

# Store Explorer Associates' Guide

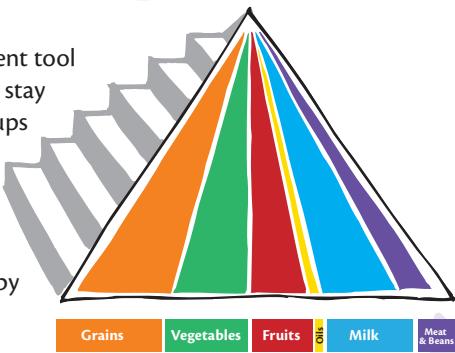
Congratulations! By volunteering to lead store tours at your Giant or Stop & Shop, you're making an important contribution to the health of children and families in your community. This guide will help you prepare your store, lead your tour, and send kids home with important tips for healthy eating. It will also help you encourage children and families to shop at your stores, where healthy food is easy to find at reasonable prices.

## Healthy Ideas Symbol

To help kids learn how to make smart food choices, we have labeled certain foods throughout our store with this Healthy Ideas symbol. The Healthy Ideas symbol makes it easy to find foods that are high in vitamins and other nutrients we need every day, but low in substances we should try to avoid, like sodium, added sugars, and saturated fats. As you go through the store, have kids find the Healthy Ideas symbol on foods in the various departments.

## MyPyramid for Kids

The USDA MyPyramid for Kids is an excellent tool to help kids make healthy food choices. To stay healthy, kids need to eat from all food groups and get at least 60 minutes of physical activity each day. As you explore the different departments, introduce kids to the food groups shown on the MyPyramid for Kids food guide and keep kids moving by beginning with warm-up exercises like arm circles or toe touches.



## Before You Begin...

- Review the training video, which includes helpful tips and a sample store tour.
- Have copies of the *Store Explorer Adventure Guide* for every child and a copy of the *Store Explorer Teacher's Guide and Poster* for their teacher(s).
- Contact Consumer Affairs for questions about organizing your store tour or for more *Store Explorer* materials.

## Tips and Tricks

- Try fun games like I Spy or hands-on activities like weighing fruits and vegetables.
- Ask pop questions throughout the tour.

# Your Store Explorer Adventure

Throughout your store tour, you'll lead kids through each department and the MyPyramid food groups. Below are healthy tips and key messages to reinforce along the way.

<b>PRODUCE SHOP</b>	<ul style="list-style-type: none"> <li>• <b>SHOW</b> kids a variety of colored fruits and vegetables, and unusual types of produce.</li> <li>• <b>TELL</b> kids that a healthy diet includes a "rainbow" of fruits and vegetables.</li> <li>• <b>ASK:</b> How many servings should you have of fruits and vegetables a day? (five or more)</li> <li>• <b>DO</b> introduce kids to different fruits and vegetables from around the world.</li> </ul>
<b>SEAFOOD SHOP</b>	<ul style="list-style-type: none"> <li>• <b>SHOW</b> kids a filet fish, whole fish, clam, mussel, and scallop.</li> <li>• <b>TELL</b> kids that it is important to protect the environment so there will be plenty of healthy fish for years to come. We do not sell endangered fish or take too many fish from one place.</li> <li>• <b>ASK:</b> Seafood belongs to which food group? (Meat/Beans) Why is seafood a healthy choice? (It's high in protein, which gives us energy to grow strong.)</li> <li>• <b>DO</b> take a lobster out of the tank and let kids touch the lobster or hold a shellfish.</li> </ul>



