

NE LESSON CODE CF-000-20

Tips for Making Grocery Shopping Pleasant

OBJECTIVE

Parents will be able to state:

- , that limiting their children's exposure to the media will decrease their requests for advertised foods and toys.
- , one way to get their child through the grocery store without begging for items.

LESSON DESCRIPTION

This lesson does not have a video and requires minimal preparation. The lesson covers two issues relating to the consumption of high-fat, low-nutrient foods by children.

- , the role of advertising of the products to children.
- , how parents handle their children's demands for foods while shopping in the grocery store.

The lesson includes a discussion of both of these areas by mothers. There are also handouts on both topics. This lesson can be used along with other lessons discussing ways to prevent obesity in children.

MATERIALS

- , Black board or flip chart
- , Chalk or magic markers
- , Pencils or pens for each class member
- , Copy the attached handouts, *Make TV a Positive Force in Your Child's Life*, and *Tips for Grocery Shopping with Small Children* for each class member.

Note about New Lesson Survey Forms:

The first few times a new lesson is presented, staff and participants need to complete the survey forms attached at the end of this lesson. Please note that the *Staff Survey Form* is different from the *Participant Survey Form*. Only 10-20 participant surveys need to be completed. Please mail completed new lesson surveys to:

Delores Preece
Texas Department of Health
Bureau of Nutrition Services
1100 W. 49th Street
Austin, Texas 78756

TEACHING TIPS

Parents like to learn from other parents. This lesson gives WIC mothers a chance to talk and share their experiences. It also offers mothers who are less eager to speak up in class the chance to go over a handout and take note of the ideas they want to take home.

ICE BREAKER

What foods do your children beg for at the grocery store? (List the foods on a blackboard or flip chart.)

Which of these foods do you consider healthy? (Circle the foods the participants list.)

Which of these foods do you consider unhealthy? (Underline these foods.)

Where does your child learn about these foods?

- , friends
- , family
- , day care
- , TV

Note: The media have many other influences on children besides exposure to advertising. Mothers may also mention that children see violent or sexually explicit scenes on television. While the media do expose children to these areas, advertising will be the subject of the class. The class is designed to help parents learn ways to handle their children's requests for the high-calorie, low-nutrient foods which many ads promote.

Today we are going to discuss ways to get through the grocery store without having your children beg for foods they do not need.

DISCUSSION QUESTIONS

Children learn a lot from television. Some of it is great. Children can now learn to count and learn their ABC's from TV. But television also exposes your children to lots of advertising. Companies know that TV is a great way to get your children to want their products.

Where do you find ads for products besides TV?

- , magazines
- , billboards
- , radio
- , at sporting events
- , on clothing

All of these are ways companies advertise their products. Advertisers know that people become familiar with their product by seeing its name. This is why they pay to put their product's name up during sporting events. Advertisers will pay famous players to wear their name on their clothes. They will also pay thousands of dollars to put their products into a movie for just a few seconds.

1. Can someone give me a brand name — just the first one that comes to your mind.

What do the rest of you think of when you hear that name? (This can be an emotion, an experience with the product, what the product is, or anything.)

How many of you buy this product?

How many of you that buy it think of it in a good way?

Advertisers know that people learn to buy their product when they see its name and think of it positively.

You can get around the media's influence on your child. One way is to limit your child's TV viewing time. It has been estimated that the average person in the US sees 20,000 ads a year on television. Turning off the TV for most of the day will help to protect your child from this barrage of advertising.

2. Has anyone tried turning off the TV? If anyone says "yes," ask:

Did it cut back on your child's requests for junk foods and toys shown on TV?

Use this answer if needed:

One study showed that there is a significant drop in preschoolers' requests for cereal and toys when the TV is turned off most of the day.

Did turning off the TV have any other advantages for you?

Use this answer if needed:

Advantages could include more time to talk with your children or more time for physical activities together.

3. How much time do you think a child should spend each day in front of a TV?

Use this answer if needed:

The amount of time can vary by a child's age. Doctors say that children younger than 2 years old should not watch TV. They feel that children at this age need interaction with the adults and the environment around them, not TV. They also say that older children should watch only one to two hours of TV each day.

4. How do you keep your children from watching too much TV? (List these ideas on a black board or flip chart.)

We have a sheet with some ideas for getting your child away from the TV. Let's go over it together. As we go over the sheet, circle any ideas that you want to try at home.

Give everyone the sheet *Make TV a Positive Force in Your Child's Life* and a pen or pencil. Take time to read the bulleted items to the class.

We also had some great ideas mentioned in class today. Add one of them which you want to try with your children to the bottom of the sheet.

Managing Children in the Grocery Store: Keeping your children away from the TV will help cut down on the junk foods and toys they want. But sometimes you have to take your children to the grocery store with you. That is also a challenge.

