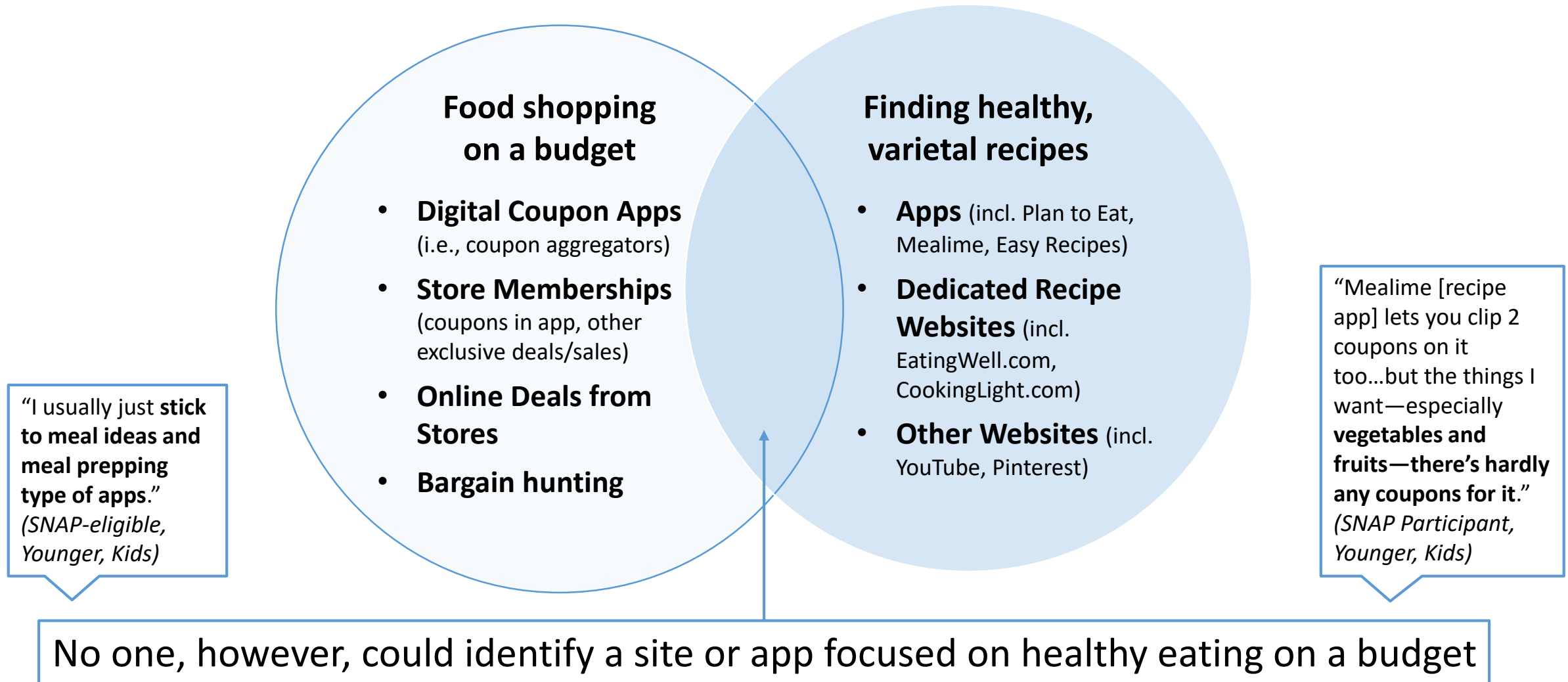


Encouraging Healthy Eating On a Tight Budget

Insights from Consumers and Educators

- In-depth interviews
 - SNAP participants
 - SNAP-eligible individuals
 - SNAP educators
- Consumer app concepts
 - Healthy food shopping, prep, meal ideas
 - Location-specific offerings, eg, SNAP retailers, incentive programs

Interviewees use similar methods to keep costs low and find healthy recipes—but none note a resource that help with *both*. The opportunity exists to fill this void.



SNAP educator perspective: Simplicity is key to app use

SNAP educators offered some advice to keep in mind in order to best serve the audience with whom they work.

Simplicity

The app needs to be simple to use and offer simple meals and recipes

“I think it would need to be simple type recipes—not too many ingredients, common items, easy to find, things they are familiar with, not any herbs or spices they aren't familiar with. If it does have certain things that they aren't familiar with, then have substitute options.”

Attainability

The app should meet users where they are—potentially early on their path to healthy eating or meal planning

“1-3 day menu or meal plan...More than that and they won't do it. So, I need to slow it down in my classes, so they are able to plan for one day.”

