderful labels but are “Nutrition Duds”. Consider these before you spend your money.

Juice Drinks in Pouches—Some have no Vitamin C and can contain 6 or more teaspoons of sugar per pouch. A better choice: Give your children water to drink.

Snacks such as “Fruit snacks: and “Fruit by the foot”—These have been processed which eliminates the natural vitamins, minerals and fiber. They are basically candy. A better choice: Offer dried fruit such as raisins, apricots, pears or apples.

Sports drinks—Contain water, sodium, potassium and sugar. They were designed for athletes in intense endurance events. A better choice: drink water.

“Lunchables”—Expensive and most are high in fat, sugar, sodium and low in fiber. One type costs in excess of $3.00 and contains 750 calories, 8 teaspoons fat, and 14 teaspoons sugar. A better choice: Make your own lunch and include fruit.

Kool-Aid and soft drinks—These may be cheap but are loaded with sugar. A better choice: Drink juice, milk, or water.

Toddler or “Graduate” foods—Expensive to purchase, costing more per ounce than regular foods. A better choice: Buy “adult” foods that you can prepare for the child to eat.

Ramen Noodles—Inexpensive but are high in sodium and fat and low in protein. A better choice: Make your own pasta or rice and serve with a protein food such as chicken, beans, cheese, beef, tuna, or egg.
Client Feedback Form

Name: ____________________________________________

Kool-Aid and soft drinks are high in_________________________________________. A better choice would be:_______________________________________________________________

Ramen noodles are high in_________________________________________. A better choice would be:_______________________________________________________________

What could you serve your child for lunch rather than a Lunchable?______________________________________________________________________________________

How will you change your shopping habits based on this display?___________________________________________________________________________________________

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