

Planning your FOODcents Supermarket Tour

Schools are encouraged to take children on a supermarket tour, or set up 'virtual tours' to demonstrate the cost benefits of buying foods from the 'eat most' category of the *Healthy Eating Pyramid*.

This section will assist you to prepare for the tour:

- Familiarise yourself with the [FOODcents Curriculum Activities](#)
- Recruit tour helpers
- Recruit supermarkets
- Contact and familiarise yourself with the supermarket
- Organise your plan
- Prepare student materials
- Plan pre-tour classroom activities
- Plan post-tour evaluations
- Incorporate feedback into future tours

Recruiting your FOODcents supermarket tour guides

You will need to consider the following when planning your FOODcents supermarket tour:

- 8-10 students per tour leader is an ideal group size (students will be able to hear, shoppers will not be disrupted and the tour can be completed in the allocated time)
- You need one tour leader for each group of 8-10 students (eg. other teachers, school health nurse, or parents can lead groups)
- At least one week before the tour, brief the tour leaders and provide them with a copy of the [FOODcents Tour Leader's Guide](#)
- The tour takes about one hour

Recruiting Your Supermarket

Most supermarkets are interested in supporting schools with nutrition education. The Department of Health has notified all major supermarket chains that schools will be calling their local store requesting permission to conduct a tour.

The following checklist will assist with securing a venue to conduct your supermarket tour.

Identify and visit supermarkets to see if they meet your needs

- Convenient location
- Adequate range and variety of food
- Good store layout - aisles wide enough for tour groups

Ring to obtain the name of the store manager and arrange a time to meet and discuss the FOODcents tour concept

- Avoid calling at busy times (eg. weekends, early mornings, late afternoon, late night shopping)
- Ask for the manager by name

Meet the store manager at the store

- Present a brief overview of the FOODcents tour including the aims and objectives
- Ask for approval to conduct the tour and arrange a suitable time to conduct the tour with the manager (eg. most likely quiet time of day)
- Ask the manager if there are any 'rules' students must follow in the store
- Ask about the meeting point to commence the tour

Confirm in writing with the supermarket and school:

- Time
- Date
- Venue
- Store contact
- School contact
- Number of students
- Number of helpers and tour leaders
- Meeting point

At this point, if you are interested in trying to attract some media attention for your FOODcents tour, let the Department of Health know by emailing fruitnveg@health.wa.gov.au

Planning Your Tour

Decide on activities

Decide activities based on year group and duration of tour. During an hour-long tour you should visit about eight 'stations'. This will ensure you get the three major concepts across. You can design your tour based on the information presented in the [FOODcents Tour Leader's Guide](#).

Run FOODcents classroom activities in preparation for the tour

Introducing the FOODcents concepts in the classroom prior to the tour will assist in enjoyment and learnings on the tour. Teach the students to use the **KILOcents Counter** and discuss the **10 Plan**.

Decide on tour logistics

- Clarify special concerns, requests, and rules to abide by with the store manager
- Brief your tour helpers and students at least one week prior to the tour
- Let parents know and organise parent/carer consent forms (see [FOODcents Curriculum Activities](#))

Visit the supermarket to plan your tour

Familiarise yourself with the **supermarket layout** and plan the order of stations, meeting points and activities. Draw up a map of the supermarket for you and your helpers to follow. Make sure you start groups at least two stations apart.

Close to the tour time, check the **cost per kilogram of specific food items**. It helps if you are really familiar with the supermarket.

If you have any queries please **email them to fruitnveg@health.wa.gov.au**

Organise student/helpers materials

Print off the [FOODcents Curriculum Activities](#) and photocopy sheets.

Each student will need:

- KILOcents Counter
- KILOcents Counter Supermarket Worksheet
- Information for Parents brochure
- Student Assessment of Tour form
- Pencil or pen
- Clipboard

Each helper/tour leader will need:

- KILOcents Counter
- KILOcents Counter Supermarket Worksheet
- Student Assessment of Tour form
- Pencil or pen
- Clipboard
- FOODcents Tour Leader's Guide

Confirm assistance

Confirm the availability of tour helpers and their understanding of the tour. Ask if there are any questions.

Arrange media attention

Schools and supermarkets usually enjoy good public relations from FOODcents supermarket tours for school children. Contact your local paper and radio station and send them the Sample Media Release.

At this point if you are interested in trying to attract media attention for your FOODcents tour, let the Department of Health know about your tour by emailing fruitnveg@health.wa.gov.au