Access

For those without smartphones or with data limitations, a web-based option might improve reach.

“Because we work with low income, **not everyone has smartphone**. And if you have one, **the data plans might not be unlimited**. So, I guess that's the reason we haven't turned [our website] into an app. It is compatible with mobile. My guess is the reason we haven't gone that way is because we're not sure if that would be the most equitable way.”

Branding

USDA gets mixed feedback, especially when asking questions to allow for customization.

“It can say it somewhere small tiny print, but that will be a red flag for a lot of communities. **It's just no going to have the reach intended if it's in anyway shape or form a federal program**. Then people don't want to put their information in there.”

Curriculum

The app needs to be in their curriculum for these educators to teach it/ share it.

“We talk about a lot of these things when trying to help them, so would point them in the direction. Just telling them it's a resource available. **We have certain curriculum we follow, so unless it was in that, not sure we could spend time on it.**”

Coming Soon!



Shop Simple with MyPlate is a web app to help Americans save money while shopping for healthy food choices. Consumers can use this tool to quickly find savings in their local area and discover new ways to prepare low-cost foods.

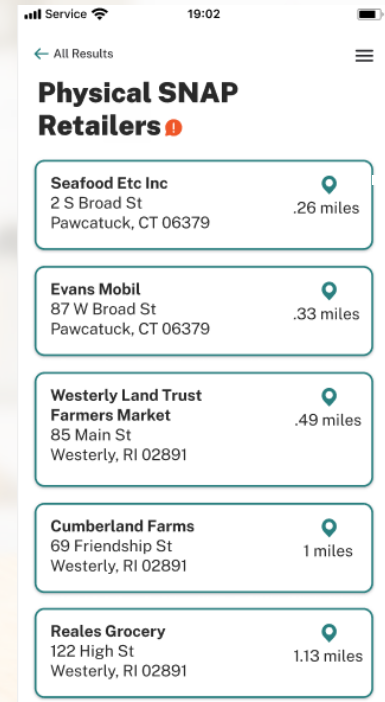
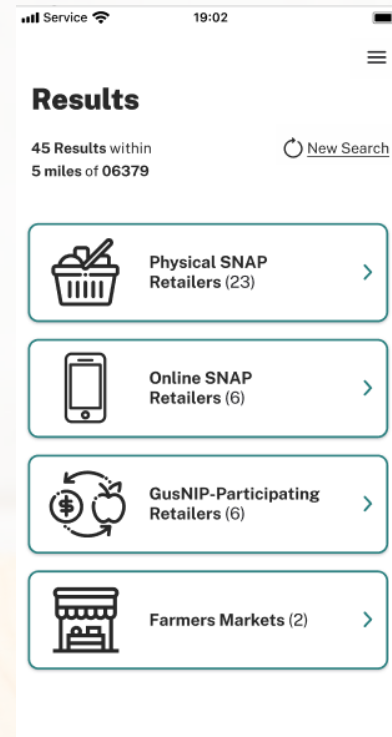
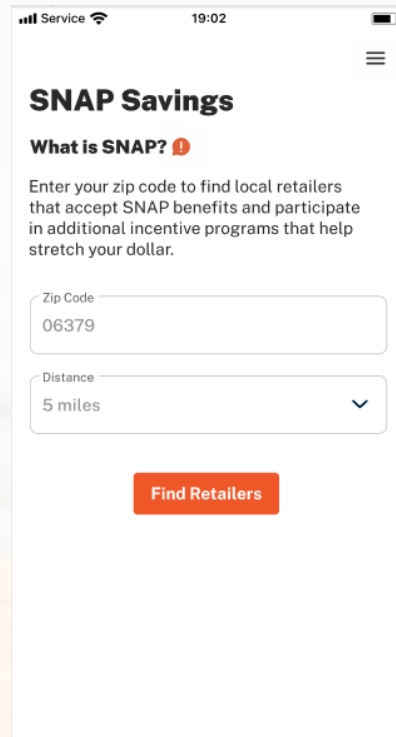
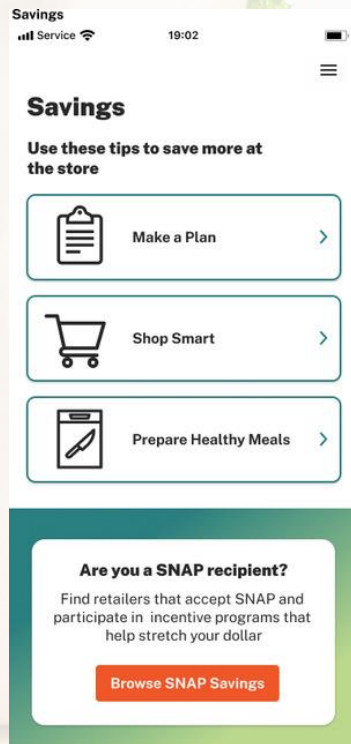