<b>BUTCHER SHOP</b>   <b>Healthy Tip</b> Go Lean With Protein	<ul style="list-style-type: none"><li>• <b>SHOW</b> kids samples of lean meats like round and loin cuts, turkey, and chicken.</li><li>• <b>TELL</b> kids that lean meats and poultry are good sources of iron, zinc, and protein, important for energy and a healthy body.</li><li>• <b>ASK:</b> What other foods are in the Meat/Beans or protein group? (Eggs, dried beans and peas, nuts and fish)</li><li>• <b>DO</b> show kids how meat is weighed and packaged.</li></ul>
<b>DAIRY SHOP</b>   <b>Healthy Tip</b> Eat Dairy Every Day	<ul style="list-style-type: none"><li>• <b>SHOW</b> kids the variety of low-fat and fat-free dairy products like milk, cheese, and yogurt.</li><li>• <b>TELL</b> kids that dairy provides calcium, which is important for strong bones.</li><li>• <b>ASK:</b> How many servings of dairy do you need a day? (3-A-Day)</li><li>• <b>DO</b> challenge kids to see how many Healthy Ideas symbols they can find.</li></ul>
<b>BAKE SHOP</b>   <b>Healthy Tip</b> Make Half Whole	<ul style="list-style-type: none"><li>• <b>SHOW</b> a wide range of baked goods, including whole grains and "sometimes" treats like donuts.</li><li>• <b>TELL</b> kids that half the grains they eat daily should be whole grains – they have more fiber and are the healthiest choice.</li><li>• <b>ASK:</b> What other grains can you name? (popcorn, pasta, brown rice, cereal)</li><li>• <b>DO</b> set up a taste-test of whole grain breads for kids to try.</li></ul>
<b>DELI</b>   <b>Healthy Tip</b> Keep it lean and sodium low.	<ul style="list-style-type: none"><li>• <b>SHOW</b> kids a variety of lean meats and low-fat/low-sodium cheeses.</li><li>• <b>TELL</b> kids to look for the Healthy Ideas symbol on lean meat.</li><li>• <b>ASK:</b> Choose from the lean meats and low-fat/low-sodium cheeses to create your favorite healthy sandwich.</li><li>• <b>DO</b> show how deli meats and cheeses are sliced, weighed, packaged, and priced.</li></ul>
<b>PHARMACY</b>   <b>Healthy Tip</b> Only take medicine prescribed to you.	<ul style="list-style-type: none"><li>• <b>SHOW</b> kids the pharmacy and introduce the pharmacist.</li><li>• <b>TELL</b> kids that the pharmacist is the expert on medicines and will answer your parents' questions about prescriptions and over-the-counter medicines.</li><li>• <b>ASK:</b> Why should you only take medicine prescribed to you? (It can be dangerous to take other people's medications.)</li><li>• <b>DO</b> have the pharmacist available to answer any questions and demonstrate how a prescription is filled.</li></ul>
<b>GROCERY/ FROZEN FOOD</b>   <b>Healthy Tip</b> Look for the Healthy Ideas symbol.	<ul style="list-style-type: none"><li>• <b>SHOW</b> kids the Healthy Ideas symbol on foods in the frozen foods and grocery aisles. (The Healthy Ideas symbol can be found on frozen veggies, fruits, and some waffles plus <i>Healthy Choice</i> frozen foods.)</li><li>• <b>TELL</b> kids that in the frozen foods and grocery aisles you can find foods from each food group. Remind kids to eat from each food group daily.</li><li>• <b>ASK:</b> What are the five food groups? (Grains, Vegetables, Fruits, Milk, Meat/ Beans) Who can find foods from each of the food groups?</li><li>• <b>DO</b> have kids see how many Healthy Ideas symbols they can spot in the cereal aisle.</li></ul>
<b>CHECKOUT</b>   <b>Healthy Tip</b> Recycle and Reuse	<ul style="list-style-type: none"><li>• <b>SHOW</b> kids the reusable shopping bags.</li><li>• <b>TELL</b> kids to bring their own reusable bags for shopping.</li><li>• <b>ASK</b> kids to remember to recycle plastic bags by putting them in the bin at the front of the store.</li><li>• <b>DO</b> let kids scan foods and bag groceries.</li></ul>