

# PERFORMANCE NEEDS ANALYSIS



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Grocery Shop Your Way to Better Health  
Program

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# Performance Needs Analysis

## GROCERY SHOP YOUR WAY TO BETTER HEALTH PROGRAM

### Part I: Purpose of the Project

This performance needs analysis has been conducted at the request of Mrs. Epstein, the chair of the outpatient education programs for the Local Community Service Centre (CLSC), because the previous instruction program "Grocery Shop Your Way to Better Health" was unable to significantly contain the business costs as anticipated. Furthermore, the individuals that took part in the three-day workshop continue to struggle with meeting the main performance objective, which is to choose healthy foods in accordance to their medical condition.

This document will attempt to decipher and investigate the underlying conditions that have inhibited transfer of information and skills from the workshop series into the individuals' daily lives. This will help determine whether a training or non-training intervention is needed. The next section will discuss data collection and research materials.

### Data Collection

The information for this project was gathered through nine data collection methods. Two electronic surveys were conducted three months after workshop completion. (1) One survey was aimed at the former workshop participants dealing with Inflammatory Bowel Disease (IBD) and (2) the other was for the medical staff at the various CLSC locations. In addition, structured (3) face-to-face and/or (4) phone interviews discussing shopping and eating habits were conducted with willing workshop individuals with IBD. Furthermore, (5) an interview with the NDG CLSC dietician was undertaken to determine possible inhibitors and (6) an interview with Mrs. Epstein was conducted to determine the business need. The majority of the respondents were from the Notre-Dame-de-Grace (NDG) CLSC; therefore an observation of grocery stores in the surrounding area was conducted.

In addition to the above, information was acquired through several (8) Internet resources, and through (9) personal experience dealing with IBD. The main websites that were consulted are listed below.

Crohn's and Colitis Foundation of Canada. (2011). Retrieved on January 24, 2011 from <http://www.cffc.ca/site/c.ajlRK4NLLhJoE/b.6319851/k.BDBF/Home.htm>

Eat Well, Live Well. Retrieved on September 27, 2010 from the Dietitians of Canada website: <http://www.dietitians.ca/eatwell/>

Living with crohn's disease. (Last Updated: November 05, 2010). Retrieved on January 24, 2011 from <http://www.livingwithcrohnsdisease.com/>

Nutrition Labeling Education Center: *Virtual Grocery Store*. Website provided by the Canadian Diabetes Association and Dietitians of Canada. Retrieved on September 27, 2010 from [http://www.healthyeatingisinstore.ca/virtual\\_grocery.asp](http://www.healthyeatingisinstore.ca/virtual_grocery.asp)

The following section will provide the background of the situation in terms of the business need, performance problem and constraints.

## Part II: Background on the Situation

Part II will discuss the background on the situation that is to identify the business need for the CLSC and the performance problem of those diagnosed with IBD who attended the “Grocery Shop Your Way to Better Health” workshop series. Though the original workshop was open to those with Diabetes and Crohn’s, they are too different in terms of habits and symptoms to be able to focus on both in one analysis. Therefore, this needs analysis will focus solely on IBD sufferers.

According to the Program to Integrate Information Services and Manage Education (PRIISME), “primary care practitioners are under increasing strain to manage patients suffering from chronic diseases” (GlaxoSmithKline). As primary care facilities are becoming overburdened, it is increasingly more important to educate those with chronic illnesses to self-manage their disease to therefore rely less on the health care system.

This next section will discuss the business need of the CLCS and its outpatient education program that was responsible for the workshop series.

### The Business Need

Her superior Mr. Rosethorn who is the financial chair of the CLSC put Mrs. Epstein in charge to limit preventable patient visits. Mr. Rosethorn is under pressure from their funding agency Régie de l'assurance maladie du Québec (RAMQ) to contain the costs, as their yearly quota of patient visits is too high.

With every visit costing the CLSC 150\$ per patient, it is in their best interest to contain these costs by targeting those with chronic illnesses such as IBD who’s symptoms can be better managed with medication and healthier eating habits. Maintaining a healthy diet is essential to reducing certain symptoms and will therefore cut back on unnecessary visits to the CLSC.

This next part discusses the financial implications of reduced patient visits due to better self-managed care and improved eating habits through better food choices.

#### Business objective:

- If the clinics receives at least 3 patients a day due to similar conditions listed above, this would costs them 450\$ a day, and 2790\$ for a six day work week, which comes to about 10,800\$ in costs per month.
- If numbers can be reduced to 1 visit a day of avoidable medical issues due to a poor diet, than the clinic would save 300\$ a day, 1800\$ a week, and 7200\$ a month. We are looking at about 86,400\$ of savings a year.

The next section discusses the target audience for this analysis and the performance improvement campaign.

### Target Audience

The target audience is IBD sufferers that took “Grocery Shop Your Way to Better Health” workshop series. If we can determine the performance problem for these participants it will then influence and improve conditions for others that will take this workshop series in the spring.

Keeping the business objective and target audience in mind, Mrs. Epstein has made a request regarding the performance problem which is discussed next.

## The request

Mrs. Epstein has requested that we have an improved refresher workshop for participants. She states that the individuals who partook in the “Grocery Shop Your Way to Better Health” workshop series seem to either have forgotten what they have learned or are not applying the skills and knowledge into their shopping for groceries habits. Therefore she wants training to be the solution.

She has claimed a reduction in visits by one third after the first month, yet three months after the workshop completion there seems to be no further improvement. She had anticipated reducing unnecessary visits by more than two thirds.

The next section will review the performance problems identified during the analysis. In this section a discussion on current and ideal performance, performers, environmental factors, and explanation of the causes of the performance problem will be presented.

## Performance problem

The workshop was supposed to aid in educating individuals on choosing healthy foods by using the information provided on food labels that would not aggravate their medical condition, and therefore reduce unnecessary visits. However this was not the case and it is essential to reexamine the gap between ideal and current performance and determine any other factors that may be hindering performance.

