

ABSTRACT

THESIS: Effectiveness of a grocery store tour for parents of WIC children with low serum iron levels. The primary investigator is Stephanie Jenkins.

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The purpose of this quasi-experimental study was to measure the effectiveness of a grocery store tour that emphasized sources of iron-rich, kid-friendly foods on the participants' knowledge about dietary iron and iron-rich food sources. A second purpose was to determine if, three months after the grocery store tour, the serum iron levels of the children who had previously been identified by the WIC (Supplemental Women, Infants, and Children) program as being low was higher as compared to the serum iron levels of the control group. Ten parents of children with low iron levels participated in this study, 5 in the control group and 5 in the treatment group. Data collection took place for this research study over the course of three months. The results of this study indicated that the grocery store intervention seemed to have no impact on the children's hemoglobin levels. The results of this study also indicated that the grocery store tour intervention seemed to have no impact on children's consumption of iron rich foods. However, the grocery store tour intervention did have a positive impact on parents' knowledge of iron rich foods and their ability to use unit pricing.