

Small Steps to Health and Wealth™ Colorado

Say “No” to Super-sizing



Another commonality between health and wealth is that when considering making changes to either, people generally fear making drastic changes. If you believe you must make drastic changes to your lifestyle to make improvements, you may “freeze” and just do nothing. Planning to make just small changes may improve your success in the long run. One small step is to *Say “No” to Super-sizing*.

This behavioral change strategy helps you understand the hazards associated with super-sized eating and super-sized spending. For a quick overview of this strategy, view the [video](#).

“Value marketing” encourages you to purchase more than you may need by making larger portions or buying multiple items seem like a bargain. Other marketing strategies used are BOGO or “Buy One Get One” free and “two packages for the price of one.” For example, one package of cookies costs \$2.75 or two packages for \$5.00. Is it worth the temptation of having another whole package of cookies in the house to save 50 cents?

“Our state of mind, more than anything else out there, determines our level of success.”

Barbara Stanny

[Secrets of Six-Figure Women](#)

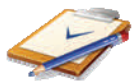
In many food settings, portion sizes have become bigger than what they used to be. Fast food meals, quick-serve eateries, elegant restaurants, supermarkets, and even cookbooks now promote larger portions, causing many people to unintentionally consume excess calories. Experts agree that *rightsizing* your food portions is one of the easiest ways to reach and maintain a healthy weight at any age.

The same can be said for non-food purchases. Do you really need to buy two pairs of shoes even if you get a third pair free? However with your savings, super-sizing can be an excellent opportunity for you. If your employer will match your savings dollar for dollar in a 401(k) plan, you should super-size your contributions as high as you can. Or super-sizing the monthly re-payments on your credit card debt can provide a great return on your money.





Review the *Say “No” to Super-sizing Handout: Ten Easy Ways to Downsize Serving Sizes* and *From Wallet to Waistline: The Hidden Costs of Super-sizing*. Think about and compare a variety of food purchasing situations where serving size is offered as an option—fast food, coffee shops, restaurants, packaged foods, etc. What determines how you decide what size to buy? What is the better buy economically? What is the better buy for your health? Which of the ten easy ways listed in the handout could you try? What are other options?



Review the *Say “No” to Super-sizing Handout: Nine Ways to Downsize Spending*. Have you tried any of the nine ways? Were you successful? What other ways have you tried to downsize spending? Were you successful? What will you try in the future?

Notes

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Extension, and the University of Florida Extension. For additional information about purchasing the *Small Steps to Health and Wealth* book, visit www.nraes.org. The project was supported by the Rural Health and Safety Education Competitive Program of the USDA National Institute of Food and Agriculture (NIFA) grant number 2011-46100-31139. **Program Materials –September, 2013.**