



Success Story Title: Touring the Aisles for Healthy Choices

Location: Manistee, Michigan

Focus: Increasing WISEWOMAN participants understanding of healthy food choices

Strategy: In March of 2009, Michigan State University Extension and West Shore Medical in Manistee developed a heart-healthy tagging system in a local grocery store (Oleson's). Red hearts were placed on those food items that met the American Heart Associations criteria for a heart healthy food. WISEWOMAN Lifestyle Counselors provided grocery store tours to highlight and familiarize WISEWOMAN participants with the new shelf tagging system. The small group tours were led by a nutrition educator. Participants were shown how to make healthy choices when shopping with a question/answer session following the tour. Participants were also provided a healthy snack and a packet of healthy eating handouts & information to take with them.

Outcomes: Based on the success of the tours, several Lifestyle Counselors produced a series of shorts videos featuring tips for healthy grocery shopping. The videos cover such topics as Choosing Healthy Oils, Choosing Lean Protein, Choosing Organic produce and Choosing Whole Grains. You can see the videos on the WISEWOMAN website:

<http://www.michigancancer.org/bcccp/WiseWomanProgram/EducationalVideos.cfm>

The grocery store tours also inspired a series of healthy breakfast-on-the-go videos. Also on the WISEWOMAN website (at the link above), they feature breakfast options you can make in one minute or less.

Story Submitted By: Kim Chandler
District Health Department #10
6180 W. Sanborn Rd. Suite 1
Lake City, MI
kchandler@dhd10.org
231-236-7589