The following sections will discuss current performance and ideal performance. In this next section three scenarios on current performance and current tasks are provided.

## Current Performance

### *Current Scenarios*

#### *Scenario 1:*

Annabelle tries to go to the grocery store once a week with her list of foods to avoid and her notes from the workshop, but she still spends over an hour at the grocery store going down each aisle deciding what she feels like eating. She usually comes unprepared with no grocery list and does not look at the weekly flyers to determine what is on sale despite being on a tight budget. When she forgets to bring her notes and list of foods to avoid, she feels completely lost and ends up buying very few items. This makes her have to return to the grocery store more often or rely on the corner store next to her apartment that overcharges on everything. She becomes easily discouraged by all the information she is supposed to remember that she winds up more stressed which in turn aggravates her medical condition.

#### *Scenario 2:*

Gérôme goes shopping for groceries once every two weeks when he has the time away from his studies. The rest of the time he buys food out near his school or home. He knows that he should be eating better but does not have the time or energy to properly shop for food. Some days he is in a big rush and buys sugar filled granola bars to keep his energy up, which he thinks is better than buying chocolate bars. When he does go shopping for groceries he does not compare the items thoroughly. He merely quickly glances at the label to see if he spots any red-flag items, if there are not any he buys the item. However, he often misses key information that would help him choose foods that are healthier and more nutritious versus just buying foods that do not contain inappropriate ingredients. When he has no time to buy food out or grocery shop, he eats what his roommates have in the kitchen, which is often things he knows he should avoid, but is too hungry to care.

## Tasks in Current Performance

- Performer purchases unhealthy foods.
- Performer ignores important information on nutrition labels when choosing food items.
- Performer reads only the ingredient list rather than the entire label.
- Performer chooses products based only on the advertising food claims on the box rather than the actual nutritional value of the product. Examples of claims: "Fat-Free", "Enriched", and other such claims.
- Performer identifies only terms recognized on the food label in order to make a purchase decision.
- Performer chooses food products carelessly or in a rush.
- Performer eats unhealthy foods because of convenience.
- Performer does not bring list of foods to avoid when shopping for groceries.
- Performer refrains from buying food if unable to remember list of foods to avoid.
- Performer is unable to identify ingredient names when they are in a modified form.
- Performer chooses foods with little nutritional value.
- Performer chooses food products based on the price versus the nutritional value.
- Performer chooses foods that taste good despite unhealthy content.
- Performer goes to the grocery store without a prepared list.
- Performer does not check weekly fliers for best offers.
- Performer does not keep track of foods consumed daily.
- Performer is unable to control food addictions when shopping for groceries.
- Performer does not calculate calorie consumption with serving size.
- Performer is unable to compare foods when they are not the same serving size.

## Ideal Performance

The ideal performance is described below through two scenarios and five main tasks related to shopping for food and choosing foods that will help and not harm the performer's medical condition.

### *Ideal Scenarios*

#### *Scenario 1:*

Annabelle has a meal plan ready with a list of foods to buy when she enters the store. She consulted the weekly store flyer for the best prices when preparing her list. When she is in the store she stays around the periphery as she shops, except for going down the health food aisle where she can find her wheat-free products, such as rice pasta, rice and millet bread, and wheat free cookies. Now when she picks up a product to read the label, she no longer has that overwhelming feeling. She is able to quickly identify the ingredients to limit such as saturated fats, fructose and glucose sugars, and the ingredient to avoid such as wheat and sorbitol (as she has an intolerance to the last two ingredients). She also chooses foods with mainly whole food ingredients she can recognize. In addition, she chooses foods that have a higher nutritional value to help build up her immune system, with foods high in iron, protein, and vitamins C and A. High is considered 15% or more in terms of % Daily Value on the label. She manages to select the products on her grocery list and makes her way to the checkout counter in about 25 minutes. This has cut her shopping time by around 70% and has reduced unnecessary multiple visits to the grocery store or corner store.

#### *Scenario 2:*

Gérôme has found a local grocery store near his home that he can go to on his way home twice a week so that he can buy his groceries more often and take only 15 minutes every time. His trips are faster as he has started to prepare meal plans and a food list in the order of the grocery store layout ready when he goes shopping for groceries. This has allowed him to always have food at home and he has started preparing

lunches and snacks on the weekend so that he has something to take with him when he goes to school. Furthermore, this has reduced the amount of times he eats out or eats his roommates' food. He now has motivation to keep up with this routine as it has reduced the amount of food related abdominal pain. When he goes shopping for groceries, he is able to quickly identify not only the foods to limit such as sugars, saturated fats, trans fats, and high carbohydrate foods to 5% or less of the % Daily Value. He is also making an effort to choose foods that contain 15% DV or more of fiber, protein, iron, calcium, vitamin A and C. He has also replaced his granola bars with healthier snacks such as fruits or plain yogurt with active probiotics. Keeping a healthy diet and an easy shopping for groceries routine has increased his energy level and has improved his immune functions.

### **Tasks in Ideal Performance**

**End Result:** Given a medical condition, choose healthy food products that will be not aggravate that condition in accordance to your medical provider's guidelines and with the help of the information provided on a food label.

#### **Entry Level Tasks**

- Locate the nutrition facts table on packaged food.
- Use basic math skills to be able to perform multiplications, divisions, subtractions, additions and calculate percentages.

#### **Main task 1**

→ Go to the grocery store prepared with a meal plan and list of foods that are in accordance to your medical provider's guidelines.