Key Features

- **Local Savings:** Consumers can enter their zip code to find cost-saving opportunities in their local area.
- **Budget-friendly Foods:** Consumers will view a colorful carousel of low-cost food suggestions from each of the MyPlate food groups. For each food, consumers can view purchasing and storage tips, serving ideas, recipes, and nutrition information.
- **Healthy Eating on a Budget tips:** General tips for saving money when purchasing and preparing healthy foods.

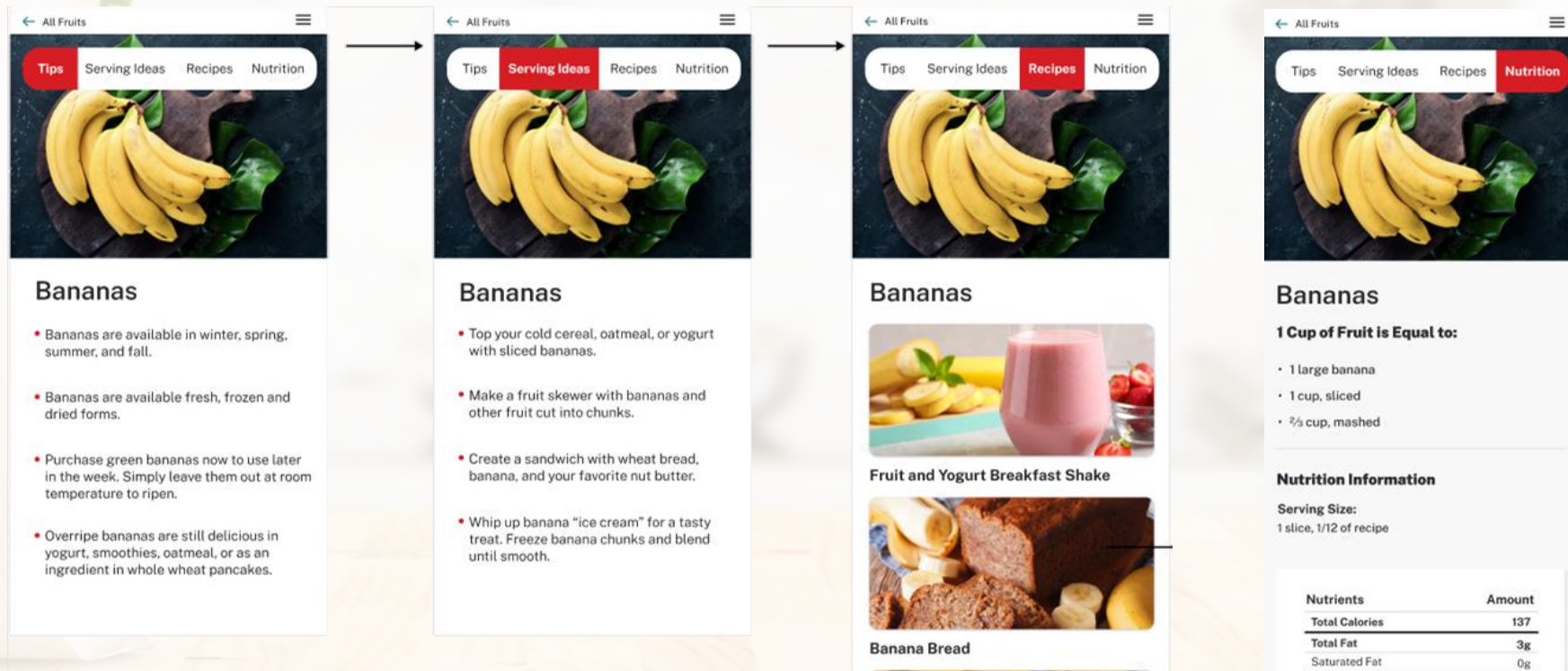
Local Savings

Consumers can enter their zip code to find cost-saving opportunities in their local area, including physical and online SNAP Authorized Retailers, GusNIP-Participating Retailers, and Farmer's Markets.



