FOOD SMART FAMILIES
Providing kids and families the skills they need to eat healthier today and tomorrow.

What is Food Smart Families:
Through hands-on experience with budgeting and cooking, families learn how to stretch limited resources while also making mealtime fun and healthy.

How Will We Accomplish This?
- Leveraging the power and reach of the Cooperative Extension/Land Grant University system to serve hard to reach communities
- Targeted marketing plan with a national message
- Localized programming, training, and evaluation
- Teens as teachers serve as mentors while building leadership skills.

Key Messages:
- Creating more food secure homes
- Lasting behavior change
- Fighting hunger
  - Sustainable program model with deep impact
  - Eating healthy doesn’t have to be expensive
    - Families learn food prep skills together.

Target Audience:
Families eligible for SNAP or WIC in communities with higher rates of food insecurity, but the skills and resources can be applied to all families.

Program Goal:
The goal of Food Smart Families is to increase health equity and nutrition education in limited resourced communities.