#### **Supporting tasks**

- Prepare a meal plan on a weekly base that will benefit your health.
  - Select recipes that are healthy and easy to make.
    - ◆ Locate recipes online.
    - ◆ Locate recipes in a cookbook.
  - Check your kitchen for food that you already have so that you do not purchase doubles.
    - ◆ Look inside your fridge for the ingredients that are about to finish.
    - ◆ Look inside your fridge for ingredients you have plenty of.
    - ◆ Look inside your cupboards for the ingredients that are about to finish.
    - ◆ Look inside your cupboards for ingredients you have plenty of.
- Write down an ingredient list based on your meal plan.
  - Review your meal plan to make sure you can identify all ingredients.
  - Break down the meals by ingredient lists.
    - ◆ Identify ingredients you already have.
    - ◆ Identify ingredients you need to purchase.
- Write down the list of ingredients in the order of the grocery store layout.
  - Visit the grocery store beforehand to determine layout.
  - Take photographs of the grocery store layout for your records.
- Receive from your medical provider a list of food selection guidelines.
  - Discuss your symptoms with your medical provider.
  - Make an appointment with your medical provider to discuss food guidelines.

**Main task 2**

→ Buy only the items on your shopping list unless you see a healthy food item that is on sale when you go shopping for groceries.

**Supporting tasks**

- Bring ingredient list with you to the grocery store.
- Identify each item on the shopping list.
- Locate the food item in the store.
- Once you locate the food item, evaluate the food label for any potentially harmful ingredients.
- When reading the food label, identify the overall nutritional value by assessing the % DV of each nutrient.
- If there are two food items that are similar, compare items for the best quality product according to price and nutritional value using the %DV.
- Select the best quality product according to price and nutritional value using the %DV.
- Put item in basket or cart.
- Go to the next item on your list.
- Repeat steps until all items on your shopping list have been found and selected.
- Once all ingredients and food items on your shopping list are found, make your way to the cash register.
- Pay for food items.
  - Place all items on the counter.
  - Wait for cashier to scan all items and place them in bags.
  - Pay for the items when prompted by the cashier.

**Main task 3**

→ Given a medical condition, choose foods that will not aggravate that condition using the information provided on a food label.

**Supporting tasks**

- Using the Nutrition Facts, choose foods that fulfill your medical guidelines.
- Limit foods that contain 15% DV or more of saturated fats, trans fats, refined sugars, and sodium according to your medical guidelines.
- Choose foods using the list of foods to avoid or limit provided to you by your medical provider.
  - If you are allergic or intolerant to wheat, avoid this ingredient.
  - If you have problems with diarrhea, avoid foods high in fiber.
  - If you have any food intolerances, limit consumption of that food to medical recommendation.
  - If you have any food allergies, avoid the food.
- Determine which foods you need to limit.
  - Keep a food diary to identify food reactions.
    - ◆ Conduct a detoxification diet before starting the food diary.
    - ◆ Create a document where you will write down your food diary.
  - Obtain a food allergy test.
    - ◆ Ask your doctor for an appointment.
    - ◆ Discuss your symptoms with your doctor.
  - Obtain a food intolerance test.
    - ◆ Ask your doctor for an appointment.
    - ◆ Discuss your symptoms with your doctor.
- Determine which foods you need to avoid.

- Keep a food diary to identify food reactions.
  - ◆ Conduct a detoxification diet before starting the food diary.
  - ◆ Create a document where you will write down your food diary.
- Obtain a food allergy test.
  - ◆ Ask your doctor for an appointment.
  - ◆ Discuss your symptoms with your doctor.
- Obtain a food intolerance test.
  - ◆ Ask your doctor for an appointment.
  - ◆ Discuss your symptoms with your doctor.
- If you are going to buy premade or ready-made foods, verify the nutrition label before purchase.
  - Identify if the ingredients are suitable to your health condition.
    - ◆ Identify the ingredient list.
    - ◆ Read each item in the ingredient list.
  - Assess the facts table for overall nutritional value.

#### Main task 4

→ Choose foods that will be beneficial to your health according to your medical provider's guidelines as well as the nutritional value of the food product based on Nutrition Facts Table.

#### Supporting tasks

- Choose foods that contain 15% DV or more of the following nutrients, protein, iron, calcium, fiber, vitamin A and C as much as possible.
  - Identify which healthy nutrient contains 15% DV or more of a certain nutrient depending on the food.
    - ◆ Identify healthy nutrients as protein, iron, calcium, fiber, vitamin A and C.
    - ◆ Identify unhealthy nutrients as saturated fats, trans fats, sodium, and sugars.
  - Choose foods high in protein if your medical provider has asked you to increase your protein intake.
    - ◆ Recognize that protein does not have a %DV.
    - ◆ Using the weight in grams, determine if there is sufficient protein according to your medical provider's guideline.
  - Recognize that the % daily value is based on the recommendations for a 2000-calorie meal plan.
    - ◆ Identify your recommended calorie intake according to your age, weight and height.
    - ◆ If you are unable to calculate your recommended calorie intake, locate a website that will calculate it for you.
    - ◆ Adjust the % daily value to your calorie intake if necessary.
- Choose whole foods as much as possible.
  - Choose whole foods high in nutrient value.
  - Choose whole foods that will not aggravate your condition.
    - ◆ If you have problems with gas and bloating, limit foods that are gas producing.
    - ◆ If you have problems with diarrhea, limit foods with lots of fiber.
    - ◆ If you have any food allergies, avoid these foods always.
    - ◆ If you have any food intolerances, limit these foods in accordance with your medical guidelines.
- Choose foods that contain lots of vegetables.

- If you are not going to buy fresh vegetable, choose frozen vegetables.
- Limit purchase of canned vegetables as they often contain too much sodium.
- Choose fruits as snacks instead of junk food.
  - If your only option for a snack is chips, choose the chips that contain whole ingredients such as potatoes, salt and vegetable oil.
  - If you are unable to purchase fruits as a snack depending on your location, choose a snack that is low in sugar, sodium, fats, and simple carbohydrates.
- If you have problems with constipation, increase fiber intake of foods according to your medical provider's guidelines.
- If you have problems with diarrhea, limit intake of fiber according to your medical provider's guidelines.
- If you have low albumin levels, increase protein intake according to your medical provider's guidelines.
- If you have anemia, increase iron intake according to your medical provider's guidelines.
- Limit ready-made packaged foods as much as possible.
- If you have digestive issues, increase intake of probiotics.
  - If you are not lactose intolerant, choose plain yogurts with active bacterial cultures.
  - If you are lactose intolerant, choose foods that contain probiotics such as miso soup, sauerkraut or kim chi.
- Increase intake of foods with Omega 3.
  - Choose foods containing Omega 3 such as fish and flaxseed.
  - Limit intake of foods that claim to have Omega 3 but are not as healthy, such as margarines.

