



BUYING HEALTHY FOOD ON A BUDGET

AN EVALUATION OF COOKING MATTERS AT THE STORE
A PROGRAM OF NO KID HUNGRY



at the
STORE



RESEARCH SHOWS THAT LOW-INCOME FAMILIES SEE THE COST OF HEALTHY GROCERIES AS THEIR BIGGEST BARRIER TO MAKING DINNER NUTRITIOUS AND DELICIOUS.

THE NO KID HUNGRY CAMPAIGN IS SURROUNDING CHILDREN WITH HEALTHY FOOD WHERE THEY LIVE, LEARN AND PLAY. SINCE 2010, NO KID HUNGRY'S GROCERY STORE TOUR, COOKING MATTERS AT THE STORE, HAS HELPED LOW-INCOME FAMILIES LEARN THE SKILLS TO BUY HEALTHY FOOD FOR LESS MONEY.

IN 2013, ALTARUM INSTITUTE, AN INDEPENDENT HEALTH SYSTEMS RESEARCH ORGANIZATION, EVALUATED COOKING MATTERS AT THE STORE'S IMPACT. IT FOUND THAT THE TOUR PRODUCES LASTING CHANGE ON FAMILIES' SHOPPING HABITS - WITH AN OUTSIZED EFFECT ON THOSE WHO RELY ON THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP).

KEY FINDINGS

FAMILIES HAVE MORE SUCCESS STRETCHING THEIR FOOD RESOURCES AFTER A TOUR.

Following the tour, most families have high confidence in their ability to make their food purchases go farther (74%) and to get the most produce for their money (72%).



89%
OF FAMILIES REPORT
SAVING MONEY ON GROCERIES
FIVE WEEKS AFTER THE TOUR.

FOOD SECURITY*
INCREASED FROM 53% TO 64%
AFTER TAKING THE TOUR.



**As measured by how often families make their food budget last all month*

FAMILIES BUY HEALTHIER FOOD AFTER A TOUR, ESPECIALLY FRESH FRUITS AND VEGETABLES.

Tours may have a stronger influence on parents, or households with children. Parents or child caregivers allocated more of their food resources to fruits and vegetables following the tour, as compared to participants without children in the household who spent about the same or slightly less on fruits and vegetables following the tour.

AFTER A TOUR:	
76% OF FAMILIES BUY MORE FRUITS AND VEGETABLES	85% OF FAMILIES BUY LESS UNHEALTHY FOOD
62% BUY MORE LOW-SODIUM FOODS	62% BUY MORE LEAN PROTEINS
55% BUY MORE LOW-SUGAR FOODS	54% BUY MORE LOW-FAT DAIRY



FIVE WEEKS AFTER A TOUR, FAMILIES ARE EMPLOYING KEY SKILLS.

More families are comparing unit prices (43% pre-tour to 78% post-tour), buying whole grains (45% pre-tour to 77% post-tour), and planning meals ahead of time (50% pre-tour to 76% post-tour).



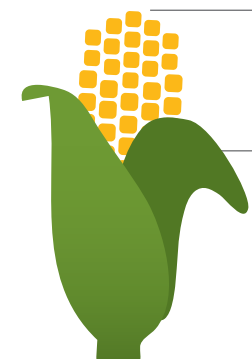
THE PERCENTAGE OF FAMILIES COMPARING FOOD LABELS FOR INGREDIENTS WHEN SHOPPING,
MORE THAN DOUBLED FROM 40% PRE-TOUR TO 83% POST-TOUR



WHILE ALL FAMILIES SHOWED IMPROVED SHOPPING BEHAVIORS, THE TOURS MAY BE MORE VALUABLE TO SNAP RECIPIENTS.

When asked how many of the skills learned on the tour they remember 6-weeks post-tour, 69% of SNAP respondents said all or almost all, compared to 57% of non-SNAP respondents.

WHEN ASKED HOW MUCH INFORMATION WAS NEW TO THEM AT THE TIME OF THE TOUR



34%
OF SNAP RESPONDENTS SAID
ALL OR ALMOST ALL
COMPARED TO 22% OF
NON-SNAP RESPONDENTS



GET INVOLVED

Education can help overcome the grocery cost barrier that many low-income families face. It's also a smart investment: people who learn to shop smarter and cook healthier foods can save about \$46,000 in lifetime health care costs and lost wages, according to an analysis by Deloitte.

Cooking Matters at the Store tours can be led by any individual, in any community, anywhere people shop for food. The program includes two specialized curricula - one for adults and one for WIC (Women, Infants and Children) parents. Training and materials are free, with generous support from Cooking Matters national sponsor, Walmart.

To learn more, visit CookingMatters.org/Store

METHODOLOGY

Altarum Institute's study was conducted in Arkansas, Colorado and Maryland in 2013. Participants at sampled tours were asked to complete survey questionnaires and collect grocery shopping receipts. In total, 169 participants completed a pre-intervention questionnaire administered to them by the tour facilitator after the tour and 114 participants completed a post-intervention questionnaire that was mailed to them five weeks after the tour. Additionally, 1,307 receipts were collected from 103 participants over an eight-week period of time (two weeks prior to the tour and six weeks after the tour). Of those participating in the impact evaluation, four out of five were women (81%). The majority of participants were White (43%) or African American (42%). Roughly one half (48%) reported using some category of nutrition assistance programs, such as WIC, SNAP, free or reduced-price school breakfast or lunch, Head Start, and food pantries.

ABOUT NO KID HUNGRY

No child should grow up hungry in America, but one in five children struggles with hunger. Share Our Strength's No Kid Hungry campaign is ending childhood hunger in America by ensuring all children get the healthy food they need, every day. The No Kid Hungry campaign connects kids in need to effective nutrition programs like school breakfast and summer meals and teaches low-income families to cook healthy, affordable meals through Cooking Matters. This work is accomplished through the No Kid Hungry network, made up of private citizens, public officials, nonprofits, business leaders and others providing innovative hunger solutions in their communities.



at the
STORE

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