

Module: Module 1— *Planning: The First Thing to Do to Save Money when Buying Food*

Audience: Mothers participating in the WIC program

Project Goal: Participants of the Maine WIC Nutrition program will consume the recommended amounts of vegetables each day—1 ½ cups for children; 2 ½ cups for adults/teenagers.

Behavioral Objective: Participants will be able to create a plan for shopping that will help them save money when purchasing food.

Key Outcome Measures:

Participants will receive information about:

1. How to plan a menu
2. How make a shopping list
3. How to avoid impulse buying.

Lesson Theme(s): Make a plan before shopping; Follow your plan

Key Education Messages: Plan your menu; Make a shopping list; Avoid impulse buying.

Materials Needed:

1. *Planning: The First Thing to Do to Save Money When Buying Food/Sweet Potato Fact Sheet*
2. Sweet Potato Recipes
3. Incentive Item (Suggestions: magnetic shopping list)

Instructional Methods

Conversation Starter: *How do you decide what you will buy when you go grocery shopping?*

Education strategies:

From Handout

1. Discuss menu planning and list making strategies
2. Discuss demo recipes and how to plan for multiple meals from one ingredient
3. Discuss and share impulse buying stories and how to avoid that behavior.