

## SMALL STEPS TO HEALTH AND WEALTH™

### Say “No” to Super-Sizing

#### Instructor Guide Strategy 11



SSHW Materials Developed by: Rutgers, The State University of New Jersey  
 Instructor Guide Developed by: University of Arizona Cooperative Extension

#### Objectives:

#### Participants will:

1. Learn about the disconnects between what is good for personal finances and what is good for health.
2. Increase their knowledge on the tools available to assess their health status with BMI and finances with debt-to-income ratios.
3. Become aware and avoid health marketing techniques such as “value marketing” and “portion distortion,” and financial marketing strategies such as “more is better” and “perma-debt.”

#### Glossary:

**Value Marketing:** A new trend in marketing towards super-sized packaging and food servings.

**Portion Distortion:** Large portion sizes today are now considered to be normal serving sizes.

**Perma-debt:** Debt that is carried over long periods of time due to small minimum payments and high interest rates resulting in balance owed remaining constant.

**BMI:** Body Mass Index is a health measure based upon both height and weight.

**Estimated Time:** 20 minutes (1:1 counseling) to 30 minutes (small group activity)

**Activity Handout Needed:** *Super-Sizing Inventory-Diet and Super-Sizing Inventory-Wealth*

#### Introduction and Instructor Script:

The purpose of the *Say “No” To Super-Sizing* strategy is to help participants become aware of marketing techniques used with super-sized items to get individuals to eat and to spend more. The connection is shown between the choices made with food selection having a negative effect on future health.

With the larger portions, they are generally consuming more fat, sugar and calories and exceeding dietary guidelines.

Both super-sized eating and super-sized spending are getting out of control with 2/3 of Americans overweight or obese and the average American carrying a \$9,300 balance on their credit cards. This strategy recommends having a BMI of lower than 25 and debt-to-income ratio lower than 15% of take home pay.

#### Instructions for the Activity:

**Individual Counseling:** Discuss the disconnects between super-sized food choices looking like a bargain. In reality the consumer is making a choice financially that will negatively affect their health and quality of life in the future. Provide a comparison of serving sizes today and 20 years ago. The participant is encouraged to complete the *Super-Sizing Inventory – Diet* and the *Super-Sizing Inventory – Wealth*. An added activity is to calculate BMI and income-debt ratios.

**Group Activity:** The facilitator discusses the terms “value marketing”, “portion distortion”, “more is better”, “perma-debt” and the disconnect of what is good for finances and what is good for health. The participants complete the two worksheets.

#### Debriefing Questions:

**Group Activity:** What suggestions do you have for people who feel purchasing super-sized food portions is a good value for their dollar? Why do people resort to making super-sized food choices? What are some examples other than food choices for purchasing super-sized items?

#### Additional Resources:

BMI chart, Portion Distortion Charts, <http://hin.nhlbi.nih.gov/portion/>, annual interest rate charts, *Credit Card Smarts*, Advantage Publications.

“Great things are not done by impulse, but by a series of small things brought together.”

-Vincent Van Gogh



# Say “No” to Super-Sizing

## Strategy 11—Worksheet

List five ways that you frequently super-size your diet and calculate the calorie savings from healthier changes or substitutions.

### Eating

Super-Sized Foods Eaten	Caloric Value	Healthier Substitution/ Smaller Size	Caloric Value	Calorie Savings

List five ways that you frequently super-size your spending and calculate the dollar savings from less expensive changes or substitutions.

### Wealth

Super-Sized Item Purchased	Cost	Less Expensive Substitution/ Smaller Size	Cost	Dollar Savings



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