



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

March 5, 2013

Cooking Matters at the Store

Presented by Chef Greg Silverman, MSc.

NATIONAL SPONSORS



Agenda

1. Overview of Share our Strength and Shopping Matters
2. A review of Shopping Matters in 2012
3. Upcoming plans for 2013 and beyond
4. Barriers and Successes to Implementation
5. Wrap-Up



Share Our Strength

Combining access to and education about healthy foods to ensure kids are surrounded by healthy foods where they live, learn and play.



Live

- SNAP (food stamps)
- WIC
- Nutrition Education

Learn

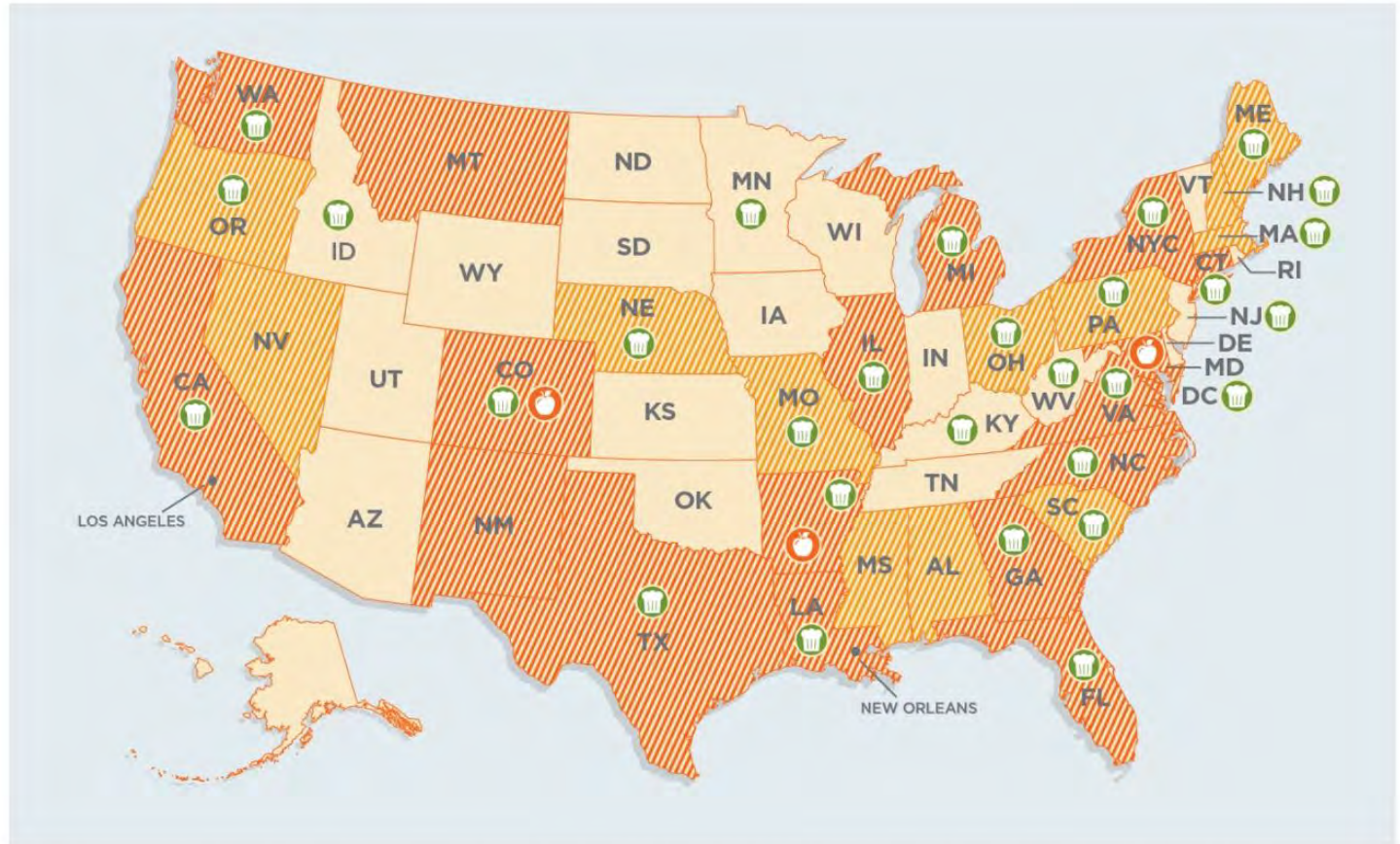
- School Breakfast and Lunch
- Nutrition Education

Play

- Afterschool Snacks
- Summer Meals



Share Our Strength's National Presence



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COOKING MATTERS
NO KID HUNGRY

IN 2012,

No Kid Hungry national components and Cooking Matters are currently present in all 50 states.

