

# SESSION 5

**Colour It Up:  
Go for variety  
*AND* save money!**



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# What It's All About

This session addresses two perceptions that keep people from eating more vegetables and fruit: cost and availability. Women over the age of 50 may feel that it is challenging and more expensive to shop for one or two. Physical limitations or transportation issues may also make it difficult for some women to access affordable vegetables and fruit. Seasonal and regional availability of vegetables and fruit may also impact on cost and availability.

Activities and discussions will challenge participants' beliefs about these barriers. Participants will identify low cost choices and seasonal and regional alternatives. Discussions will allow women to explore ideas for increasing access to vegetables and fruit. The skills and strategies developed in this session will continue to help participants believe they can make changes and eat the recommended 7 servings of vegetables and fruit each day.

In addition, this session allows participants to examine their progress so far. They will review what successes and challenges they faced in meeting their personal goals. By studying what supports them and stands in their way, participants will identify additional strategies to achieve and maintain their goals. Continuing to set personal goals and receive incentives will complement this activity.

## Objectives

By the end of Session 5, participants will be able to:

- 1) Identify and select low cost vegetable and fruit choices.
- 2) Identify and select seasonal and regional vegetable and fruit alternatives.
- 3) Identify strategies for increasing access to vegetables and fruit
- 4) Identify successes and challenges related to personal goals set throughout the program.
- 5) Identify and use strategies to achieve and maintain personal goals.

# Getting Ready For Session Five

To prepare for the session:

- ▶ Read the following sections of the leader's guide:
  - Vegetables and Fruit are Affordable
  - Vegetables and Fruit are Safe to Eat
- ▶ To prepare for Activity # 3, you will need to find out how much the items on Overhead 4 cost. Take a trip to your local grocery store(s) to find out the prices. Use the cost collection sheet to record the cost of the various food items. Use the calculation sheet to calculate the cost per serving. This will help you establish an accurate cost comparison. (These forms can be found in the handout section of Session Five.) Write the costs on the overhead with an overhead pen.
- ▶ Copy the overheads onto overhead transparencies or prepare Power Point slides (on enclosed CD-ROM or contact the Nutrition Resource Centre).
- ▶ Make arrangements to use a projector for overheads or PowerPoint slides.
- ▶ Copy all handouts you will need. Punch holes in handouts so participants can add them to their binders.
- ▶ If you wish to conduct a short written evaluation about today's session, prepare an evaluation form. Make copies.
- ▶ Select and prepare a recipe from the recipe section of the leader's guide.
- ▶ Gather all the materials you will need.
  - Name tags
  - Attendance forms
  - Eating Well with Canada's Food Guide
  - All handouts for this session
  - All overheads for this session, plus an overhead projector and pen
  - Flipchart and markers
  - Pens and pencils for participants
  - Dishes, utensils and other supplies for serving the snack
  - Evaluation form (optional)
  - Incentives
- ▶ If you choose to ask participants to help prepare the snack for future sessions, bring a sign-up sheet. (Veggie Fruit Snack Break Sign-Up Sheet)
- ▶ Set up the room.
  - Arrange tables and chairs to create an inviting and informal atmosphere. Women will feel part of a group if they are sitting around a table or if the chairs are set up in a circle or horseshoe.
  - Choose a serving area for the snack.

## **SESSION 5**

Prepare the kit for Session 5 that includes all the materials you will need. The next time you run the program you will have everything together.

# Session Outline

## Getting Started *10 minutes*

## Support Materials

- ▶ Welcome participants and thank them for attending.
  - ▶ Give them an incentive.
  - ▶ Ask women to share any changes they have made in their eating patterns.
- Vegetable and Fruit Checklist**
- ▶ Tell participants they will no longer be asked to keep a checklist. Some women may choose to continue using it. Distribute copies of the checklist to these women.
- Personal Goal Setting**
- ▶ Ask participants to talk about any successes or difficulties they had with their personal goals. Praise women who were successful. Reassure those who were not successful. Remind them that setbacks will happen. Help them explore other ways of meeting their goal. Encourage them to keep trying.
- Agenda**
- ▶ Review the agenda for today's session.

Attendance Sheet  
Name tags  
Incentive

*Handout:*  
Vegetable and Fruit Checklist

*Overhead 1:*  
Today's Agenda: Colour It Up: Go For Variety and Save Money!

## Warm-Up *10 minutes*

## Support Materials

- Check-in**
- ▶ Remind participants about the previous session's small group discussion about helping family enjoy vegetables and fruit. Refer to the handout from the previous session: "Help Your Family Enjoy Vegetables and Fruit"
  - ▶ Ask if participants would like to share any progress made helping family enjoy vegetables and fruit:
    - What strategies did you try?
    - What were some of the successes you experienced?
    - What were some of the difficulties?
  - ▶ Encourage women to talk about how they could handle any problems they encountered.

