



SPENDSMART
EATSMART

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SPENDSMART
EATSMART

- Web content including videos and recipes
- Weekly blog
- Facebook
- Twitter
- Pinterest

Useful for Families Experiencing Poverty

- Simple recipes using basic ingredients
- Cost saving strategies
- Easily accessible nutrition information
- How to videos for novice cooks
- Works on mobile devices

Reach

- Blog:
 - 2,580 receive by direct email
 - 1,000 or so per week on WordPress.
- Facebook: 1,710 followers
- Pinterest: 200 followers
- Twitter: 403 followers

Approach

- Start with research-based, valuable content and then repurpose it in multiple ways.
 - [Plan, Shop and Eat](#)
 - Recipes
 - Videos
- Promote it through various channels.





Plan

- Spending tools
- Menu planning
- Shopping tips



Menu planning

Meal planning basics

Eat right with the plate method

5-day meal planner

Is your diet balanced?

Meals for entertaining on a budget

Menu planning

There are many ways to plan menus. If you have kids, invite them to help. They might enjoy creating menus with markers and paper, or on the computer.



Meal planning basics

Use these basic methods to help you plan meals.



Eat right with the plate method

An easy way to make sure you're eating the right amount of food is to use the "plate method."



5 day meal planner

Use up what you have as you plan for the next five days.



Is your diet balanced?

Here's a tool to help plan nutritious meals and snacks.



Meals for entertaining on a budget

We have celebration and party planning ideas and recipes for birthdays, barbeques, holidays, and more.

SPENDSMART strategy

Pay attention to prices!

If you know how much something usually costs, you'll know if it is a good deal when it's "on sale."

RECIPES

ALL



Healthy Hash Browns

Cost Per Serving: \$.50

Tips:

- A non-stick skillet works best to prepare this recipe. Less oil means fewer calories, but the hash browns won't get as crispy and they may stick to the pan.
- This...

HOW TO CHANNEL

Shop

- Aisle by aisle tips
- Comparing unit prices
- Reading food labels



Home

Plan

Shop

Eat

Blog

Videos

Recipes

Aisle-by-Aisle Tips

Compare unit prices for best buy

Read food labels

Take the shopper's pledge

Test your shopping skills

Aisle-by-Aisle Tips

Aisle-by-Aisle Tips



Grains



Dairy



Fruit



Vegetables



Protein

SPENDSMART strategy

Plan for double portions

Prepare one portion to cook and serve, and the other to freeze for later.

RECIPES

ALL



Santa Fe Stuffed Potatoes

HOW TO CHANNEL

[LEARN MORE](#)

Eat

- Kitchen organization
- Reducing food waste
- Produce basics

Home

Plan

Shop

Eat

Blog

Videos

Recipes

Save on eating out

Organize your kitchen

Quick meals for busy families game

Reduce food waste

Cook at home

Produce Basics

Reduce food waste

Protect foods after shopping

Plan the use of leftovers

Store it right

How long to keep

Reduce food waste

Americans throw away 14% of their food.



Protect foods after shopping

Pay close attention to your perishable and fragile items.



Plan the use of leftovers

Cut down on food waste by using leftovers.



Store it right

Label and date frozen, refrigerated and packaged foods.



How long to keep...?

Save money by checking dates and understanding what they mean.

SPENDSMART strategy

When you plan ahead for healthy snacks, you're less likely to reach for the bag of chips when you're hungry.

RECIPES

ALL



Whole Meal Salad

Tips:

- Use fresh produce to tempt hot weather appetites. Add a few oyster crackers if you want more crunch.

Blog

- New blogs every week featuring recipes, nutrition information, meal planning tips and trending health topics.
- Subscribe using the RSS feed widget to receive the blog by email every Monday.
- *Suggest topics that interest you!*

It's marked on sale, but is it really a good deal?

April 20th, 2015

No comments

Stores have all kinds of tricks to encourage us to spend more money. One of them is marking items with special "sale" tags or quantity discounts like 3 for \$5. The only way to tell if the item is actually a good price is to know what the item usually costs. A price book can help you do that.



