

IMPACT

University of Idaho
Extension

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Bannock County EFNEP Motivates Grocery Store to Change Advertising Layout

The Situation

The Bannock County Expanded Food and Nutrition Education Program paraprofessional nutrition advisors teach basic nutrition, food safety, and food resource management skills to limited income families with young children. The program is designed to help them acquire the knowledge, skills, attitudes, and changed behavior necessary for nutritionally sound diets and to contribute to their personal development and the improvement of total family diet and nutritional welfare. Menu planning and grocery shopping lessons are a part of Bannock County's core curriculum and contribute to National EFNEP's objectives of increasing participant's ability to select and buy food that satisfies nutritional needs and increasing their ability to manage food budgets and related resources such as food stamps.

A long standing nutrition advisor has been using local weekly newspaper grocery store advertisement inserts as part of her menu planning and grocery shopping lessons for many years. During the past several years numerous clients have expressed frustration and/or confusion to her about numerical values listed on the advertisements. For example, a local grocery store is placing a particular canned food item on sale for the week and it is listed as "4 for \$5" in the advertisement. Common questions for the nutrition advisor have been if it is necessary to purchase four items in order to receive the sale price and what the actual price per item is.

Our Response

The nutrition advisor has established a relationship with local grocery store management during her years working for the Bannock County EFNEP. As a result she put a grocery shopping lesson teaching point into practice and discussed the common questions and confusion with management at the local Albertson's about their advertisement layouts. She asked management to change them to a format easier for her clients to understand. She recommended that the Albertson's management list a price per each item on their newspaper advertisement insert so customers would have confusion about actual cost for items cleared up.

Program Outcomes

The local Albertson's management took the nutrition advisor's recommendations into consideration and made a decision to have their advertisement insert layout changed. The September 17 - 23, 2008 insert reflected the changes. For an example of the new advertisement insert layout, see below.



As a result of a Bannock County EFNEP nutrition advisor, clients enrolled in the program will have an easier time understanding exactly what they would pay for an item on sale at a local grocery store. Local residents who are not enrolled in EFNEP will benefit as well.

For More Information

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