



# Label Reading Guide Extended Demo

## More About Showing What's Inside

### Additional Activity

Less than 2 minutes to download the Label Reading Guide to each device

Approximately 10 -15 minutes of “playtime” using it in the store

### Objective

- To give advocates a chance to use the Label Reading Guide in a way that is similar to how consumers use it so they can promote its use through personal experience.

### Preparation


The amount of preparation depends on what you want to do:


- Let participants try the Label Reading Guide on your handheld
- Use your laptop to help participants download the Label Reading Guide right away.


You'll need a laptop with internet access.

**Note:** If you have a relevant experience, prepare a personal story of how you first used the Label Reading Guide and what it taught you about a product or helped you make a purchasing decision.

### Icons

 Ask the group

 Emphasize this key point

 Transition



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## FACILITATION GUIDELINES

After the core session, ask if anyone would like you to help him or her download the Label Reading Guide on their device so they can try it out right away.

Ask people to try it in the store as you finish with them.

- Ask people to partner with someone without a device, if needed.
- Set up a time to reconvene as a group.

After completing the downloading work, circulate through the store and ask people about their experiences.

### Debrief

Ask participants about their experience:

- Did you find the Label Reading Guide easy to use?
- Were you able to find the information you were looking for?
- Did anything you found out surprise you?
- Did any customers look on or ask about what you were doing?
- Would you be able to explain the Label Reading Guide, and how to use it, to customers?