Refer to handout:  
Help your Family Enjoy Vegetables and Fruit  
(from Session 4)

# FOOD for Thought

## Vegetable and Fruit All Stars



For the next activity, if participants can't think of vegetables and fruit for the Vegetables and Fruit Top 10 list, simply ask them to Think Colour! Dark green and orange vegetables and orange fruit are rich in nutrients and disease-fighting phytochemicals.

Refer to *The Benefits of Vegetables and Fruit* in the leader's guide for information on antioxidants and phytochemicals.

### Vegetable and Fruit All Stars 15 minutes

Support Materials

All Vegetables and Fruit are Nutritious

- ▶ Ask participants which vegetables and fruit they believe are among the Top 10 most nutritious.
- ▶ Record what they say on a flipchart. Encourage participants to discuss why these vegetables and fruit are nutritious. When you have a list, compare it to the Top 10 list on the overhead.
- ▶ Explain that all vegetables and fruit are packed with goodness.
  - all vegetables and fruit have many nutrients
  - most are low in fat and high in fibre

The key is to choose a variety of vegetables and fruit.

Eating a variety means your body will get all of the different nutrients. This supports good health.

- ▶ Remind participants that Canada's Food Guide encourages people to eat at least one dark green and one orange vegetable each day. Dark green vegetables rich sources of folate and orange vegetables and some orange fruits are rich in carotenoids such as beta-carotene.
- ▶ Explain that this Top 10 list includes vegetables and fruit that are particularly rich in
  - antioxidant vitamins (vitamin C & beta carotene)
  - phytochemicals,
  - fibre and calcium
- ▶ Use Overhead #3 to define these terms. Discuss how each of them promotes health and prevents disease.
- ▶ Distribute the Top 10 handout. Review each vegetable and fruit. For each, highlight the nutrition and health benefits and recipe ideas.
- ▶ Encourage participants to share other ideas on how to buy, prepare and store these vegetables and fruit.

What makes some Vegetables and Fruit even better?

Flipchart, Markers

Overhead 2:  
Vegetable and  
Fruit All Stars

Overhead 3:  
What is  
an All Star  
Vegetable  
or Fruit?

Handout:  
Vegetable and  
Fruit All Stars

# FOOD for Thought



In general, vegetables and fruit are not particularly good sources of calcium. However, there are a few that stand above the crowd for their calcium content. Bok choy, collards, kale, broccoli, figs, oranges and orange juice with calcium added offer a source of calcium.

Women over the age of 50 need extra calcium and vitamin D. During menopause, women produce less of the hormone estrogen. This can lead to rapid bone loss. In Canada, 1 in 4 women suffer from osteoporosis (thinning bones). Getting enough calcium and vitamin D can help maintain bone mass and reduce the likelihood of fractures.

Milk and alternatives are the most calcium and vitamin D-rich food sources. For most people, milk products or fortified soy beverages are the easiest way to meet calcium needs.

Choosing calcium-rich vegetables and fruit more often can help increase calcium intake.

The Food Guide recommends that in addition to following Canada's Food Guide, women over the age of 50 should take a daily vitamin D supplement of 10 micrograms (400 IU).

## Vegetable and Fruit All Stars (continued)

## Support Materials

### Nutritional Values

- ▶ Distribute the handout. Show participants how to look up information. Some women may need help understanding how to read the chart.
- ▶ Allow participants a few moments to compare the nutritional value of some vegetables and fruit.
- ▶ Point out vegetables and fruits that are particularly high in certain nutrients. For example:
  - Brussels Sprouts 7 grams fibre
  - Sweet Potatoes 2374 RE beta carotene
  - Red Peppers 227 milligrams vitamin C
  - Kale 90 milligrams calcium

*Handout:*  
Nutritional Value of  
Vegetables and Fruit.

If participants are interested in finding more detailed nutrient information about vegetables and fruit, refer them to the Canadian Nutrient File on Health Canada's website. Refer to the resources section of the leader's guide for more information.

- ▶ Begin this activity by asking
  - “How many of you feel that it costs too much to eat 7 Food Guide Servings of vegetables and fruit each day?”

Explore the reasons why people feel it is expensive to eat vegetables and fruit.

- ▶ Ask participants a second set of questions:
  - How many of you feel that it is difficult to eat 7 servings of vegetables and fruit each day because there is little fresh produce available?
  - Is choice limited because of the season?
  - Are few fresh choices available where you live?
  - Is it hard for you to get to the grocery store?
  - Is it challenging to buy vegetables and fruit for one or two?

