• 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.
  o Plan, Shop and Eat
  o Recipes
  o Videos

• Promote it through various channels.
Plan

• Spending tools
• Menu planning
• Shopping tips
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, barbecues, holidays, and more.
Shop

• Aisle by aisle tips
• Comparing unit prices
• Reading food labels
Eat

- Kitchen organization
- Reducing food waste
- Produce basics
Reduce food waste

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.
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?

Store 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 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
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.
Videos: Food Shopping

- How to Shop for Seasonal Fruits and Vegetables
- How to Decide How Many Fruits and Vegetables You Need
- Shop for seasonal fruits and vegetables
- Decide how many fruits and vegetables you need

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

Recipes

Creamy Cauliflower Salad
Cost Per Serving: $0.01
Tips:
- Can be made several hours in advance.
- Great for a picnic. Keep it in the cooler until time to eat.
How to Include Children in the Kitchen

UKNOW How-to Videos

Subscribe 733

4,099
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
- Eat variety and reduce waste
- Explore low-cost healthy recipes

Spend Smart. Eat Smart.
Health/Wellness Website

Timeline | About | Photos | Likes | More |
What questions do you have?