

**Module:** Module 2— *Finding the Best Buys for Your Food Dollar*

**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 use skills that enable them to save money while shopping for food.

**Key Outcome Measures:**

Participants will receive information about:

1. How follow their plan
2. How avoid impulse buying
3. How to save money using different vegetable forms (frozen, canned, fresh)
4. How to use unit prices

**Lesson Theme(s):** Follow your plan; avoid impulse buying; compare prices

**Key Education Messages:** Don't buy things that are not on your list; Take advantage of sales; Compare prices using 'unit pricing.'

**Materials Needed:**

1. *Finding the Best Buys for Your Food Dollar/Carrots* fact sheet
2. Carrot recipes
3. Supplemental *Unit Pricing Handout*
4. Incentive Item (Suggestions: four function calculator)

**Instructional Methods**

Conversation Starter: *When you are shopping, how do you figure out what is a good buy?*

Education strategies:

From Handout

1. Discuss typical store “tricks” for getting shoppers to buy more expensive items.
2. Compare uses of fresh, frozen and canned varieties and their impact on price. Talk about canned and frozen substitutions for demo recipes.
3. Mention unit pricing. Ask if participants have used this technique and how it's worked for them.