



SHARE OUR STRENGTH'S
**COOKING
MATTERS**[®]
NO KID HUNGRY

June 6, 2012

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

NATIONAL SPONSORS





Share Our Strength's No Kid Hungry Campaign

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



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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.



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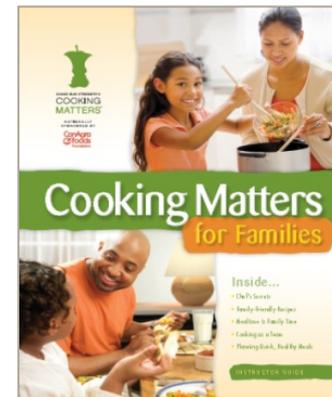
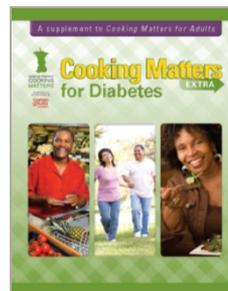
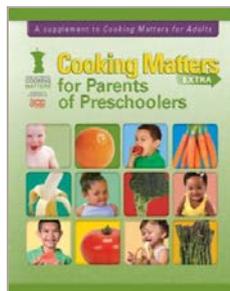
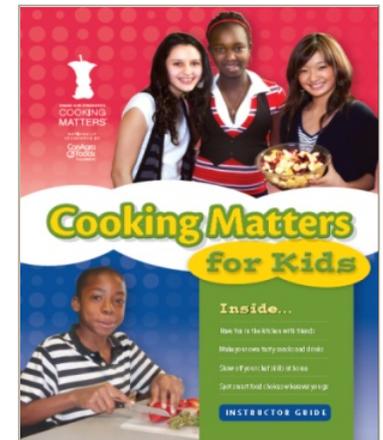
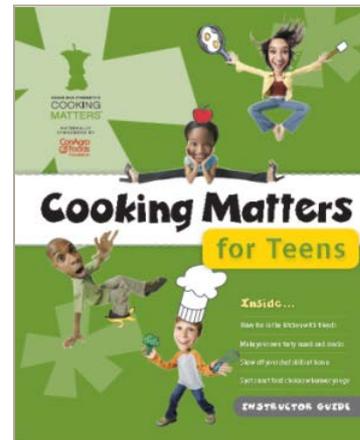
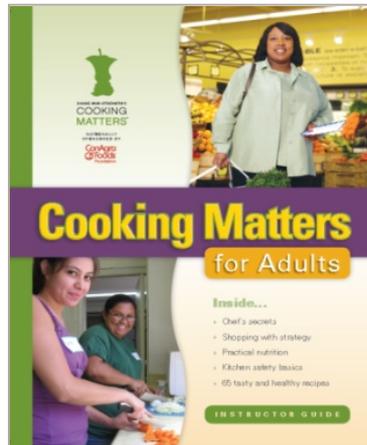
Cooking Matters Partners





Cooking Matters

Six-week long signature curricula



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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