### Main task 5

→ If there are two food items that are similar, compare items for the best quality product according to price and nutritional value using the %DV.

### Supporting tasks

- Identify on the nutrition facts table the percent daily value of each nutrient listed.
- Limit food products with no overall nutritional value.
  - If the nutrient contains 5% or less on a scale, assess whether the overall value of the product is still worth consuming.
    - ◆ Compare the percent daily value with the other nutrients marked on the Nutrition Facts.
    - ◆ Select a nutrient that benefits your medical condition.
      - ◇ Identify it on the nutrition facts table.
      - ◇ Identify the percent daily value of that nutrient.
  - If the nutrient contains 15% or more on a scale of saturated fats, trans fats, sodium and or sugars, assess whether the overall value of the product is still worth consuming.
    - ◆ If the food product contains the above but has more than one nutrient at 15% or more of the %DV then you may purchase it at your discretion.
    - ◆ If the food product contains the above and has no other nutritional value that do not purchase the item.

## Performers

This next section discussed the demographics of our target audience as well as the three main personas identified for this demographic.

### Demographics

The primary demographic is individuals who have Inflammatory Bowel Disease (IBD) which include those with Crohn's disease and Celiac disease. These are autoimmune diseases, which are chronic and serious inflammatory disease of the gastrointestinal (GI) tract. There is no cure for these illnesses. The diseases are managed with medical treatment and life style changes. The diseases range from mild to severe. IBD is usually first developed in people between the ages of 15 and 30 and affects men and women equally (Life and IBD, 2008).

Demographic of performers who took the workshop is listed below.

- They range in age from 18 to 40 years old.
- Most will have an active form of the disease.
- Some will be in a remission stage of the illness.
- Most will be on some kind of medication depending on their severity, such as anti-inflammatory (prednisone, pentasa, entocort), immunosuppressant (methotrexate), biologics (remicade).
- Most will have a list of foods to be avoided for their specific medical condition, such as wheat, gluten, lactose, sorbitol, coffee, caffeine, and spicy foods.
- Most do not have much experience shopping for food for their medical condition.
- Most have not established healthy eating habits. .
- Some might have little experience with shopping for groceries, because perhaps their parents or spouse did the shopping in the household previously.
- They all come from diverse ethnic backgrounds, though IBD mostly affects North Americans and Europeans.

The next section will go into more details explaining the three main personas of this demographic and is portrayed in terms of high, average and low maintenance.

## Personas

### High Maintenance



**Gérôme** is a nineteen-year-old international student from France who has come to Montreal to do his undergraduate degree in Communications. He has had Colitis disease since he was fourteen years old. His two-year remission is over as he has been having a major flare-up for the last six months. This coincides with his moving from a small town in France to Montreal. He will be on steroid treatment for the next four months to help reduce the bleeding in his abdomen and improve his other symptoms. This drastic life-style change and flare-up has greatly affected his studies. For the last six months he had been eating out most of the time or buying ready-made meals. He does not have much time or the energy to cook and never really learned how as his mother always cooked the meals. He was used to produce being locally grown and having his fresh baked bread from the local bakery daily. He is still not used to the big North American grocery stores and their range of products. Furthermore, he is still not accustomed to shopping for groceries, and though he learned how to read labels recently he does not like having to take

the extra step of reading food labels and meal planning. He does not have a lot of time to shop and never goes to the store prepared. He has a very busy schedule with his studies and part-time job at the university. He does not have the patience to wait for things and often does things in a hurry without planning far in advance. He is in denial about his condition and thinks the medication alone will help him. However, if he doesn't change his habits he will be forced to stop his studies and return to France.

### *Average Maintenance*



**Annabelle** is twenty eight years old and was recently diagnosed with Crohn's disease at the age of twenty-seven. She was also tested and confirmed for having wheat intolerance. She was devastated by the news yet somewhat relieved to know that the major bowel problems were not a figment of her imagination as previous doctors suggested. She has been struggling with her health since the emergency operation that led to her diagnosis a year ago. She has had to stop working as a high school teacher because of her frequent exacerbations and extreme fatigue. She is now living off of her savings and is stressed about her financial situation. She is currently on immunosuppressant

that is helping her exacerbations yet leaves her feeling exhausted and prone to frequent infections. She doesn't have the money to pay for a dietician and was only given pamphlets about her medical condition when she was diagnosed. She found that they didn't provide her with enough information on how to manage the illness on a daily bases. She has been mostly searching the Internet for clues about what she can eat. Annabelle has always loved to know as much as she can about everything. She is a self-starter but can be easily discouraged if she does not receive feedback on her progress. The biggest change on her eating habits has been to stop eating sweets, wheat products, spicy foods, caffeine, and fatty foods. She finds it difficult to maintain her diet on a daily bases with all her cravings, but is motivated to get her health back on track. She thinks that if she can start eating healthy and avoid certain foods she will be able to regain her strength and start working again.

