

# CHEAP

**WHY**  
**ACT**  
**NOW**

## Doesn't Mean Sweet

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# CHEAP $\neq$ SWEET

McDonald's has the  
value menu,  
Taco Bell has taco  
tuesday...





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<https://www.youtube.com/watch?v=vyJAvv17o5U>

**WHY  
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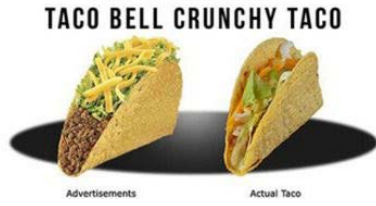
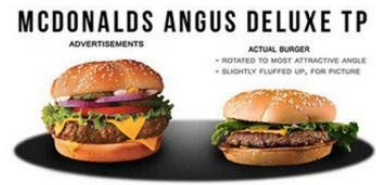
**BE AWARE.** Understand that fast food companies don't care about your health, all they want is your money...

They make it look delicious, they make you feel like it's so cheap that you're saving money...

**WHY  
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**BUT not  
everything is  
what it is made  
out to be!**



Advertisements vs. the real deal

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We are drawn by the...  
convenience,  
the prices &  
the convincing  
commercials/marketing...

before you know it,  
you're **hooked!**



**WHY  
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**DID YOU KNOW?**

**The smell of sugar & fried foods stimulates  
pleasure in your brain.**



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Makes sense...

That's why it's hard to follow through with healthy intentions if you walk into a fast food joint.

Your feelings literally make you crave the bad stuff.



**WHY  
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**SO...you eat that greasy,  
delicious, high fat, high salt  
meal...**

**and then CRASH...**

**Still lovin' it?**



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**Let's look at some common reasons why teens choose fast food & don't want to give it up**



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**#1) “I don’t think I eat that much fast food. It’s usually only once in a while and they are small purchases ”**

**You won’t truly know until you note it. Then, you might be surprised!**

**WHY  
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**#2) “But fast food tastes so much better than healthy food!”**

**You’ve learned to think it is, but by making a switch you can unlearn this self-taught habit.**



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**#3) “But I’m spending way less on fast food than making my own food!”**

**You really think so? If you buy a meal everyday from M-F for \$10, that’s \$50 a week!**



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\$50 is A LOT of money! For that price you could buy snacks and groceries to last you for 2 weeks!



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**#4) “I’d like to kick the fast food habit but don’t know where to start”**



**Start small & keep at it. It can take ~6 weeks of healthy eating habits to ditch your fast food cravings.**

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**#5) “But I don’t have time to make my own food.”**



**If you have time to go to the bathroom in the morning, you have time to pack snacks or make a lunch. Proper planning makes prepping food a breeze.**



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**#6) “To be honest, I don’t want to give up fast food, I like it too much!”**



**You may love it, but that doesn’t change that it’s not the best for your body! In the very least, practice moderation! Instead of daily, let yourself have a treat once or twice a week.**



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**It's time to self-evaluate.**

**To figure out your fast food habits, you need to ask yourself a couple questions.**

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**1) How often** am I buying fast food?

*Daily?*

*Twice a day?*

*Weekly?*

*\*WAN results indicated 66% of you up to 3x/week!*



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2) **What time** of day am I usually buying fast food?

- *Morning stop before school?*
- *Quick bite during lunch?*
- *Pick up food on the way home after school?*



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3) **Why** am I buying fast food?




WHY?

- *Lack of time?*
- *Running late?*
- *Lazy?*

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4) Every time you spend a penny, **write it down!** Then add it up at the end of the day!

Beware of little  
expenses;  
 a small leak  
will sink  
a great ship.

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5) Now you can plan a strategy.



- *Take out XX amount of cash to last you for the week (i.e. \$20)*



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**What strategies can I try?**

Let's look at some scenarios.



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## Scenario 1:

You found that you spend about \$5 every morning (Mon-Fri), which adds up to **\$25.**





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## Scenario 1 Solution:

Buy whole grain cereal

5 bananas

2L 2% milk

**ALL FOR \$12.00!**

Breakfast for a week at half the cost of buying!

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## Scenario 2:

You found that you always buy lunch; either a poutine, fries, burger or pop. You spend about \$10 a day on lunch (Mon-Fri), which adds up to **\$50**.



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## Scenario 2 Solution:

Buy a loaf of whole wheat bread

lunch meat

Lettuce + Cheese

Fruit (for snacks or flavouring water.)

**ALL FOR \$25.00.** Lunch for a week, half the cost!

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## Scenario 3:

You found that you tend to usually buy snacks, like chips & pop, for \$6, either during the day or after school on your way home causing you to spend **\$30** from Mon-Fri.



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## Scenario 3 Solution:

Make your own trail mix (nuts + dried fruit)

Rye crackers + peanut butter

**ALL FOR \$16.00**

Snacks for a week at half the cost! Carry them with you so when you get hungry you don't need to buy!

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We've talked about 3 scenarios  
& 3 realistic solutions,

It's easy to see that planning  
your meals/snacks can easily  
save you money!



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## Some other examples:

### A good lunch is not expensive

Lunch #1		Lunch #2	
Homemade lunch of meat and cheese		Small pre-packaged lunch meat and cheese	\$4.29*
- 22 g whole grain crackers	\$0.39		
- 38 g slice of low-fat deli turkey	\$0.81		
- 25 g slice of reduced-fat cheese	\$0.36		
Water, 1 bottle	\$0.00	1 can pop (8 oz/237 mL)	\$0.48*
113 g/½ cup unsweetened applesauce	\$0.41	1 package fruit-based candy	\$0.40*
125 g/½ cup small container of yogurt	\$0.64	Potato chips, 28 g – 30 g	\$0.50*
<b>Total cost</b>	<b>\$2.61</b>	<b>GST</b>	<b>\$0.28</b>
		<b>Total cost</b>	<b>\$5.95</b>
<b>Savings per meal (5.95 – 2.61)</b>	<b>\$3.34</b>	*GST is charged on these items.	
<b>Savings per school year (200 days a year)</b>	<b>668.00</b>		

Nutrients	
Lunch #1	Lunch #2
Higher in:	Higher in:
• Vitamin C	• Fat
• Protein	• Sugar
• Calcium	• Salt
• Vitamin A	
• Vitamin D	

Eating healthy doesn't have to always cost more. The two lunches compared show healthy eating can cost less. Prices are September 2011, Edmonton, Alberta.



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**Remember, don't fall victim  
to the gimmicks of fast  
food....**

You already know it's not the  
best for your health.





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If you continue...

<https://www.youtube.com/watch?v=vLTgTH3Kems>



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**Not to mention, spending \$10 a day adds up!**

**... \$50 from M-F**

**... \$200 in a month**

**... ~\$2000 from Sept-June**

**You could have bought yourself a car for \$2000!**



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**THANK YOU**

*Sources: Alberta Nutrition Guidelines for Children & Youth*