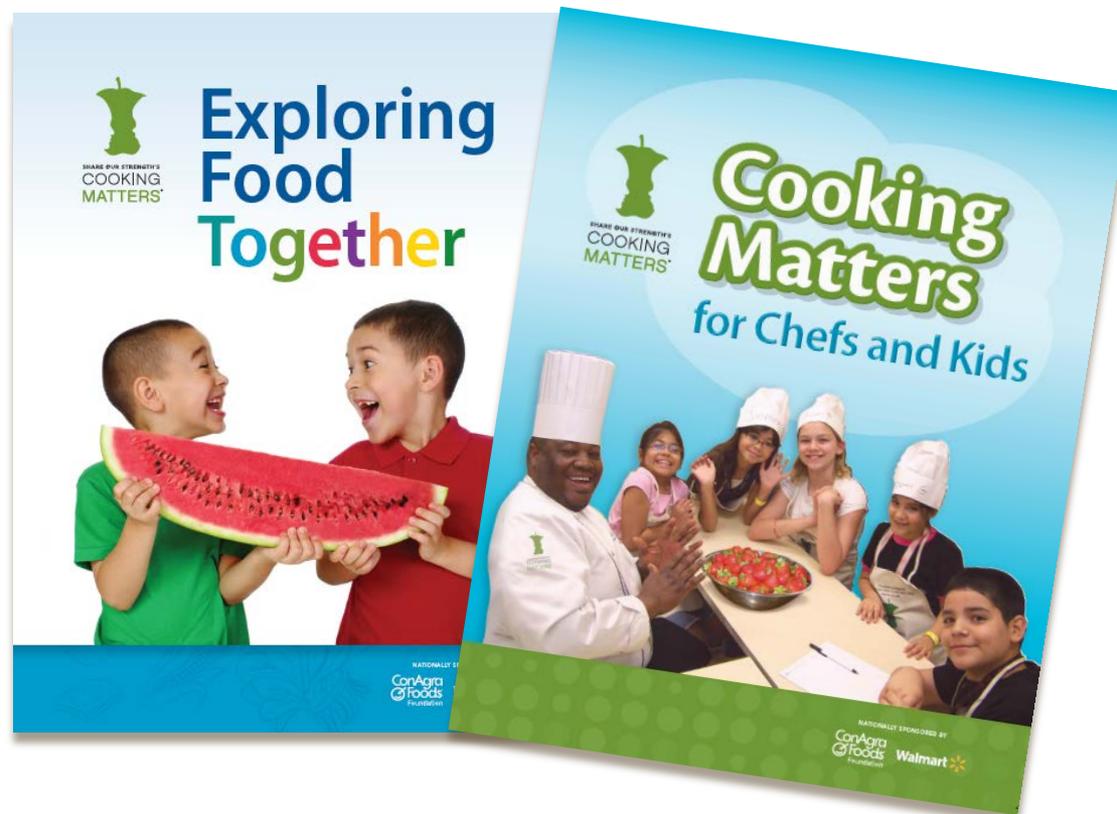
This course gives child care providers the opportunity to learn how to prepare healthy meals and snacks on a limited budget and create a healthy food environment for the children in their care



Educational Tools

Where to find them:

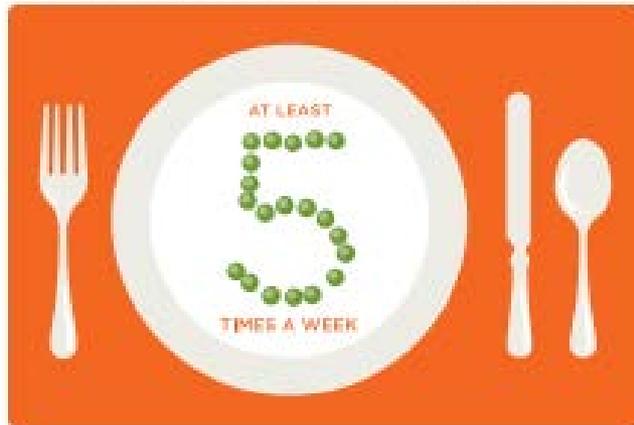
www.cookingmatters.org/educationaltools



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It's Dinner Time

8 IN 10 LOW-INCOME FAMILIES
MAKE DINNER AT HOME



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

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



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**



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.



