

LifeSolutions® Corner

How to beat the high cost of healthy eating



YOU SHOULDN'T HAVE TO CHOOSE BETWEEN YOUR BANK ACCOUNT AND YOUR HEALTH. BUT ALL TOO OFTEN, AMERICANS ARE FEELING SQUEEZED.

A recent survey of more than 2,000 people confirmed it: 59 percent of respondents said cost was a major barrier to adopting healthy habits.

When it comes to eating well, there are some things—like the price of groceries—that you can't change. But understanding the challenges of buying and eating nutritious foods is an important first step. That way, you can adopt strategies to overcome these obstacles and improve your own health and your family's while sticking to your budget.

The problem: Living in a food desert means being miles from the nearest grocery store and lacking reliable transportation.

What you can do: If possible, shop at farmers markets or look for healthy options at small stores or bodegas. When access to fresh produce is limited, buy canned or frozen items. They're less expensive and last longer. Look for packages without syrup, butter, or cream sauces, which add sugar and salt.

The problem: Targeted marketing of unhealthy foods. Studies show that ads for junk food and fast food target people who are low-income, Black, or Hispanic.

What you can do: Cut back on family TV time, especially while you're eating. This can reduce exposure to ads for unhealthy foods. That's particularly important for children, who are easily swayed.

The problem: Food insecurity, which is the inability to afford or access safe, nutritious foods.

What you can do: Check your eligibility for assistance programs, such as the Supplemental Nutrition Assistance Program (SNAP). Stretch your grocery budget by planning recipes and shopping with a list.

Add nutrient-rich but economical options like lentils, lettuce, bananas, apples, eggs, peanut butter, and canned fish. Purchase items like beans or grains in bulk, and for packaged goods, choose store brands—they can slash your bill by 20 to 30 percent.

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Featured Webinar: **Eat Your Way to Better Health**

The food we eat has a bigger impact on our health than almost any other factor. Yet in today's environment of minimal time and super-sized portions, and with conflicting reports about what is and is not healthy, many of us struggle to get the nutrients we need to thrive. During this interactive session, we'll take the guesswork out of healthy eating and provide simple, sustainable strategies that can be incorporated into even the busiest lifestyles. Whatever your health-related goals might be, this session will empower you with resources and information to help you lead the longest and healthiest life possible.

Visit workpartners/lifesolutions and log in with your company code to watch the webinar and explore other resources on our website.

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