Have any of you managed to cut back on your child's requests for treats while shopping? (Write down the ideas the class mentions.)

We have some great tips for shopping with children at the grocery store. (Give everyone a copy of *Tips for Grocery Store Shopping with Small Children*.) **Let's go over the sheet. While we go over it, you can also circle any ideas you want to try at home.**

Read each bulleted item to the class.

Now, on the list of shopping tips, add any idea from the class discussion that you might want to try. There is space for writing at the bottom of the list.

EVALUATION AND WRAP UP

If other people who live in your home don't want to turn off the TV, what should you tell them?

WIC mothers could say that they are limiting the number of advertisements their children see each day. Or they might say that they are limiting the number of ads their children are seeing for junk foods or toys to decrease their children's demands for these items.

What could you tell your child if he objected to turning off the TV?

An example is, "I want to spend some time doing something with you without any noise in the background."

Now tell the person sitting next to you the tip from today's class you are most eager to try at home.

Does anyone have any other ideas that he or she wants to share before we go?

Make TV a Positive Force in Your Child's Life

Has your child ever wanted a toy or a cereal he saw on TV? People who make TV ads know that preschool children help families spend money. Those people make ads that appeal to children. You can stop ads from controlling your family. Here are some ideas that can help you make TV a positive experience in your child's life.

1. Have a family plan for TV watching. Know which programs you do not want your child to see and which programs he can watch. Set up a schedule for weekly TV viewing that includes the programs you will allow your child to watch, and turn the TV off at other times.
2. Check out your local public television station. They have many shows designed just for children. And their children's shows are ad-free.
3. Give your TV nap times. When TV is off limits for your child, tell him the TV is taking a nap. Putting a blanket over the TV sometimes helps a child accept that he cannot turn the TV on during its nap time.
4. Check out videotapes from your local library. They can provide ad-free TV time for your child.
5. Videotape your favorite TV shows. Keep them for future replays. Your child will love to see the same program many times. You can teach your child to fast-forward through the ads.
6. Watch TV with your child. By watching with him, you know what he is seeing. You can ask your child what he thinks of each program, and you can give him your ideas about what he is seeing.
7. Do not put a TV in your child's bedroom. Keep the TV in a place that belongs to the whole family.
8. Play "find the TV ad" with your preschool child. Young children think that an ad is part of the program. Help your child learn the difference.
9. Explain to your child that the ads on TV are there to make people want to buy products. What they tell you may not always be true. Tell your child that the ads pay for television programs.
10. Plan family activities that do not involve TV viewing.

Your idea to try at home: _____

Tips for Grocery Shopping with Small Children

Planning ahead can make a trip to the grocery store with your child easier. Here are some ideas on how to help your child through the process.

1. Take your child to the store with something he likes to carry, such as a favorite toy or a blanket. He will be less likely to take things from the shelves.
2. Let your child show his favorite toy how to shop in the grocery store. A child is more likely to model correct behavior for a favorite toy than obey a parent.
3. Carry a snack. Pack a small bag with crackers, dry cereal, pieces of fruit, fruit juice or water for your child. This occupies his hands and fills his tummy. He will be less likely to want food from the store.
4. Do not take your child to the store hungry. Make sure that visits to the grocery store are soon after a snack or a meal. Your child will be less likely to want food from the store when he is full.
5. Do not take your child to the grocery store when he is tired. He will be cranky and hard to handle.
6. Never buy treats at the checkout line. Getting treats in a checkout line trains your child to expect them. That can lead to future tantrums when you say no to a request.
7. Tell your child that what really matters is enjoying each other's company as you do things together. That can help to take the emphasis off of buying things and put it on your child.
8. Plan a meal ahead of time with your child. Let him help to decide what to buy at the store. Then let him help in the selection of the foods to make the meal. This is also a great chance to start training your child on how to pick the best fruits and vegetables from the bins.
9. Or have your child help you make the grocery list. Then only buy what is on the list. Have your child help you by finding items on the list at the store.
10. Work with your spouse or partner on the grocery-store rules. If both of you do the same thing, it provides consistency and can make dealing with your child easier.
11. Tell your child how proud you are of him for behaving well in the store. And tell your spouse or partner how important his or her help is in following the grocery store rules. Let your husband or partner know that he or she is helping to keep your child healthy.

Your idea to try at home:

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New Lesson Participant Survey Form

LA# _____

Date _____

1. I am: (you may circle more than 1)

- a. pregnant
- b. breastfeeding
- c. parent of an infant
- d. parent of a child
- e. family or friend

2. How much did you like the lesson?

- a. a lot
- b. a little
- c. not at all

3. Do you plan to use this information?

- a. yes
- b. no

4. Do you think this is a good lesson to use at WIC?

- a. yes
- b. no

Why: _____

5. What is the most useful thing you learned from the discussion today? _____

6. Comments: _____

Thank you for your comments!