### *Low Maintenance*



**Edward** is thirty-four years old and has had Crohn's disease since he was seventeen years old. He is a very shy individual and does not like to tell people about his condition, as he fears that people will look down on him. He has had two operations removing parts of his large intestine since being diagnosed. The last surgery was when he was twenty-four years old. This illness held-him back in many ways as he was not able to support himself and move out from his parents' home until he was twenty-eight years old. His symptoms have improved quite a bit due to being on biologic drugs for the last six years. Since then, he has gone back to school and graduated in accounting where he now works as an accountant for clothing

manufacturing company. Usually Edward is very good at maintaining his diet and shopping for groceries using a meal plan and ingredient list. His biggest issue is dealing with the cravings and binge eating, for example once he has a taste of a food he has been avoiding such as chocolate or sweets, the next day he will buy a whole box of cookies and eat them in one day. However, these incidences are becoming fewer and further apart as he is getting better at managing his illness and stress. He is very knowledgeable but still has trouble remembering names of certain ingredients and has difficulty choosing between what he wants to eat and what he knows he should be eating. Keeping his motivation has not always been easy as he feels this disease has been a bane as well as a blessing on his life.

## Environmental Factors

The environmental factors can play a big role in achieving ideal performance. Dealing with healthy eating and shopping for groceries is a individual experience but it can be very much influenced by the environment. Below I will list some of the possible environmental factors to consider.

### *External and Internal Environment*

**Grocery Store Location and Food Selection:** (For the purpose of this needs analysis only the Notre-Dame-de-Grace (NDG) neighbourhood will be discussed here as most of the survey and interview respondents were from this area). The NDG neighborhood has several large grocery stores spread around with about a kilometer or more between them. There is only one major grocery store per large main street, such as one Provigo on Sherbrooke Street Ouest and Cavendish, one Provigo on Monkland Avenue and Marcil, one Metro on Somerled and Walkley, and others. The rest are small local grocery and fruits and vegetable stores that do not contain a lot of variety. It is necessary to have access to the car to be able to get to some of these stores, which can be a big disadvantage for those that do not have one.

Let's take Esposito's on Sherbrooke Street Ouest and Wilson as an example. This is the local grocery store for many in this part of the neighborhood. It sells vegetables and fruits at a low price, though some of them are past their prime. This store does not provide any wheat alternatives nor a health food section. For those on a wheat free diet it can be difficult to find alternative foods here. Also this store's meat and dairy section is very limited. The ready-made food section is also small with very few healthy options. Those in this part of town have to go to the Provigo on Sherbrooke or Monkland to do their groceries, but without a car it can be difficult, especially in the winter time. Therefore, to obtain all the necessary ingredients for your meal plan you are required to shop around and visit several stores which can increase your time and make shopping a burden. Esposito's is only convenient for the basic ingredients.

**Store Hours:** The store's opening hours can affect your grocery shopping schedule and can lead to rushed shopping. You need to take the store's hours when planning your shopping excursion.

**Transportation:** Access to certain stores will depend largely on transportation means. If you have a car, then it becomes easier to do your groceries. Unfortunately, persons like Annabelle and Gerome will not have access to a vehicle and will need to rely on public transportation which can be a hassle unless they live walking distance from one of the major or local stores.

**Weather:** Canada is a very cold country with six months of winter. This environmental factor can deter people in the winter time from going to the store more frequently as it can be a real pain to shop around during a snow storm or when it is minus twenty degrees.

**Living Arrangements:** If you live alone it is easier to keep control over your eating habits, however if you live with roommates, a partner, parents, or relatives it becomes more difficult to maintain a sense of control over your food consumption, especially if the person or people you live with do not follow a similar diet.

**Cooking Facilities:** Your kitchen facilities, for example having or not having a stove, microwave, toaster, fridge or freezer, can greatly influence your healthy eating habits as it determines what you can cook.

**Pressures:** The living arrangements can be a cause of pressure especially if you share a fridge or cupboard with others. You will find yourself easily tempted by foods that you should avoid especially if you are faced with them on a daily basis. If your roommates, parent or partner makes something you can not eat, but

offers it to you, and you haven't had time to cook yourself, it can be very tempting to break your diet. The pressure to eat foods that you are not supposed to becomes higher.

**Events:** Pressure can also happen when you attend certain events. For example, if you attend an orientation session, conference or workshop that offers food and you get there and the only spread are sweets, donuts, chips or other such foods. It is because very difficult to sustain your diet, especially if you see other people enjoying the food. It is also more difficult to get access to the food labels of the products to determine if there are any ingredients that you should avoid as people usually transfer the food from the box or container into a presentation dish.

**Information:** As mentioned in the events section, sometimes you do not have access to the food labels or ingredient list. This often happens if you eat out at restaurants. You become unsure about the type of sauce being used, or the way the food is being cooked, and it can be very difficult to get access to the food labels. This is similar when you eat at someone's home as you may be embarrassed or shy to grill the cook with tones of detail information.

**Language:** Language can also play a big factor in obtaining information. For example either you can not speak French or English and therefore unable to read the food labels or you are shopping in a store that contains imported products that may not have the translation on the food labels.

**Vacation:** Language can play a big role especially if you travel to a foreign country and are unable to read the nutrition labels if they even have them. Therefore you can be unaware of possible ingredients that may harm you.

**Work Environment:** There are a variety of different work environmental factors that can affect healthy eating. Work schedule can play a big role. For example if you work at night you may have fewer options of places where you can buy food. Also there can be an issue with stores closing by the time you are finished with your school or workday. Another issue is with work meals, for example does your work or school provide a place to heat up your meals or do you have to choose a meal plan? Is there a cafeteria? Are there any restaurants or grocery stores nearby? Do you get long enough lunch or dinner breaks to eat? Does your work provide unhealthy food options during meetings? Do they have pizza meetings? Do people bring cakes to work? These things can all hamper your food choices.

**Culture:** Culture can incorporate both ethnic customs and attitude towards food culture. Those you hang around with can influence what food selection is available and whether you have support and encouragement to keep choose healthy foods. Also, there can be real stigma if you refuse what is offered to you depending on the culture and you may feel forced to consume a product that may harm you.