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Shopping Matters: Researched-Based Objectives

Compare
unit
prices

Identify
whole
grains

Identify 3
ways to
buy
produce

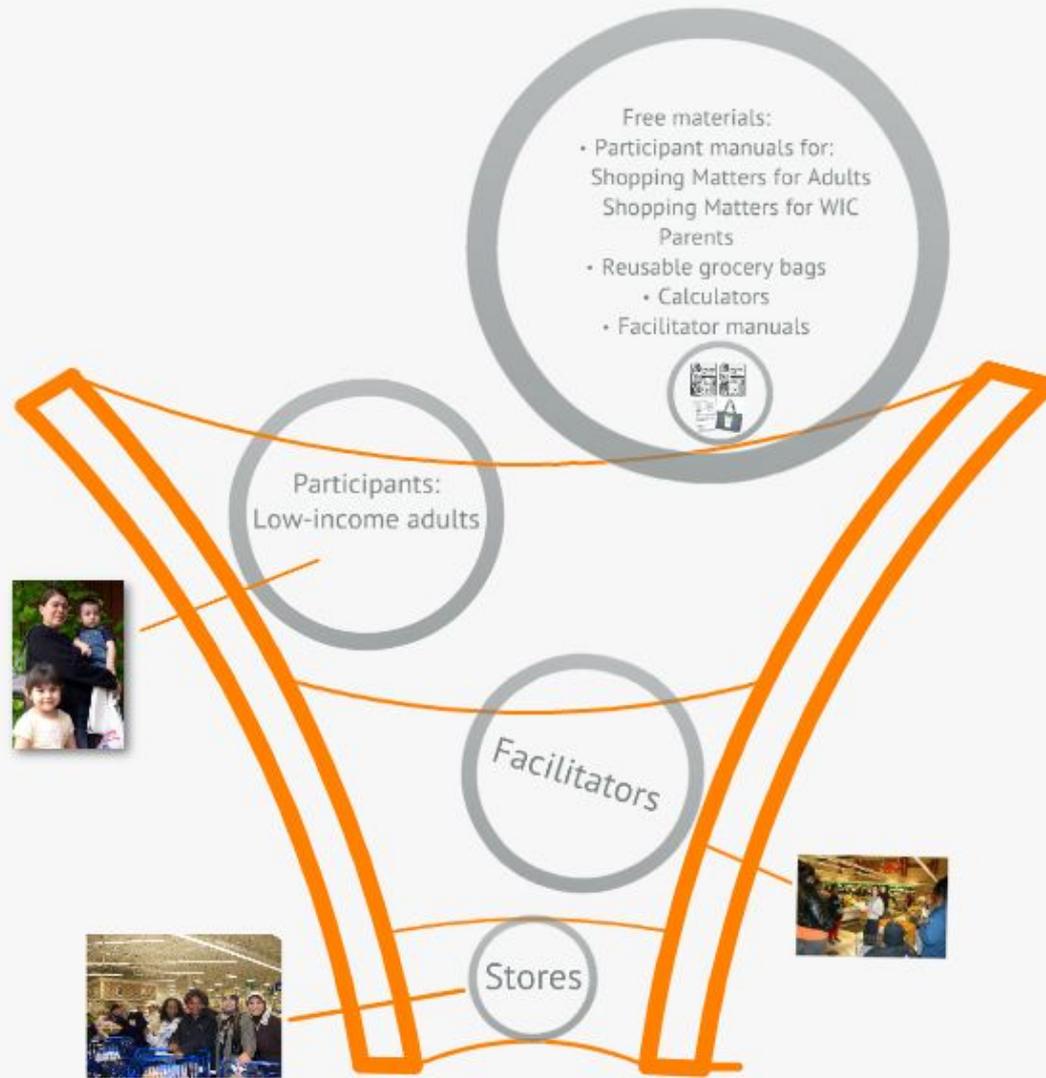
Compare
food
labels



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



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Shopping Matters in Action



Watch the video at www.shoppingmatters.org



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Participants



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Facilitators

