Impact of a Grocery Store Tour on Parental Perception of their Adolescent Child’s Presence and Role

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Abstract

Description: Sixty-one parents and their 11- to 14-year-old children were randomly assigned to an adult-led (AL; n=21) or teen-led (TL; n=20) grocery store tour or to a no-intervention group (n=20). Families in AL and TL groups attended one, 90-minute tour. Adult and teen leaders of these tours received identical training on tour curriculum. Before and three months after the tour or no-intervention period, each parent reported their perceptions about grocery shopping with their child on an 8-item semi-quantitative investigator-designed questionnaire.

Evaluation: Parents were primarily Caucasian (77%), female (90%), and aged 43±6.5 years (mean ±SD), while adolescents were primarily Caucasian (79%), female (55%), and aged 11.9±1.1 years. At baseline, 62% of parents reported that shopping with their children was as desirable as shopping alone, and 78% of parents reported that their children were helpful with the process. Eight percent of parents perceived that shopping with their children was no different than shopping alone, and 6% noted that their purchases were no different. Eighty-three percent of parents indicated that their children requested sweets and snacks while shopping, and 41% reported that their children requested fruits and vegetables. These perceptions did not differ before or three months after the tours and did not differ between groups.

Conclusions and Implications: Peer- or adult-led grocery store tours did not impact parental perceptions regarding their child’s engagement in grocery shopping. Participation in a single grocery store tour may not be effective in altering parental perceptions of their child’s role in grocery shopping.

Methods

• Peer-education About Weight Steadiness (PAWS) Club is a 12-week nutrition education intervention focused on healthful dietary guidelines and physical activity for young adolescents, with and without a peer-education mode of delivery.

• Previous evidence established efficacy and feasibility for 8 of 12 lessons in the PAWS Club; the newly added grocery store tour was pilot-tested to evaluate feasibility of utilizing peer leaders

• Adults with children (aged 11-14 years) were recruited; 61 unique parents and their 71 adolescent children participated in 1, 90-minute tour of a mid-sized grocery store

• Families (parent-child[ren]) were randomly assigned to one of three groups: 1. an adult-led (AL) tour group (n=21), 2. a teen-led (TL) tour group (n=20), or 3. a 6-month control group (n=20)

• Parents reported their perceptions about grocery shopping with their child on an 8-item semi-quantitative investigator-designed questionnaire, at baseline and 3-months post-tour.

• Questionnaire items included both quantitative and qualitative response items to assess desirability of shopping with their child, helpfulness of children during the shopping trip, if shopping was different with their child compared to alone, and items children asked for while shopping.

• Response frequencies were compared by group and time with chi-square; themes (mentioned >4 times) were identified in qualitative responses using the constant-comparative approach.

• Quantitative analyses were conducted in SAS software (version 9.4, 2011, SAS Institute Inc.) and qualitative analysis utilized NVivo 11 for Windows (QSR International Pty Ltd.)

Results

Background

• Dietary patterns of children do not meet recommended Dietary Guidelines1

• Modifying consumers’ health-related behaviors through nutrition education is a commonly used technique for improving dietary patterns2

• Grocery store tours provide nutrition education to a group while moving through grocery aisles and this practice has limited, but encouraging, evidence3

• Peer nutrition education shows promise4 but feasibility of young adolescent educators in a grocery store tour setting is uncertain

Objective

The objective of this secondary exploratory analysis was to gain insight regarding parent’s perceptions of their adolescent child’s presence and role while grocery shopping.

Conclusions

• Parental perceptions of children’s engagement during a grocery shopping trip were not impacted by either peer- or adult-led grocery store tours.

• Shopping dynamic may be stable over time or participation in a single grocery store tour may not impact parental perceptions of their child while grocery shopping.

• Four of the themes identified by the qualitative constant-comparative analysis were supported by previous literature5 6

• Concerns about grocery shopping trip length and utilization of the trip as a learning experience are novel themes that could be explored in the future.

• Though grocery store tours are promising, efficacy at influencing parental perception of children is not supported and future studies should further explore shopping dynamic

References


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