Shopping Matters: Empowering Families at Risk of Hunger to Shop for and Cook Healthy, Affordable, and Delicious Meals

Christina Miller  
*Cooking Matters Colorado*

Renee Petrillo  
*Cooking Matters Colorado*

Claire Sadeghzadeh  
*Share Our Strength*

Follow this and additional works at: [https://newprairiepress.org/cecd](https://newprairiepress.org/cecd)

This work is licensed under a [Creative Commons Attribution-Noncommercial-No Derivative Works 4.0 License](https://creativecommons.org/licenses/by-nc-nd/4.0/).

Miller, Christina; Petrillo, Renee; and Sadeghzadeh, Claire (2012). "Shopping Matters: Empowering Families at Risk of Hunger to Shop for and Cook Healthy, Affordable, and Delicious Meals," *Center for Engagement and Community Development*. [https://newprairiepress.org/cecd/ruralgrocery/2012/6](https://newprairiepress.org/cecd/ruralgrocery/2012/6)

This Event is brought to you for free and open access by the Conferences at New Prairie Press. It has been accepted for inclusion in Center for Engagement and Community Development by an authorized administrator of New Prairie Press. For more information, please contact [cads@k-state.edu](mailto:cads@k-state.edu).
Shopping Matters:
Empowering Families at Risk of Hunger to Shop for and Cook Healthy, Affordable, and Delicious Meals
The No Kid Hungry campaign is a multi-sector movement that engages public officials, companies, local organizations and concerned citizens in communities across the country to stand up, come together and share their strengths in the national fight against hunger.

Take the pledge:
NoKidHungry.org
An Integrated Approach

Share Our Strength surrounds children at risk of hunger with nutritious food where they live, learn and play.

**LIVE**
- Food Stamps
- Food pantries and shelters
- Food for pregnant women, infants and preschool kids (WIC)
- Fresh-food markets and stores
- Nutrition education
- Cooking classes
- Earned Income Tax Credit (EITC)
- Temporary Assistance to Needy Families (TANF)
- Advocacy

**LEARN**
- Nutritious, high-quality meals during school and after (school breakfast and lunch, afterschool snacks and meals)
- Nutrition education
- Cooking classes

**PLAY**
- Nutritious, high-quality meals when school is not in session (afterschool snacks and meals, summer meals)
- Fresh-food markets and stores
- Advocacy
Share Our Strength’s Platforms
Cooking Matters

Cooking Matters empower families with the skills, knowledge and confidence to prepare healthy and affordable meals.

Course participants learn how to select nutritious and low-cost ingredients and prepare them in ways that provide the best nourishment possible to their families.
Cooking Matters

Six-week long signature curricula
Facilitated Dialogue

Model of education that allows participants to share and compare ideas in a safe, supportive learning environment. Building this safe environment allows participants to consider making behavior change.

Tools of Facilitated Dialogue

• Open ending questions
• Pro/Con Charts
• List of Menus and choices
Kitchen and Classroom Spaces
Educational Tools
Cooking Matters for Child Care Professionals

This course gives child care providers the opportunity to learn how to prepare healthy meals and snacks on a limited budget and create a healthy food environment for the children in their care.
Educational Tools

Where to find them:
www.cookingmatters.org/educationaltools
It’s Dinner Time

8 IN 10 LOW-INCOME FAMILIES MAKE DINNER AT HOME

IN A TYPICAL WEEK, A LOW-INCOME FAMILY...

- Cooks dinner from scratch on 4 NIGHTS
- Makes dinner from packaged foods on 2 NIGHTS
- Eats fast food on 1 NIGHT

61% ARE MAKING DINNER FROM SCRATCH MOST DAYS OF THE WEEK

“WE COOK HEALTHY MEALS ON A DAILY BASIS. I JUST WISH IT WAS CHEAPER.” - Survey Respondent

85% OF LOW-INCOME PARENTS SAY THAT EATING HEALTHY MEALS IS IMPORTANT TO THEIR FAMILIES
Low-income families that regularly plan meals, write grocery lists and budget for food make healthy meals more often (5+ times a week) than those who don’t.

Source: Share Our Strength’s Cooking Matters
Importance of Food Access

• Building the health of your community
• Building the economic security of your community
  – Lifting people out of poverty
• Creating opportunities for community engagement
Shopping Matters
Shopping Matters is an interactive, guided grocery store tour that teaches adults to make real changes to their food shopping habits by helping families learn how to make healthy food choices on a limited budget.
Shopping Matters Curricula

We offer two curricula:

**Shopping Matters for Adults** teaches low-income adults basic nutrition and food shopping skills that help them make the most of a limited food budget.

**Shopping Matters for WIC Parents** teaches similar skills in a hands-on environment, but focuses specifically on foods in the WIC package.
Shopping Matters: Researched-Based Objectives

- Compare unit prices
- Identify whole grains
- Identify 3 ways to buy produce
- Compare food labels
Overview

- Facilitator-led, in-store tour
- 60 to 90 minutes
- $10 Challenge
- Materials:
  - Facilitator guide
  - Participant guide with recipes, shopping tips and handouts
Shopping Matters Shopping Basket

Free materials:
- Participant manuals for: Shopping Matters for Adults
  Shopping Matters for WIC Parents
- Reusable grocery bags
- Calculators
- Facilitator manuals

Participants:
Low-income adults

Facilitators

Stores

Shopping Matters
Shopping Matters in Action

Watch the video at www.shoppingmatters.org
Participants
Facilitators

- Background in health, nutrition, budgeting or culinary skills is helpful.
- Familiarity with grocery store.
- Staff from within an organization that serves low-income adults.
Stores
In Your Community

• Learn more at www.shoppingmatters.org
• Share information about the resources you learned about at this conference
• Educate about WIC and SNAP Benefits
• Consider for your tours:
  — Community Partners
  — Who should participate
  — When would be the best time
  — Why its valuable
• Apply for Mini Grant
  — Due June 15th
For more information:

• [www.shoppingmatters.org](http://www.shoppingmatters.org)
• [www.strength.org](http://www.strength.org)

Christina Miller
Satellite Program Manager
Cooking Matters Colorado
cmmiller@strength.org
303.801.0328

Claire Sadeghzadeh
Outreach Coordinator
Share Our Strength
csadeghzadeh@strength.org
202.478.6530

Renee Petrillo, RD
Shopping Matters Coordinator
Cooking Matters Colorado
rpetrillo@strength.org
303.801.0319
Questions & Discussion