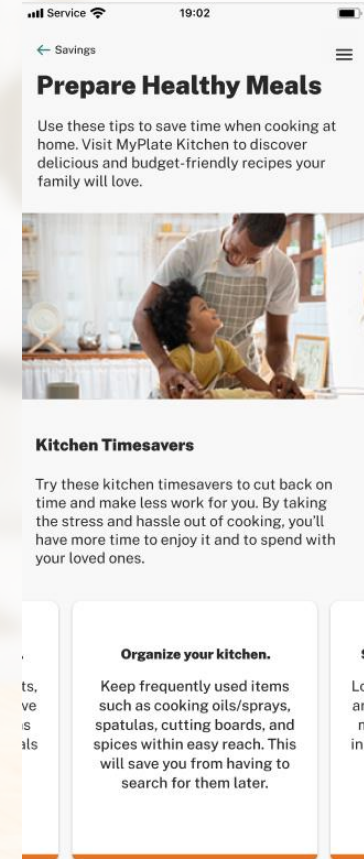
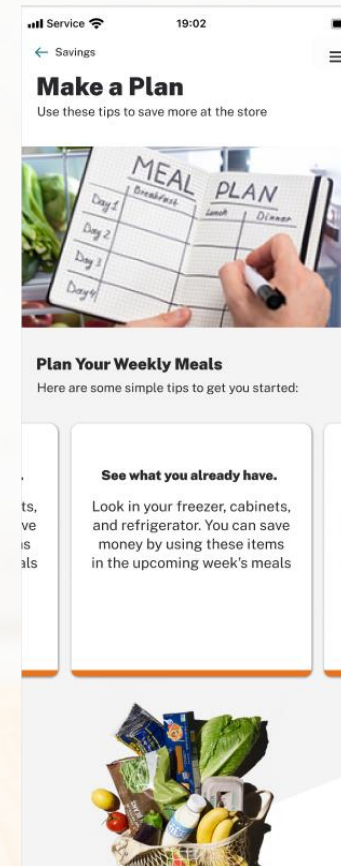
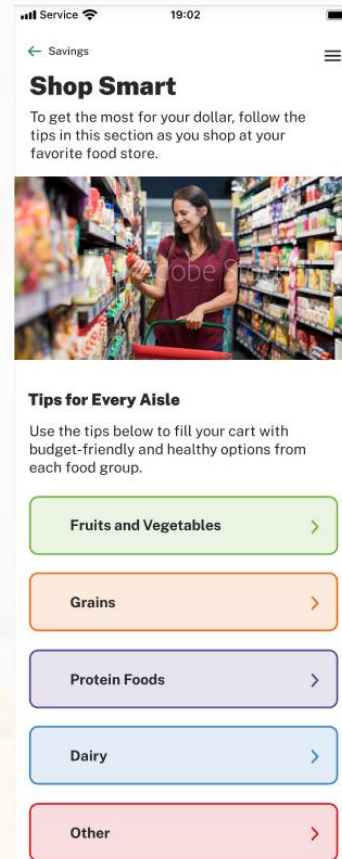
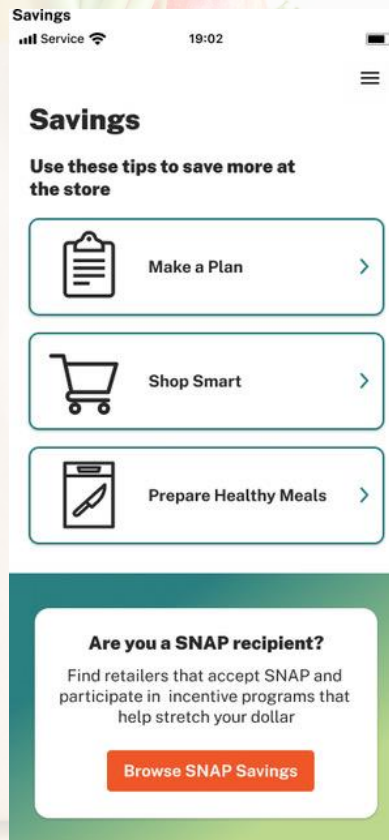
Budget-Friendly Foods

Consumers can view a carousel of low-cost food suggestions from each food group. Each food features purchasing and storage tips, serving ideas, recipes, and nutrition information.



Healthy Eating on a Budget Tips

General tips for saving money when purchasing and preparing healthy foods



Web App

- *Shop Simple* is a web-based application optimized for use on a smartphone (*feels* like an app)
- Available directly on MyPlate.gov; nothing to download from the App Store or Google Play
- For users without access to a smartphone, it can be used on a desktop, laptop, or tablet in an iframe

