

## How to Help Grocery Shoppers Live Healthy Lifestyles

It's that time of year when everyone is talking health, diet, and weight loss. But what does that mean for individual shoppers when they hit the grocery store? Whether you are working with a group or 1:1 with clients in-store, here are some tips to help your shoppers follow a healthy lifestyle in 2018.

- **Make a list before you shop.** Plan exactly what you need to get for that week before you go to the store and stick to the list
- **Don't go grocery shopping on an empty stomach.** If you go to the store hungry, you might end up buying more than what you need and more unhealthy choices.
- **Stock up on frozen and canned fruits and vegetables.** Always try to have these in your pantry and freezer; they are perfect to use when you run out of fresh fruits and vegetables and they are cheap.
- **Shop the deals.** Eating healthy isn't always cheap, so check the newspaper (or online) each week and try planning meals around what products are on sale.
- **Learn to read food labels.** Knowing what you're buying and then putting in your body is important, so learn to read food labels and look at the ingredients to make sure you choose foods that fit your lifestyle goals (lower fat, low sodium, etc.)
- **Choose whole grains.** Picking 100% whole grain breads and pastas instead of their white alternatives is an easier way to eat healthier.
- **Choose leaner proteins.** Poultry, fish, and beef cuts like sirloin and round are lower in fat and cholesterol than other meat proteins.

### How Health Professionals Can Help Their Clients Achieve Healthy Lifestyles

- **Help your client set realistic goals.** Goals are very individualized, and it's important to help your clients set a goal that fits their lifestyle and budget. Find out what your client's typical day and diet are and then customize a plan that fits your client's abilities including exercises and eating habits
- **Teach them how to read a nutrition label:** Many people do not know how to read a nutrition label or what to look for, so if they are wanting to lose weight or eat healthier, teach them about what ingredients to watch out for, what the serving size means, and what nutrients should be lower to fit their lifestyle goals.
- **Encourage small changes.** For some, walking 10,000 steps a day or just incorporating 1-2 servings of fruits and vegetables might seem overwhelming. Talk with your client about what is realistic and achievable for them. Celebrate success, even the small ones.



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Katie Serbinski, the official RD for Produce for Kids, is mom of three children under the age of four and a Registered Dietitian from Detroit, Michigan. She's the founder of Mom to Mom Nutrition, a healthy food and lifestyle blog where she share her "me time" with other health-minded parents. On her blog you'll find simple, family-friendly recipes, tips for new moms, and realistic nutrition advice. Through Mom to Mom Nutrition, Katie shows her readers that raising a healthy family is achievable, even when you have a toddler throwing food across your kitchen table and a baby wanting to nurse around the clock.



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