**Peer Support:** If the individual does not have peer support and encouragement towards their healthy food choices it can be very difficult to stay motivated. As stated in the culture section, if you surround yourself with people who do not encourage you or who may tease you with certain unhealthy foods it may be difficult to resist temptation.

**The CLSC:** The CLSC is a health center for people with mild emergencies that may not have access to their family doctor. This can affect continuity of care as you can see different doctors each time you go. Also often they only have a dietician on staff that comes only once or twice a week, which can make seeing one more difficult. You may receive less maintenance support over your condition.

**Transfer Climate:** The CLSC is not able to keep track of the individuals who took the workshop once it is over unless the individual voluntarily gets into contact to provide feedback on the transfer of knowledge

and skills to their daily lives. There is no system in place to keep track of those that took the workshop and their evolution unless they come back because they are sick.

**Medication:** Certain medications can greatly affect your mood, appetite and energy level, which can make going shopping for groceries more difficult. When on steroids you are hungry all the time therefore you shop hungry inciting you to buy more than you need or buy things that may harm you to feel full. When you are on an immunosuppressant or antibiotic you may lose your appetite and not buy enough food to keep your energy level up.

## Performance Problem Causes

This next section will determine some of the main performance problem causes using the Gilbert Model as represented in the Stolovitch and Keeps (2004) book. This model has been adapted to add an organizational level to discuss the CLSC factor.

	Information	Resources	Incentives/ Consequences
<b>Environment</b>	<ul style="list-style-type: none"> <li>• Lack of clear feedback from the CLSC doctors and staff as the clinic does not have a lot of continuity in care.</li> <li>• No transfer of knowledge or skills climate put in place by the CLSC.</li> <li>• Grocery stores that have products with labels in a different language make access to information inaccessible.</li> <li>• Doctors providing only pamphlets with information rather than giving patients personal description of what patient will expect.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of access to a supermarket with a health food section.</li> <li>• Inadequate transportation facilities to get to grocery stores.</li> <li>• Lack of access to a grocery store that has opening hours that works with school and work schedule.</li> <li>• Lack of access or inadequate cooking facilities that would assist food preparation and there for affect food selection when shopping for groceries.</li> <li>• Lack of access to grocery stores with English or French labels when travelling.</li> <li>• When driving from city to city, only fast food joints or corner store foods available for consumption. This makes choosing foods that do not harm you more difficult.</li> <li>• Insufficient time for lunch or dinner breaks</li> </ul>	<ul style="list-style-type: none"> <li>• Pressure from media advertising to purchase unhealthy snacks.</li> <li>• Pressure from friends to eat certain foods because either they have it available to you or they have no other foods to offer you, or they do not want to eat out where you can eat.</li> <li>• For fear of being rude or impolite, you do not ask about ingredients or accept unhealthy food that is offered.</li> <li>• Culture climate does not accommodate for those with special dietary needs.</li> <li>• No support groups for patients dealing with IBD available in the area where you live.</li> <li>• The cold winter weather discourages you from going out to buy groceries.</li> <li>• Lack of support or encouragement from those you live with making your</li> </ul>

		<p>at school or work.</p> <ul style="list-style-type: none"> <li>• No facilities to heat up lunch or dinner while at work or school.</li> <li>• No alternative foods provided during meetings, conferences or public events that would be beneficial to health, especially for those with allergies or intolerances. Wheat intolerance being the most difficult to find alternatives.</li> <li>• Inadequate food services at or around school and work.</li> <li>• Vending machines that only offer soda, chocolate bars and/or chips make it hard to find an appropriate snack.</li> <li>• Lack of finances to pay for healthier option foods.</li> </ul>	<p>motivation decrease.</p> <ul style="list-style-type: none"> <li>• Long wait between doctor visits makes it hard to keep track of symptoms to tell the doctor.</li> <li>• Sometimes a food can aggravate you once but not another time that can make it confusing to really determine whether the food should be avoided.</li> <li>• Some medications can affect your appetite. Steroids make you hungry all the time that can affect your decision-making ability. Immunosuppressant for some can make you lose your appetite which can lead to depression or feelings of fatigue.</li> </ul>
<b>Individual</b>	<b>Knowledge and Skills</b>	<b>Capacity</b>	<b>Motivation</b>
	<ul style="list-style-type: none"> <li>• Individuals where taught how to read food labels, to identify nutrients and to make a meal plan.</li> <li>• Some individuals may not necessarily be able to demonstrate how to cook or how to properly check their kitchen for ingredients.</li> <li>• Some individuals may not be able to express how to say no to people that can affect their stress level as well as make them more likely to eat foods they should</li> </ul>	<ul style="list-style-type: none"> <li>• Most individuals are on medication so they need to check for medical interaction with foods.</li> <li>• Many individuals are suffering from chronic fatigue, as IBD is a systematic disease, this greatly affects their energy level therefore they will not have as much energy to prepare meals or shop for food.</li> <li>• Some individuals may be in denial about their condition, which can affect their ability to</li> </ul>	<ul style="list-style-type: none"> <li>• For those individuals living with someone that does not support their eating habits can deter motivation.</li> <li>• It can be hard to stay motivated to buy healthy foods in a grocery store when you pass by the cookie or snack isles.</li> <li>• When you do not have time to cook, it can be easy to accept buying readymade foods or accept eating your roommate's food if you have one.</li> <li>• When you are sick and</li> </ul>

