Title: It’s In the Bag

Target Audience: Pregnant, breastfeeding and postpartum women and caregivers of infants and children 1-5 years of age

Objectives: The client will:

1. Identify money saving hints for grocery shopping
2. Determine one strategy to try within the next month to improve their grocery shopping skills

Teaching Materials Needed, Including Handouts:

1. Display materials for interactive nutrition center and interactive components chosen from list below.
2. Sufficient handout on shopping and money saving tips for each attendee
3. Client feedback form for each attendee

Advance Preparation Needed:

1. Set up display and assemble items for the interactive portion of the center
2. Copy or obtain sufficient handouts and client feedback forms
3. Prepare and foods that would be used in taste testing or food demonstrations

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. See background information on this topic below, under Concepts.
3. Offer the client handouts to reinforce the concepts on the display.
4. Once the client reads through the materials and completes the feedback form, the client should show the completed form to the delegated WIC staff person (e.g. clerk).
5. The delegated WIC staff person should ask the client if they have any questions. If yes, refer them to the staff person that can answer their questions.
6. The delegated WIC staff person should ask the client, “What is one thing you will try to do, based upon what you learned today?” For example, “What is one strategy you will try in the next month to improve your shopping skills?”
7. Upon completion of the lesson, a designated WIC staff person should record completion in the client’s KWIC record. If the LA chooses, the client’s goal can also be entered into KWIC.

Concepts and Key Points:

1. There are many ways to save money at the grocery store if you are willing to do some cooking at home and take time to plan before you go to the store.
2. Tips can include but are not limited to:
   a. Cook for more than one meal at a time and freeze food for use at a later time.
   b. Buy one piece of meat and use it in different ways—baked chicken, pot pies, broth for soup.
   c. Buy the package size that best suits your family or plan to make use of leftovers by freezing it for a later meal.
d. Buy basic foods that can be used in a variety of ways. For instance, a loaf of bread or fresh apples.
e. Select and buy foods that are in season to get the best price.
f. Plan meals in advance using foods on sale or specials along with foods available at home.
g. Select nutrient rich foods rather than “junk foods.”
h. Use coupons when they can get you a better price.
i. Use store brands or generics whenever possible to get a better price.
j. Utilize other sources of foods in the community as needed including Farmer’s Markets, food pantries, commodities or food “give aways.”

**Interactive Component:** Choose one or more of the following to incorporate with the display:

1. Set up a display showing the cost of making a “frozen TV-type dinner” versus purchasing the same ready-made TV dinner. Offer ideas for making your own convenience food items at a lower cost.
2. Provide a list of seasonal fruits and vegetables and use the display to show cost comparisons between fresh, canned and frozen options on the same fruits or vegetables.
3. Show how one piece of meat can be used to make a variety of meals—such as chicken used for main dish, as part of a casserole and broth for soup.
4. Pick a single food such as fresh apples and show a variety of ways to use them throughout the week.
5. Offer a meal planning template and some suggested meals. Provide copies of the *Eating Well but Cooking Less* menus and recipes for clients to take home.
6. Provide copies of resource lists showing locations of food pantries, food distribution sites, and Farmer’s Markets in your community.
7. Set up a coupon bin for clients to choose coupons for food items they would normally use. Let them know that they can use coupons with their WIC food purchases. Discourage clients from adding coupons for infant formula to bin.
8. Show a display of food items showing the differences in name brand, store brands and generics of the same item.
9. Offer a list of snack ideas using nutrient rich foods that clients could use rather than “junk food” choices.

**Behavior Change Goal:**

The designated staff person will assist the client/caregiver to set a goal based upon the interactive display as outlined in the methods section above.

**Procedure for Clients to Ask Questions of Trained WIC Staff:**

The designated WIC staff person will either answer the questions or guide the client to the staff person qualified to answer a question posed by the client/caregiver.

**Evaluation:**

The evaluation will consist of completing the feedback attached and interacting with WIC staff as outlined in the Class Outline and Methods section above.
Comments/Other:

Lesson Plan Written By: Pat Dunavan, MS, RD, LD, 1996

Lesson Plan Revised By: Pat Dunavan, MS, RD, LD, 2013, 2014

Lesson Plan Approved By:

Date:
Ways to Make the Best Buys at the Grocery Store

1. Buy and cook for more than one meal at a time and freeze food for use at a later time.
2. Buy one piece of meat and use it different ways—baked chicken, chicken pot pie, and broth for soups.
3. Buy the package size that makes sense for your family. If you buy larger packages of food, plan to use the leftovers or use it at a later meal.
4. Buy basic foods that can be used in a variety of ways. For instance, a bag of apples can be used for snacks, cooked to make applesauce, or baked for a dessert.
5. Select foods that are in season to get the best price.
6. Plan meals in advance and make a shopping list.
7. Buy nutrient-rich foods for snacks rather than “junk food.”
8. Use coupons if they price will be less than a similar product without using the coupon.
9. Watch for store specials and sales when planning your shopping list and meals for the week.
10. Go to the store early in the morning if possible when shelves and produce are well stocked.
11. Buy the ingredients to make your own versions of convenience foods. It may take some time cooking but the cost will be less per serving.
It's In the Bag—Getting the Most from Your Grocery Dollars

Get the Most from Your Shopping Trip. Try these tips:

Buy and cook for more than one meal at a time

Buy meat and use it different ways—baked chicken, chicken pot pie, and broth for soups.

Buy basic foods and use it in variety of ways. For instance, a bag of apples can be used for snacks, cooked to make applesauce, or baked for a dessert.

Select foods that are in season to get the best price.

Plan meals in advance and make a shopping list.

Buy nutrient-rich foods for snacks rather than “junk food.”

Use coupons if they price will be less than a similar product without using the coupon.

Watch for store specials and sales

Go to the store early in the morning when shelves and produce are well stocked.

Buy the ingredients to make your own versions of convenience foods.
Client Feedback Form

Name:________________________________________________________

1. Name three ways you could use a bag of apples from the grocery store
   a. ______________________________________________________
   b. ______________________________________________________
   c. ______________________________________________________

2. When is the best time to go grocery shopping when shelves are well stocked?
   ______________________________________________________

3. What is one change you will make in your shopping and buying habits in the next month?
   ______________________________________________________  
   ______________________________________________________