

Training Protocol Outline

1) Introduce the Project

- Discuss hypotheses, project methods
- Introduce students to the tasks they will be asked to perform
 - Collecting data with the Grocery Store Promotion Tool
 - Collecting Receipts outside stores

2) Discuss the use of the Grocery Store Promotion Tool

- Hand out copies of Grocery Store Promo tool and guidebook, brief overview of guidebook contents
- Explain the components of the tool
 - Locations (what they are and how to identify them)
 - Product categories (what they are and distinctions between them)
 - Diet (what constitutes a diet item)
 - Promotions (what they are, and options for coding an area with more than one promotion type)
 - Five or More items (how to count similar items)
 - Child Height (products that are 4 feet or lower are child height, get measurements on students' body at 4 foot mark)
 - Child Focused (discuss what makes a product child focused, such as presence of a cartoon, child on the package, child focused contest etc.)
- Go through some practice examples of identifying locations, product categories, diet items, promotions, five or more items, child height and child focused items and discuss answers (photos)

3) Training on collecting receipts

- Explain what receipts will be used for in the research
- Discuss process gather receipts
 - Using recruitment script
 - Removing personal information and returning it to customer
 - Noting presence of grey hair and gender on receipt
 - Giving summary sheet to participants
 - Explaining confidentiality to participants

4) Visiting Grocery Stores

- Visit 1st grocery store as a group (students and trainers)
 - Find/discuss each location (outside, entrance, endcaps, etc.), and fill out a Grocery Store Promotion Tool as a group
 - Discuss finer distinctions between locations, product categories, etc as they come in the store
 - Discuss conflicts, questions, or problems with coding
- Visit 2nd grocery store as a group (students and trainers)
 - Fill out Grocery Store Promotion sheet (groups of two students)

- Remind students to ask each other about confusing items, keep an eye on time, etc
 - Meet as a group to discuss completed tools, check reliability
- Visit 3rd grocery store as a group (students and trainers)
 - Fill out Grocery Store Promotion tool individually (no communication with other students/ trainers)
 - Meet and compare completed tools, check reliability