

SMALL STEPS TO HEALTH AND WEALTH™

Use Easy Frames of Reference

Instructor Guide Strategy 14



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 simple and easy strategies to personalize and translate health and wealth frames of reference for positive changes.
2. Learn to use positive health and wealth change strategies to set future goals and actions required to be successful.
3. Learn how to use common objects for portion sizes to be motivated to eat less and to translate financial guidelines into user-friendly dollar terms for increased savings.

Glossary:

Frames of Reference: Examples of frequently cited financial and health guidelines.

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

Activity Handout Needed: *Frames of Reference: Health and Wealth Worksheet*

Introduction and Instructor Script:

People are more likely to make positive changes if they have a clear idea of where they would like to be in the future and how to get there. Because people are very busy, they may not take the time to process complex information and convert it into action. In order for information to be acted upon, it needs to be personalized and easy to follow. The *Use Easy frames of Reference* behavioral change strategy uses common household items to illustrate recommended portion sizes for food and financial references translated into user-friendly dollar terms.

Instructions for the Activity:

Individual Counseling: The facilitator discusses and illustrates the portion-size measurement aids for foods and

the financial frames of reference illustrations for user-friendly dollar terms:

Food Measurement Aids

Food	=	Aid
1 tsp. butter	=	1 postage stamp
½ cup of rice	=	2 golf balls
Medium piece of fruit	=	1 tennis ball
1½ oz of cheese	=	3 dice
1 tbsp of salad dressing	=	1 thumb tip

Financial Frames of Reference

Based on \$30,000 Income

	=	
Save 10% of Income	=	\$3,000
Purchase House 2½ Xs Income	=	\$75,000
Life Insurance 6-10 Xs Income	=	\$180,000 – 300,000
Save 7% of Employer Match	=	\$2,100
70-80% Pre-retirement Income	=	\$21,000 – 24,000

The individual participant will complete the *Frames of Reference: Health and Wealth Worksheet* and identify three easy frames of reference for both health and wealth to plan for future decisions.

Group Activity: Lead a discussion on applying the portion size measurement aids and translating financial guidelines to plan for future health and wealth decisions.

Debriefing Questions:

Group Activity: What additional portion size measurement aids could be added? What additional financial guidelines could be translated into user friendly dollar terms? What about debt guidelines?

Additional Resources:

Portion Size Measurement Aids and Financial Frames of Reference tools, cheat sheet with common serving sizes and calorie value of common foods that lack nutrition fact labels.

“The journey is the reward.”
– Chinese proverbs



Use Easy Frames of Reference

Strategy 14—Frame of Reference: Health and Wealth Worksheet

Use the *Frame of Reference: Health and Wealth Worksheet*, below, to list personal applications to health and wealth. List up to three easy frames of reference that you plan to use to make health and financial decisions.

Health Goal	Wealth Goal
1.	1.
2.	2.
3.	3.



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