

impact

University of Idaho Extension programs that are making a difference in Idaho.

Changing cooking behaviors helps save money at a local grocery store

AT A GLANCE

Local grocery store in Coeur d'Alene partners with Eat Smart Idaho to bring in a new program that helps families save money while making a healthy behavior change.

The Situation

More than one third of Americans say they cook at home daily and 50% say they cook at home between three to six days a week according to a 2016 survey. Cooking at home remains popular because it is inexpensive and healthier. Thirty-one percent of Americans say the lower cost motivates them to cook at home, while 22% say their desire for healthy food and better control over what they eat drives them into their home kitchen. For busy families, time presents a significant obstacle to putting a healthy meal on the table. Planning what to make, often times makes a home-cooked meal challenging.

Our Response

The Change for Change program started in Sandpoint with the *Bonner County Health Coalition*. Eat Smart Idaho was brought into the partnership to bring Change for Change to Coeur d'Alene based upon their work in recipe development with many local food pantries. Eat Smart Idaho in the northern district is known for their quality, tasty and healthy recipes based on focus group feedback from Eat Smart Idaho (ESI) participants. ESI in the northern district has used their recipe savvy within their other partnerships as well sharing them on Post Falls School District and



UI Extension's Shelly Johnson is pictured with Jen Ramsrud, registered dietitian with Heritage Health and their CEO Mike Baker.

Coeur d'Alene School District monthly menus, their websites and within the Eat Smart Idaho developed school district wellness calendar which highlights firefighter wellness role models, health promotion activities and nutrition education.

The goal of the Change for Change program is to help patrons of Super 1 grocery store identify a healthy recipe to make at home, taking the guess work out on what to prepare. To help entice families, Super 1 puts four of the ingredients from the recipe on sale for the month. Each recipe is offered on a well-designed, colorful recipe card, developed in the northern district and has been approved for statewide use within Eat Smart Idaho. Sharing these recipes widely, in food pantries, schools and local grocery stores is one of the

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ways Eat Smart Idaho in the northern district tries to reduce the stigma of being low-income.

“We want all people of all income levels seeing our recipes. They are known for being tasty, packed with nutrition and meet criteria for many people struggling with many disease states as they are low in saturated fat and sodium, and high in fiber and important vitamins and minerals. We share them at one of our local grocery stores, our partnering food pantries and within our school districts. Our recipes help invite everyone to the family table, no matter what their income.”

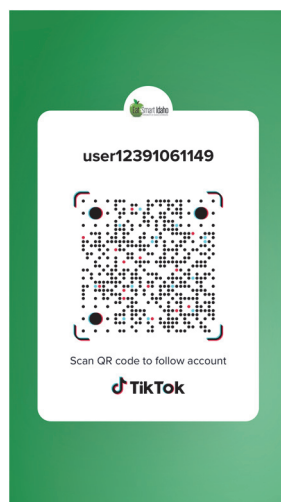
— Shelly Johnson, northern district Eat Smart Idaho administrator.

Program Outcomes

Since its inception, Eat Smart Idaho has shared 24 different recipes over the last two years. Promotions with a recipe demonstration have been made at Super 1,

low-income clinics, Panhandle Health District and at school events. TikTok recipe videos have also been

made for most of the recipes shared at Super 1. These videos have been created by Eat Smart Idaho staff in the northern district and the Coeur d’Alene based University of Idaho dietetic students. On average \$2-\$5 are saved each time a family chooses to create the Change for Change recipe.



FOR MORE INFORMATION

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