



MARKETING IMPACT ON BEVERAGE CHOICES

A NUTRITION IN-SERVICE FOR STAFF

“If the family were a fruit, it would be an orange,
a circle of sections, held together
but separable - each segment distinct.”

~ Letty Cottin Pogrebin



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A lesson on the types of kids' beverages in the marketplace and how to share this information with WIC clients who purchase these drinks.

Who: Participants: WIC Staff, range of 2-15 participants with a varying degree of maternal, infant and child nutrition knowledge and WIC experience.

Leader: WIC RD/Nutritionist

Why: There are many drink options and opportunities available to parents and the choices can be overwhelming. By exploring beverages marketed to children, WIC staff can better discuss beverage options with families.

When: A monthly in-service that is designed to be 30 to 45 minutes - depending on the discussion and the number of staff attending.

Where: The session was designed for a WIC classroom, meeting room or large office depending on the size of the group.

What: By the end of this session staff will have:

- Identified popular kids' beverages in the market place today vs. in past.
- Analyzed kids' beverage labels for kid-appeal, parent-appeal and actual nutritional content.
- Reviewed the WIC Nutrition Risk associated with this topic.
- Practiced sharing beverage information with WIC participants.

Materials Flip chart, easel, paper and markers

Needed: A variety of kids' beverages and/or copies of kids' beverages label handouts (see attached suggestions)

Beverage Score Sheet (attached)

Copies of:

- Marketing Impact on Beverage Choices In-service *Participant Copy*
- Marketing Impact on Beverage Choices In-service *Feedback Form*

Background Please review before leading group:

Reading for Leaders:

- Washington State WIC Nutrition Risk Criteria: Feeding Sugar-containing Drinks

For Further review and consult:

- Overweight Among Low-Income Preschool Children Associated With the Consumption of Sweet Drinks; Pediatrics, Vol.115 No.2 February 2005
- Institute of Medicine. Food Marketing to Children and Youth: Threat or Opportunity? Washington DC: National Academies Press; 2005
- Perspectives on Marketing, Self Regulation, and Childhood Obesity: A Report on a Joint Workshop. Washington DC: Federal Trade Commission and US Dept of Health and Human Services; 2006

How:

- Schedule in-service.
- Review background information.
- Review in-service *Leader Copy (italicized print indicates leader speaking)*.
- Prepare materials needed.
- Have fun!

Introduction / Warm-Up**5 minutes**

Welcome! I will be the leader for this month's nutrition training. I encourage all of you to participate. Together we can explore our topic and discover strategies to support our WIC clients.

By the end of this session you will have:

- *Identified popular kids beverages in the market place today vs. in past.*
- *Analyzed kids beverage labels for kid-appeal, parent-appeal and actual nutritional content.*
- *Reviewed the WIC Nutrition Risk associated with this topic.*
- *Practiced sharing beverage information with WIC participants.*

Part 1**10 minutes****Identifying popular kids' beverages**

In pairs recall what types of beverages you consumed as a child. Note what was everyday and what was occasional. We will hear your responses.

Allow time for discussion then call group back.

Hear responses and record on flip chart.

You can categorize responses by decades (i.e. childhood's in the '60's, 70's, etc.)

Summarize responses.

Listen to the following information:

The Food and Beverage companies have certainly capitalized on the "kids" market in recent years. Children and youth represent an important demographic market because they are potential customers, they influence purchases made by parents and households, and they constitute the future adult market.

Additionally there has been a surge of new beverage products. In 2003, more than 5,200 new ready-to-drink, non-alcoholic beverages were introduced in the United States (ABA, 2004).

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What surprises you about this information?

What have you noticed related to what children are drinking? Hear responses.

Show a variety of kids' beverages (actual product or hand-outs). What differences do you see between kids' beverages of "today" vs in the past? Hear responses.

Part 2**15 minutes****Analyzing kids' beverages**

Point of purchase advertising is the information attached to or on a product for the purpose of naming it, describing its use, its ingredients, its manufacturer and the like. Point of purchase advertising can be very powerful

Hand out drink examples and beverage score sheet.

I have a variety of kids' beverages. Divide up into groups of two or three. Using the chart analyze your products for its Point of Purchase advertising. Note what are the "kid appeal" (color, graphics, toy or brand association), "parent appeal" (health and nutrition benefits promoted on front of package, price, etc), and actual nutrition facts about the product. Each group will share their "report" on their product(s).

Divide into groups of two or three. Give each group one or two products. Allow five to seven minutes for analysis. Call group back. Hear each groups "report" on their product(s).

Part 3**10 minutes****Practicing Ask, Provide, Ask**

Who would like to say which Washington State WIC Nutrition Risk criteria pertains to today's topic?

Feeding Sugar-containing Drinks - Routinely feeding a child any sugar-containing fluids. Examples of sugar-containing fluids include: soda/soft drinks, gelatin water, corn syrup solutions, and sweetened tea.

Using Ask, Provide, Ask, practice working with a client to determine what beverages are a part of their child's intake. Divide into pairs and decide who will be the client and who will be the parent.

Ask...Ask what the client knows, or would like to know

Provide...Offer information in a neutral, nonjudgmental manner

Ask...Ask about the client's thought, feelings, and reactions

You may wish to start with:

"When it comes to the beverages you provide to your child, what would be most helpful to know more about?"

After 5 minutes, call the group back. *Who would like to share what they discussed?*

Hear responses.

Closing**1 minute**

Thanks for participating today. We heard some great discussion and ideas that will help us to better serve our WIC clients.

Please fill out a feed-back form – your input is greatly appreciated.

A lesson on the types of kids' beverages in the marketplace and how to share this information with WIC clients who purchase these drinks.

Learning Objectives

By the end of this session you will have:

- Identified popular kids' beverages in the market place today vs. in the past.
- Analyzed kids beverage labels for kid-appeal, parent appeal and actual nutritional content.
- Reviewed the WIC Nutrition Risk associated with this topic.
- Practiced sharing beverage information with WIC participants.

Part 1

Identifying popular kids' beverages

In pairs recall what types of beverages you consumed as a child. Note what was everyday and what was occasional. We will hear your responses.

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What surprises you about this information?

What have you noticed related to what children are drinking?

What differences do you see between kids' beverages of "today" vs in the past?

Part 2**Analyzing kids' beverages**

Divide up into groups of two or three.

Using the chart analyze your products for its Point of Purchase advertising. Note what is the "kid appeal" (color, graphics, toy or brand association), "parent appeal" (health and nutrition benefits promoted on front of package, price, etc), and actual nutrition facts about the product.

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Part 3**Practicing Ask, Provide, Ask**

Who would like to say which Washington State WIC Nutrition Risk criteria pertains to today's topic?

Using Ask, Provide, Ask, practice working with a client about what beverages are a part of their child's intake. Divide into pairs and decide who will be the client and who will be the parent.

Ask...Ask what the client knows, or would like to know

Provide...Offer information in a neutral, nonjudgmental manner

Ask...Ask about the client's thought, feelings, and reactions

You may wish to start with:

"When it comes to the beverages you provide to your child, what would be most helpful to know more about? "

Who would like to share what they discussed?

Score Sheet
Popular Kids' Beverages

Product	Kid Appeal*	Parent Appeal*	Hard Facts*

Kid Appeal color, graphics, toy or brand association*

Parent Appeal health and nutrition benefits, price*

Hard Facts nutrition label and ingredient list highlights*