	<p>not.</p> <ul style="list-style-type: none"> <li>• Some individuals may not be aware of the different types of stores available to them in their neighborhood.</li> <li>• It would be good to find out whether the individuals are able to cook, if they can demonstrate how to politely say no to someone's offer, and whether they can identify the variety of food stores available to them in their neighborhood.</li> </ul>	<p>choose foods.</p> <ul style="list-style-type: none"> <li>• Some individuals may have allergies or intolerances to food that can make choosing foods more difficult.</li> <li>• Some individuals may have food addictions making it difficult to resist certain foods.</li> <li>• Some people may not have strong will power to maintain a healthy diet.</li> <li>• Some people may give up easily on tasks and not follow through on reading labels or choosing good food.</li> <li>• Some people may not like routines.</li> <li>• Some people may not like to follow instructions and rather be spontaneous.</li> <li>• It would be good to evaluate some of the different personality traits more in depth and to identify what kind of intolerances or allergies they have. It would also be good to determine what kind of food and drug reactions exist for IBD individuals.</li> </ul>	<p>feeling depressed it can be really hard to motivate yourself to go to the store or to cook a proper healthy meal.</p> <ul style="list-style-type: none"> <li>• When you work in an environment that may have pizza meetings, it can be hard to resist eating it.</li> <li>• It may be difficult to motivate yourself to prepare lunches for work or school.</li> <li>• It may be difficult to say no to someone offering you food that may harm you for fear of being impolite or offending someone.</li> <li>• When you go to a party it can be very tempting to break your diet to eat the spread that is available.</li> <li>• You may be stressed about travelling outside of your city for fear that you will not find the special kind of food you need to eat. For example if you have wheat intolerance going to France can be very stressful with all their bakeries.</li> <li>• It would be good to identify some of the fears, anxieties and motivational issues related to choosing healthy foods.</li> </ul>
<b>Organization</b>	<p><b>Knowledge and Skills</b></p> <ul style="list-style-type: none"> <li>• The CLSC has access to information regarding</li> </ul>	<p><b>Resources</b></p> <ul style="list-style-type: none"> <li>• The clinics may only have one dietician on</li> </ul>	<p><b>Motivation</b></p> <ul style="list-style-type: none"> <li>• The organization may not believe in what</li> </ul>

<p>IBD treatments and symptoms through their doctors and staff.</p> <ul style="list-style-type: none"> <li>• The CLSC may have doctors that are not able to read food labels therefore they cannot share their knowledge.</li> <li>• It would be good identify what information on reading food labels or making meal plans that the doctors and staff have access to.</li> </ul>	<p>staff once or twice weekly that can limit opportunities for patient visits and increase waiting time.</p> <ul style="list-style-type: none"> <li>• The clinics hours may not be suitable for instant care opportunities.</li> <li>• The CLSC's may have a long waiting period to see doctors which can be very unbeneficial to IBD sufferers who's symptoms can change from one day to the next.</li> <li>• It would be good to determine whether there is an infrastructure available to support continuity of care and support for patients with IBD.</li> <li>• It would be good to identify whether the organization has enough expert staff, doctors and dieticians to caterer to those with IBD.</li> </ul>	<p>they preach in terms of healthy eating habits as they may rely more on medication than natural healing options.</p> <ul style="list-style-type: none"> <li>• They may be more motivated in prescribing drugs to people as they can get a certain percentage of funds that way.</li> <li>• They may not be willing to provide extra support for those dealing with chronic illnesses.</li> <li>• Doctors may not be rewarded for reducing patient visits, but rather on how many patients they visit.</li> <li>• It would be good to define what process they have to motivate the staff and doctors to promote natural and life style change approach to healing.</li> </ul>
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## Constraints on the Project

**Drop-dead date:** Final due at 5pm, Tuesday, April 5, 2011

**Not-to-exceed budget:** Ms. Epstein has not set a budget for the project and is waiting for the assessment to define the amount. Because the project is to contain costs, the CSLC has some money set aside.

**Staff:** I have access to the nutritionist on duty at the different hospitals and clinics, and I have been provided open access to the resource center facilities.

## Project constraints on Individuals

**Financial:** Some individuals may have financial constraints where they may not be able to purchase the healthier option foods, as they are usually more expensive.

**Time:** Some individuals may not have adequate amount of time in their daily schedule to participate in the evaluation process. This may cause issue with obtaining enough participants to make a drastic enough of a change in their shopping for grocery habits.

**Knowledge:** Some individuals may not have proper cooking skills, which will limit their food choice options.

**Media:** There are conflicting messages in the media that may encourage individuals to crave or want to buy certain foods. Also, if items are on sale it can be tempting to purchase the items.

**Policy:** The CLSC does not keep track of how well you are eating or how well you are doing on a daily base; therefore it becomes more difficult to keep track of progress.

## Part III: Requirements

**End Result:** Given a medical condition, choose healthy food products that will not aggravate that condition in accordance to your medical provider's guidelines and with the help of the information provided on a food label.

### Performance Objectives (Competencies)

Unless stated otherwise, performers must perform objectives with 100% accuracy and without assistance.

#### Main Objective 1

→ Every week before going to the grocery store, prepare in under 15 minutes a food-shopping list based on your weekly meal plan that is in accordance to your medical provider's guidelines, using the aid of recipes and the weekly grocery flyers.

##### Competencies

- Be able to breakdown a recipe into ingredients for a shopping list.
- Be able to identify the missing ingredients or foods needed for your meal plan that you do not have in your cupboards and fridge.
- Be able to identify needed items in a grocery flyer.
- Be able to organize information of what you do have and what you need into short and clear lists.

#### Main Objective 2

→ When you go shopping for your groceries, buy only the items on your shopping list, unless you see a healthy food item that is on sale, while staying within your allocated budget.

##### Competencies

- Be able to make a grocery list.
- Be able to set a weekly budget for groceries.
- Be able to stick to set guidelines.
- Be able to calculate items with taxes before getting to the cash register to avoid overspending.
- Be able to explain why it is important to have a grocery list.

#### Main Objective 3

→ Given your medical condition, when shopping for groceries choose foods without hesitation that will not aggravate that condition using the information provided on a food label with a minimum of 90% accuracy.

##### Competencies

- Be able to identify your food allergies.
- Be able to identify your food intolerances.
- Be able to identify foods that aggravate your medical condition.
- Be able to assess a food label for its health properties.

### Main Objective 4

→ Given your medical condition, choose at least 5 foods when shopping for groceries that will be beneficial to your health according to your medical provider's guidelines as well as the nutritional value of the food product based on the Nutrition Facts Table.