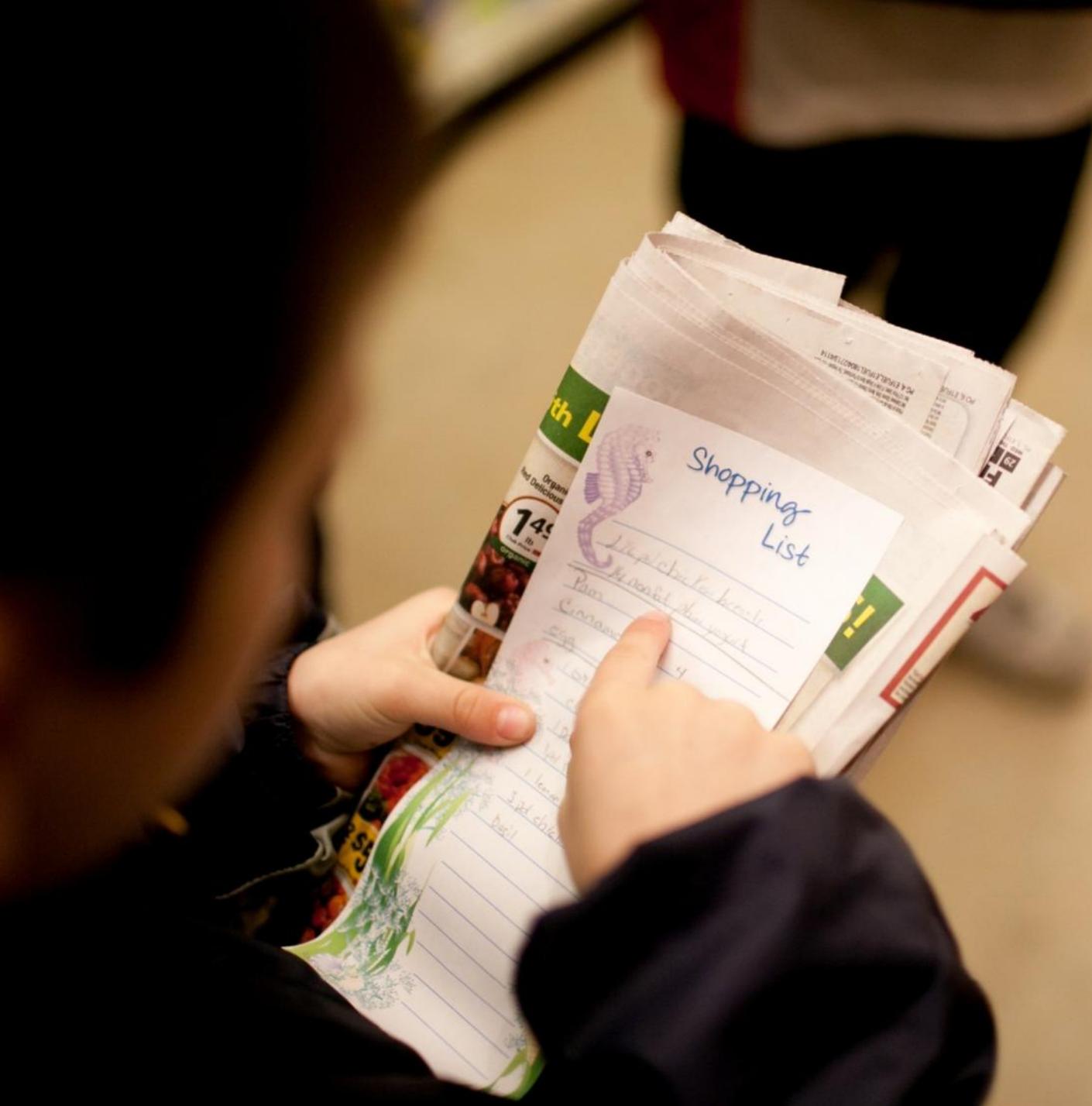


- Background in health, nutrition, budgeting or culinary skills is helpful.
- Familiarity with grocery store.
- Staff from within an organization that serves low-income adults.



Stores





Resources & Next Steps



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



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For more information:

- www.shoppingmatters.org
- www.strength.org

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Questions & Discussion