Keeping a price book is simple. All you need is a small notebook where you can record the price you pay for commonly purchased items. You can refer to the book to determine if a deal will actually save you money and track which grocery stores tend to have higher and lower prices. A price book can include as many items as you like or just the staples you buy frequently. For example, I keep a list of prices for the items I buy every week like apples, milk, chicken breasts and string cheese. Knowing the usual price for these staple items allows me to spot a good deal really easily and helps me recognize when a deal is actually just a gimmick.

Click out our video below for a simple guide to starting a price book and start saving today!

Video: <https://www.youtube.com/watch?v=52BbMO2CfoE>

How to Keep a Price Book



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SPENDSMART
EATSMART



resources

- Recipes
- Spend Smart. Eat Smart.

Videos

- Basic “how to” videos in four categories.
 - Food shopping
 - Food preparation
 - Food safety and storage
 - Easy recipes
- Many videos are paired with a handout for later reference or sharing with others.



- Home
- Plan
- Shop
- Eat
- Blog
- Videos
- Recipes

Food shopping Food preparation Food safety & storage Easy recipes

Videos: Food Shopping



Shop for seasonal fruits and vegetables

Handout - How to Choose Seasonal Fruits and Vegetables



Decide how many fruits and vegetables you need

Handout - How to Decide How Many Fruits and Vegetables I Need



SPENDSMART strategy

How to get it on SALE--EVERY TIME

1. Check grocery ads and store websites for sales and coupons.
2. When you see an item advertised on sale, add it to [your shopping list](#) and stock up, making sure to note the brand, package size and cost.

RECIPES

ALL

Creamy Cauliflower Salad

Cost Per Serving: \$.61

Tips:

- Can be made several hours in advance.
- Great for a picnic. Keep it in the cooler until time to eat.



UKNOW

Extending University Knowledge to You

0:01 / 3:23    

How to Include Children in the Kitchen

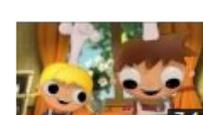
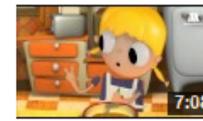
 UKNOW How-to Videos
 733

4,099

+ Add to  Share  More

 4  2

Up Next



Be our Friend!

- Spend Smart. Eat Smart. is on Facebook, Twitter and Pinterest.
 - Follow us for nutrition and cost saving tips right on your social media newsfeed!

WANT TO EAT SMART?

Get time & money saving ideas

- How to save when you eat out
- Communicate and reduce waste
- Explore low-cost healthy recipes

SPENDSMART EATSMART

Spend Smart. Eat Smart.

Health/Wellness Website

Create Call-to-Action Liked Message

Timeline About Photos Likes More

1,708 likes +14 this week
Sara Wittl Bonneville and 12 other friends

885 post reach this week

Boost Your Post
"Sales can ..." is performing better than 80% of y...

Status Photo / Video Offer, Event +

What have you been up to?

1 Scheduled Post
Scheduled for tomorrow at 8:50am. See post.

Promo

Rec

2015

2014

2013

Start

See Y

Spend

If keepi



SpendSmart EatSmart

Iowa www.extension.iastate.edu/foods...

Sharing ideas, tips, resources and recipes to help you feed your family for less

14 Boards 170 Pins 0 Likes 203 Followers 29 Following

How To



51





Unfollow

Canning and Freezing



20





Unfollow

Main Dishes



30





Unfollow

Beverages



3





Unfollow

Side Dishes



11





Unfollow

Snacks



11





Unfollow

Gardening



2





Unfollow

Fruits & Veggies



18





Unfollow

Fast and Easy Recipes



3





Unfollow

Organization



5





Unfollow

Special Occasions & Enter...



6





Unfollow

Menu Planning



2





Unfollow

Health and Nutrition



24





Follow

UKNOW How-to Videos - Fo...



28





Follow



**What questions
do you have?**

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<https://www.extension.iastate.edu/foodsavings/>