- NATIONAL COMPONENTS AND COOKING MATTERS PRESENT
- ACTIVE CAMPAIGNS
- NO KID HUNGRY ALLIES

- SIGNATURE STATES
- COOKING MATTERS LEAD PARTNER STATES

NO KID HUNGRY
National Footprint

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: Researched-Based Objectives

Compare
unit
prices

Identify
whole
grains

Identify 3
ways to
buy
produce
on a
budget

Read and
compare
food
labels



Shopping Matters in 2012



Shopping Matters Growth in 2012

Participants reached across the country:

- 1,000 participants in 2011
- 10,000 participants projected in 2012
- 760% increase over 2011 total

WIC Families Reached

- 470 families in 2011 (Pilot year)
- 1872 families in 2012

WIC Tours:

- 69 WIC sites implemented Shopping Matters Tours
- Top Five states implementing tours:
 - California, Colorado, Illinois, Maryland, New York



Shopping Matters in 2013





A brand new name for 2013...



at the
STORE



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Looking forward to 2013:

Program Evaluation of Cooking Matters at the Store

Project Goals:

- To measure the impact of Cooking Matters at the store tours on participants' ability to maximize their food budget for both cost and nutrition
- To identify improvements to program training, materials and content
- To determine key implementation elements essential to efficient and effective program expansion



Looking Forward to 2013:

What's in store...

MATERIALS

- Modified participant guides to be more “store-friendly”
- Modified facilitator guide similar to the Cooking Matters facilitator flip book

TRAINING

- Develop a Cooking Matters at the Store facilitator learning management portal
- Create a large-format training presentation for large groups

REPORTING

- Build capacity and capabilities of database to manage Shopping Matters

IMPLEMENTATION

- How-to document for leading a Regional Events

MARKETING

- Create highly designed Cooking Matters at the Store materials (Videos in English and Spanish, Smart Phone APP, etc.)





Strategies for Success

BARRIERS	SUCCESSSES
CHILD CARE	<ul style="list-style-type: none"> Tour facilitators encouraged parents to bring their little ones, but they prepared activity kits to keep the young ones occupied on the tour. The activity kit included stickers and a trail mix made with WIC approved cereals so kids got to try each cereal and give feedback to their parents about which one they liked and didn't like. Scheduling tours on weekends when partners and older children are at home to watch the little one while they attend a tour. Partnering with local childcare centers to provide tours for the parents while children are at the child care center.
RECRUITING FACILITATORS	<ul style="list-style-type: none"> Recruit and train University Dietetic students (ID) Grocery store dietitian provide tours and use their childcare room(NE) Training state extension agents to run shopping tours (MN, MD, MT, FL, TN, WV)
PARTNERING WITH GROCERY STORES	<ul style="list-style-type: none"> Local Walmarts across state of MD ran tours with 943 participants in 2012 and supplied funding for groceries and created staff champions to help in training and outreach. Local Hy-Vee dietitians running tours led by their staff. Local Giant provided gift cards for tour participants (DC)
Recruiting Participants	<ul style="list-style-type: none"> Community outreach group partnering with nutritional educators to follow up with tour participants to keep tour participation numbers high.
Ongoing support	Local WIC staff created their own survey to supplement our post-tour survey to gauge their client's reaction to the tour (which was overwhelming positive) so that they could present the results to their bosses in hopes they may be able to continue offering tours.
TRANSPORTATION	Partnering with local community or church group to provide transport



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Voices from the WIC Tour Aisles



“Great tour! Bringing the WIC clients to the grocery store is an excellent learning tool- many were unaware that they could buy certain food products with their coupons. It’s also a great opportunity for the store managers to become more familiar with WIC approved items and creates discussion about how to make sure the client are getting the most value. “

-Shopping Matters for WIC Facilitator



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What People Are Saying

Although I had held classes for WIC parents for months explaining the new food package (fresh, frozen and canned fruits and vegetables authorized) and explain it every time a new person comes on the program, people just didn't get it (also the whole grains) until I was there, helping them interpret things in the store.

Five Sandoval Indian Pueblos, Inc. WIC Program
Rio Rancho, NM

This was an amazing opportunity to gain more knowledge on how to shop at a grocery store both healthfully and economically. Going over different fruits and vegetables I have never heard before was great because now I can try a variety of options with my family.

Shopping Matters for WIC participant
San Diego, CA

I learned that I can use WIC benefits to purchase fresh fruits and vegetables.

Shopping Matters for WIC participant
El Dorado, AR

“Cómo aprovechar al maximo los beneficios del WIC.”

Translation, “[I learned] How to maximize my WIC benefits.”

Shopping Matters for WIC Parents





Questions & Discussion





THANK YOU!

Write to us with questions,
ideas and suggestions at:
gsilverman@strength.org.



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