

Title: Smart Shopping Interactive Display

Target Audience: The following client categories: PG, BF, PP

Objectives:

The participant will:

1. Identify several ways to get the best nutritional and price value at the store.
2. Be able to compare unit prices at the store.
3. Be able to name several tools that they can use to help save money at the store.

Teaching Materials Needed:

1. Display board or bulletin board
2. The three panel display, Make the most of your WIC check
3. Master copies of the following handouts:
 - a. Spend Smart. Eat Smart. Bread, Cereal, and Grains (English and Spanish, as needed)
 - b. Spend Smart. Eat Smart. Meat, Poultry, Beans, & Nuts (English and Spanish, as needed)
 - c. Spend Smart. Eat Smart. Milk, Cheese, and Yogurt (English and Spanish, as needed)
 - d. Spend Smart. Eat Smart. Fruit (English and Spanish, as needed)
 - e. Spend Smart. Eat Smart. Vegetables (English and Spanish, as needed)

Advance Preparation Needed:

1. Set up interactive display.
2. Choose two or more handouts from the above listed Master copies and make necessary copies of these.

Class Outline and Methods:

1. The interactive display and handouts will be available during clinic hours.
2. A knowledgeable staff member should be available for client questions regarding the interactive display.
3. Once the client reads through the materials and completes the quiz on one of the handouts, the client should show the completed quiz to the

delegated WIC staff person (e.g. clerk) for recording of completion of the Smart Shopping nutrition education interactive display.

Evaluation:

The evaluation will consist of completing the quiz on one of the Spend Smart Eat Smart handouts.

Suggested Optional Activities:

Add other suggested activities that can be done as a part of the interactive display.

- Have clients view one or more segments of the *My Pyramid: Eating Better Makes Sense* DVD and then write down one thing they learned. (This DVD is included with the Smart Shopping lesson plan packet.)
- Show the *My Pyramid: Eating Better Makes Sense* DVD in the client waiting room.
- Provide copies of several grocery store weekly advertisements and have the clients make a shopping list that includes some of the “specials” from the advertisements.
- Provide a coupon exchange box for clients to take coupons they want and share coupons they don’t want.
- Make a chart with a cost comparison between the store brand and name brand of different foods.
- Tape a large piece of paper or posterboard on a table or wall and have clients write down their ideas on how to save money on food and grocery shopping.

Concepts: The Shopping Smart materials are designed for an interactive educational display about how to save money at the grocery store. The main concepts are:

1. Clients should make a shopping list before going to the grocery store. Then, they should stick to their list and avoid buying items that are not on the list.
2. Clients are encouraged to check the advertised specials at the store prior to their shopping trip, so that these special buys can be included on their shopping list. Some stores also have their advertised specials on the Internet and have copies in their store.

3. Clients are encouraged to compare prices of foods by using the unit pricing label on the grocery shelf. This allows comparison between generic, store brand and name brands for the best buy per unit.
4. Clients are encouraged to compare prices of fruits and vegetables and purchase those that provide the best price and nutrition. Fresh fruits and vegetables that are in season are generally less expensive. The new Fruit Vegetable check can be used to purchase fresh, frozen or canned fruits and vegetables.
5. Coupons can help save money if they are used for items that the client would purchase anyway. Using coupons to buy items the client would not otherwise purchase does not save money.
6. It will usually save money to make homemade items rather than purchasing pre-made items. For example, it is less expensive to make muffins from scratch or from a mix than purchasing muffins from the bakery.
7. Avoid shopping when hungry, as it can lead to purchases of expensive snack foods.
8. Shop high and low - less expensive items are often on the lower and higher shelves at the grocery store.
9. Larger packages of foods are usually cheaper per serving, and can be divided at home so that the item does not spoil. Remember, though, to only buy the amount of food that can fit in the storage space available.