#### Competencies

- Be able to identify the 13 nutrients listed on a Nutrition Facts Table.
- Be able to assess a food label for its health properties.
- Be able to identify the different food products that are considered healthy according to your health care provider.
- Be able to maneuver quickly through a grocery store for your healthy food items.

### Main Objective 5

→ When you are faced with two similar food items, always compare items for the best quality product according to which has the lower price and the higher nutritional value using the % Daily Value (DV) before purchasing the item.

#### Competencies

- Be able to compare two similar food products using the information provided on a food label.
- Be able to compare two similar food products using the price and your budget as a guideline.
- Be able to distinguish what is a healthy product.
- Be able to identify what is a low or high % Daily Value.

## Evaluation

### Level II Assessment

This next section consists of a knowledge exam for the performers to complete.

#### Knowledge Exam

Complete the following question.

1. What do you need to do to prepare yourself before you go to the grocery store?

**Possible Answer:** Before going to the grocery store, it is important to prepare a shopping list that reflects what you need to fulfill your meal plan. It is also essential to verify your fridge and cupboards for foods that you may already have so that you do not buy doubles.

2. Why is a shopping list important to have?

**Possible Answer:** A shopping list allows you to stay focused when shopping for grocery and cut down the time you spend in the store. It always helps you stay on track and choose the foods you need rather than be tempted by food cravings.

3. Should you buy groceries that are not on your list? Explain why?

**Possible Answer:** It is best that you only buy foods on your grocery list. If you are to buy any other food it must be because the item is on sale and coincides with your healthy food guidelines. You must also stay within your budget.

4. Names at least three types of foods you should choose that will benefit your medical condition?

**Possible Answer:** This answer will depend on the person's condition, yet some answers could be plain yogurt, wheat free bread, eggs, milk, and salt free canned tuna. Basically any item that does not contain too much fat, sugar, or sodium or any medical irritants.

5. Name at least three types of foods that may harm your medical condition? Explain why you should avoid these foods?

**Possible Answer:** This will also depend on their medical condition. It can be any item that does not contain too much fat, sugar, or sodium or any medical irritants. It is important to know what their medical provider or dietician has recommended they avoid.

6. Explain what you should do if you are faced with two similar products?

**Possible Answer:** The first things you need to do is read the label of each product and identify the similarities between them. Then compare the differences in terms of price, nutritional value using the % DV and ingredient list. Ensure that the products do not contain any items you should be avoiding. Choose the best product according to the above.

7. If you have any food intolerances or allergies, please write down what they are below?

**Read the following scenarios and answer the questions in full sentences.**

**Scenario 1:** Molly has gone to the grocery store and has realized that she has forgotten her list. She decides to shop anyway by trying to remember what she wrote by going down every aisle. She goes down the cookie aisle and spots her favorite cookies that she knows she should not buy, but puts it in her basket anyhow. She doesn't even look at the food label and moves on to the next item. Explain what Molly should be doing in this situation?

**Possible Answer:** She has two options, she can either leave the grocery store and go get her list at home or shop in the store but remain in the periphery to make sure that she is not tempted to buy sweets or junk food. If she is already in the cookie section, she needs to be able to control her temptation and put the cookies back on the shelf and stay away from the middle food aisles.

**Scenario 2:** Thomas is in the grocery store shopping for the food items on his list. He goes down the pasta aisle to look for pasta sauce. Thomas just quickly picks up the first pasta sauce he sees without checking the label or the price. Explain what Thomas is doing wrong and how he can fix what he is doing wrong?

**Possible Answer:** If there are more than one type of the same food item, Thomas needs to then start comparing food items for their nutrient factor in terms of % DV, for their calorie amount, for whether they contain ingredients he needs to avoid or limit, and whether the item is in his price range.

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### Level III Assessment

The purpose of this next evaluation is to determine if the volunteer participants are following the performance objective and choosing appropriate foods for their medical condition with the help of food labels. Go to the grocery store with the participant and observe what he or she is doing while they shop and complete the yes or no checklist. This can be done without the participant knowing you are watching them.

The performance observation checklist is listed below where the goal is to have 'yes' as the answer for all questions to have achieved excellent performance.

Performance Observation Checklist	Yes	No
When the performer enters the grocery store, does he or she have a detailed shopping list?		
Does the performer create a meal plan to aid in writing his shopping list?		
Does the performer write the shopping list in the order of the grocery store layout?		
Does the performer only buy items from his or her shopping list?		
If the performer buys something outside his list, is it considered a health item that contains at least one nutrient with 15% or more the recommended daily value?		
Has the performer stayed mostly within the periphery of the store?		
Has the performer avoided the chips and cookie aisle?		
Has the performer avoided unhealthy food items that may aggravate his or her medical condition?		
Does the performer avoid foods that contain 15% or more of the following nutrients, sugars, sodium, saturated fats, trans fats?		
Does the performer choose a minimum of five healthy food items?		
Does the performer compare food items when faced with similar products?		
Does the performer always read the food label when he or she picks up the packaged food item especially if it is an item he is unfamiliar with?		
Does the performer obtain all the ingredients and foods on his shopping list?		
Has the performer stayed within his allocated budget?		
Does the performer complete his entire shopping experience in less than 25 minutes?		

### **Food Diary:**

Have volunteer performers keep track of their food consumption during a week period by writing the food and beverages they ate daily. This will help determine whether they are choosing to consume appropriate food for their medical condition. A dietician and / or medical provider who will be able to assess in more detail the health properties will also review this.

Note: The following table can also be used as a meal planning table where the individual can write down what foods he or she will prepare with the required ingredients.

**Instruction:** Write down in as much detail as possible the foods and beverages that you consumed for each meal every day for an entire week. Please be as honest as this is for your benefit!

	Breakfast	Lunch	Dinner	Snack
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

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