Common  
barriers  
(cost and  
availability)

- ▶ Explain that cost, availability and accessibility are common reasons people give for not eating more vegetables and fruit. Explain that today’s discussion will challenge these beliefs. It will show that it is possible to eat servings of vegetables and fruit when not much produce is available and when it seems hard to buy.
- ▶ The discussion will show how this is possible without spending extra money.

Comparing costs

- ▶ Distribute the handout. Use Overhead #4 to compare the cost of vegetables and fruit with other, less nutritious foods. If you have had time to visit your local grocery store(s) before this session, fill in the costs on the overhead from your completed cost collection sheet and calculation sheet. If you have not been able to do this research, use the sample costing information provided in the handouts section. You can also ask participants to estimate costs.

Cost/benefit analysis

- ▶ Talk about the cost advantages of vegetables and fruit. Some people think that vegetable/fruit food items cost more than the less nutritious items. However, the value of the vegetables and fruits is superior. Here are some points to help you explain:
  - Vegetables and fruit can often be used for more than one meal or snack. For example, a bag of baby carrots, a bag of frozen vegetables or a can of fruit will feed more than one person and can be used in a variety of ways.
  - Vegetables and fruit are packed with nutrients and offer many health benefits. Foods such as pop, coffee, chocolate or chips may cost a bit less but offer nothing but empty calories.
  - Vegetables and fruit are just as convenient as packaged, convenience foods. For example, a banana is just as easy to grab on your way out the door as a breakfast bar.

*Handout:*  
Does Eating Vegetables and Fruit Cost Too Much?

*Overhead 4:*  
Does Eating Vegetables and Fruit Cost Too Much?

Completed Forms:  
Cost Collection Sheet  
Calculation Sheet  
Sample Costing Information

In some cases, the price of vegetables and fruit may seem higher. Help participants see that the value of the vegetable and fruit items is much greater because of their nutrition and health benefits.

## FOOD for Thought



What about gas?

Many people complain that cruciferous vegetables like broccoli, brussels sprouts, cabbage and cauliflower cause gas! Here are a few tips to help reduce gas:

- Start by eating a small amount of these vegetables.
- Gradually increase the amount you eat. Your body will adjust.
- Be sure to drink plenty of fluids.

**Ideas:  
cost and  
availability**

- ▶ Ask participants if most of the vegetables and fruit shown on the overhead are affordable and available in their community and throughout the year. Discuss the following strategies to save money and increase variety when not much produce is available:
  - Use frozen or canned vegetables and fruit
  - Choose frozen concentrated orange juice
  - Freeze your own berries in season
  - Canning/preserving vegetables and fruit
  - Buy store brand products
  - Buy fresh vegetables and fruit in season (e.g. Mandarin oranges in winter, squash in the fall)
  - Buy locally grown vegetables and fruit in the summer. Visit a farmer's market
  - Make your own carrot sticks rather than buying 'baby' carrots
  - Grow your own vegetable garden or container garden

**Ideas:  
Accessibility**

- ▶ Ask participants if they find it hard to buy vegetables and fruit in smaller quantities when they are cooking for one or two. Ask participants if most of the vegetables and fruit shown on the overhead would be suitable to buy for one or two. Discuss ideas for buying vegetables and fruit for one or two:
  - Buy foods that can be easily portioned into smaller serving sizes (e.g. frozen vegetables and fruit)
  - Buy vegetables and fruit by the piece, not the package
  - Buy smaller container sizes (e.g. spaghetti sauce, canned vegetables and fruit)
  - Buy single-serving containers when possible (e.g. canned fruit snacks, applesauce, juice boxes)
  - If larger sizes are cheaper, share with a friend
  - Buy dried fruit from bulk bins

- Ask participants if they find it hard to get to the grocery store. Discuss services in your community to assist with access to groceries. Record ideas on the flipchart. For example:

- Grocery store delivery services
- Seniors grocery store bus trips
- The Good Food Box and other food buying clubs
- Sharing taxis or carpooling with friends and neighbours
- Internet shopping
- Meals on Wheels

Use the handout: Colour It Up: Enjoy Variety and Save Money to review the strategies discussed in this activity. Review meal ideas for one or two.

Flip chart

Markers

*Handout:*

Colour It Up:

Enjoy Variety and

Save Money

## FOOD for Thought



Remind participants that frozen and canned vegetables and fruit are healthy choices too. In fact, frozen and canned vegetables and fruit are packed and processed at their peak of readiness. Freezing or canning helps preserve the nutrition in vegetables and fruit. Reduce salt by rinsing canned vegetables with water. Avoid extra sugar by choosing canned fruit packed in water or juice.

