



# COOKING MATTERS

A LONG-TERM IMPACT EVALUATION

The first-ever long term study of Cooking Matters showed the six-week cooking, shopping and nutrition course has a powerful, sustained impact that is significantly greater than changes that would have occurred without an intervention.

Research shows that this type of food resource management is an important component of reducing hunger and food insecurity.

## COOKING MATTERS IMPROVES PEOPLE'S ATTITUDES ABOUT COOKING:

▲ 10%

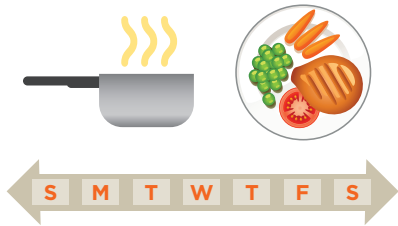
Increase in families that are more confident in their cooking abilities.

▼ 11%

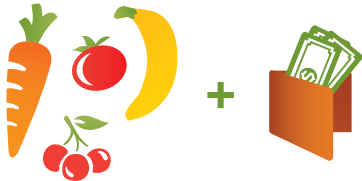
Decrease in barriers seen by families to making healthy, affordable meals.

## AFTER COOKING MATTERS, FAMILIES ARE...

Cooking meals more often,



and making meals healthier  
and more budget-friendly.



This is not just an immediate effect – families are using techniques to make **home-cooked meals healthier even six months after they finish the course.**

Eating healthier, putting them at lower risk for diet-related diseases like obesity, diabetes, heart disease and cancer.

In the short-term (3 months), families are eating more fruit.

Over the long-term (6 months), they are eating more vegetables, including non-fried options and green salad.

This change is long-lasting.

### Six months after the course, families reach for:

Low-sodium options

**11%**  
MORE OFTEN

Low-fat dairy

**9%**  
MORE OFTEN

Lean protein and whole grains

**8%**  
MORE OFTEN

More confident that they'll be able to afford enough food.

Before the course, families “sometimes” worried that food might run out each month; six months later, they “rarely” worried about this.

### After learning Cooking Matters strategies including:



HOW TO  
PLAN  
MEALS



SHOP  
WITH  
A LIST



COMPARE  
UNIT  
PRICING

### Families were 17% more confident in stretching their food dollars

(including federal benefits like SNAP and WIC) due to the strategies they learned in Cooking Matters, like planning meals, shopping with a list and comparing unit prices.

## ABOUT THE STUDY

The first-ever long-term evaluation of Cooking Matters was conducted by Altarum Institute, an independent health systems research organization from April 2014 to March 2015. The 1,600+ study participants included families taking a Cooking Matters course and a comparison group of families who did not take the course. They were surveyed before the course began, and three and six months after it finished.

## ABOUT COOKING MATTERS

Cooking Matters is helping end childhood hunger by inspiring families to make healthy, affordable food choices. Our programs teach parents and caregivers with limited food budgets to shop for and cook healthy meals.

Cooking Matters is a campaign of Share Our Strength, an organization working to end hunger and poverty.



This evaluation was made  
possible through the support  
of Walmart.

EVALUATION CONDUCTED BY