Frozen and canned vegetables and fruit are often less expensive than fresh, are more widely available and are easy for people living alone to store and use.

## Shopping List Makeover *15 minutes*

## Support Materials

- ▶ Encourage participants to use the ideas they came up with when they go grocery shopping. Suggest that participants give their shopping list a makeover.
  - ▶ Use Overheads 5 and 6 to show how many affordable vegetables and fruit could be included on a list. Identify many of the items as easy choices for one or two. Briefly review examples of menu ideas for these foods.
- Why use a list?** ▶ Ask participants to talk about why it is helpful to make a shopping list. Then use Overhead 7 to review the benefits of making a list.
- Activity to take home** ▶ *Take Home Activity*  
Give participants the shopping list handout. Encourage them to use this form for their next shopping list.
- ▶ Give participants the Four Steps to Low Cost Meals handout. Encourage them to try some of the ideas when planning meals.

*Overheads 5 and 6:*  
Does Your Shopping List Need a Vegetable and Fruit Makeover?

*Overhead 7:*  
Why Make a Shopping List?

*Handout:*  
Does Your Shopping List Need a Vegetable and Fruit Makeover?

*Handout:*  
Four Steps to Low Cost Meals

## How am I Doing? Progress so Far *15 minutes*

## Support Materials

- ▶ Distribute the handout
  - ▶ Ask participants to review the goals they have set over the past four weeks. Have participants list their goals on the form.
- Self-reflection** ▶ To show women how to use this form, go through the example. Explain how to use the rating scales. For example, if a person has been successful reaching their goal only some of the time, she would circle '3' for sometimes. If a person is very sure that one day they will reach their goal, they would circle '5 (sure)' under the last column.
- ▶ Give participants a few minutes to answer the questions on the form. Encourage women to talk to each other about how they are doing.
  - ▶ If possible, visit individually with participants to help them fill in the form and to discuss their progress so far.

*Handout:*  
How Am I Doing?



### **ADVICE** from the **Behaviour Bean**

Participants can see their successes and difficulties more clearly when they review their progress. Highlighting successes will help women feel more confident about their ability to eat more vegetables and fruit. Reminding themselves how vegetables and fruit can improve their health provides an important motivator for women to continue working towards their goals.

## Veggie Fruit Snack Break 15 minutes

Support Materials

- Learning from each other**
- ▶ Offer a healthy vegetable or fruit snack prepared from the recipes in this manual.
  - ▶ To complement the Warm-Up Activity, you could choose a recipe that uses at least one of the TOP 10 Vegetable and Fruit All Stars.
- Topic**
- ▶ Use the break as an opportunity for women to share ideas and learn from each other. Hearing about and seeing what others do with vegetables and fruit can help inspire changes.
  - ▶ Encourage women to talk about 'TOP 10 Vegetable and Fruit All Stars' as the topic for this snack break. Ask women to talk about
    - Preparation and recipe ideas for the Top 10 vegetables and fruit shown on the Vegetable and Fruit All Stars handout.
    - Nutrition and health benefits of these vegetables and fruit.
    - Which of the TOP 10 vegetables and fruit they like and their families like.
  - ▶ You can also use the discussion points on the recipe to get people talking.

Snack  
– from the recipes in the binder

**Note:** not all recipes will be appropriate for the space and time you have available.

Refer to handout: Vegetable and Fruit All Stars: The Top 10.

## Wrap-Up 10 minutes

Support Materials

- ▶ Distribute the handouts.
  - ▶ Ask participants to set a small, achievable goal this week and record it on the handout. Encourage women to reward themselves. Also, encourage them to write down how this goal can improve health.
- Setting a goal**
- ▶ If participants are having trouble setting a goal, suggest they set a goal around the theme for this week (grocery shopping).
- Reminders**
- ▶ Remind participants to prepare a shopping list using what they learned this week. Suggest that they
    - use the handout *Does Your Shopping List Need a Vegetable and Fruit Makeover*
    - include some of the Top 10 Vegetable and Fruit All Stars
    - look for some lower cost choices

Handout:  
Personal Goal Sheet



- consider alternatives if varieties are not available because of the season or where they live
  - remember strategies for grocery shopping for one or two.
  - ▶ Allow participants to look at and/or borrow cookbooks and recipes from the lending library.
- Evaluation**
- ▶ You may wish to conduct a short evaluation about today's session. Prepare a short evaluation form or simply ask a few questions:
    - what did you like today?
    - what didn't you like today?
    - what could we do better?
    - what vegetables and fruit would you like to try next time?
- Thanks**
- ▶ Thank women for attending.

*Lending Library:*  
cookbooks and  
recipes