

Fruit & Vegetable Prescriptions

Skye Cornell

Wholesome Wave

March 17, 2017

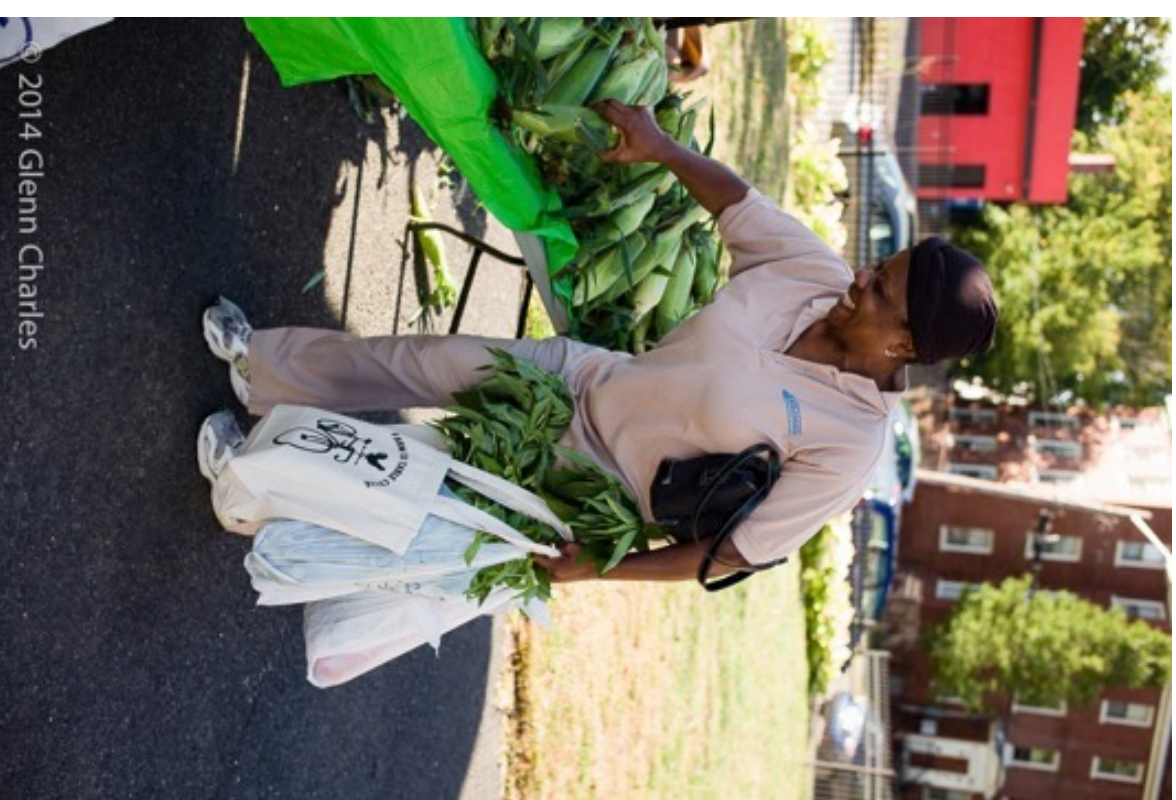
WHOLESOME WAVE

VISION

Healthy, affordable, local food for all

MISSION

Wholesome Wave empowers underserved consumers to make healthier food choices by increasing affordable access to fresh, local and regional food.



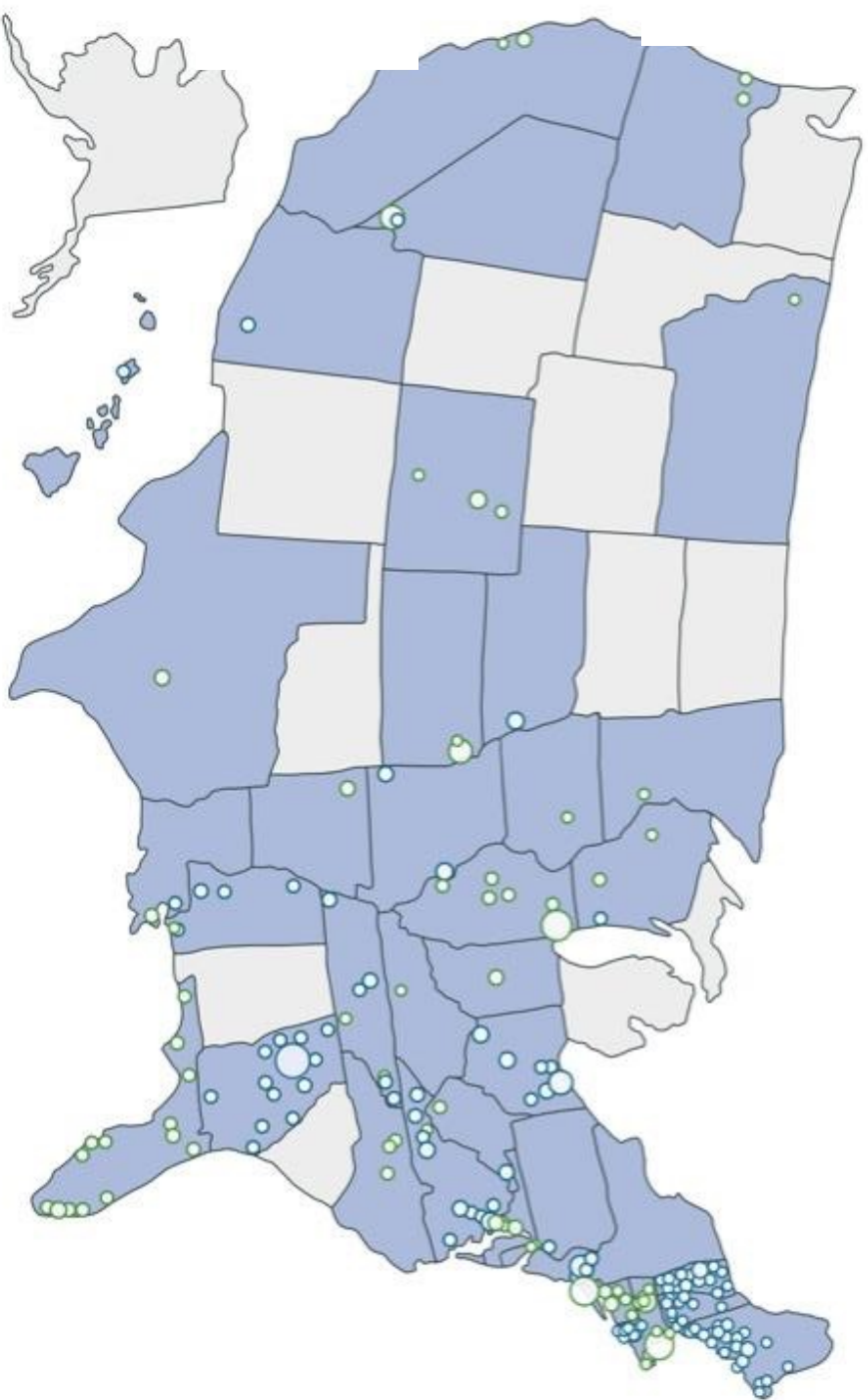
PROGRAMS, PROJECTS AND POLICY CHANGE

The National Nutrition Incentive Network

46 States, plus
D.C.

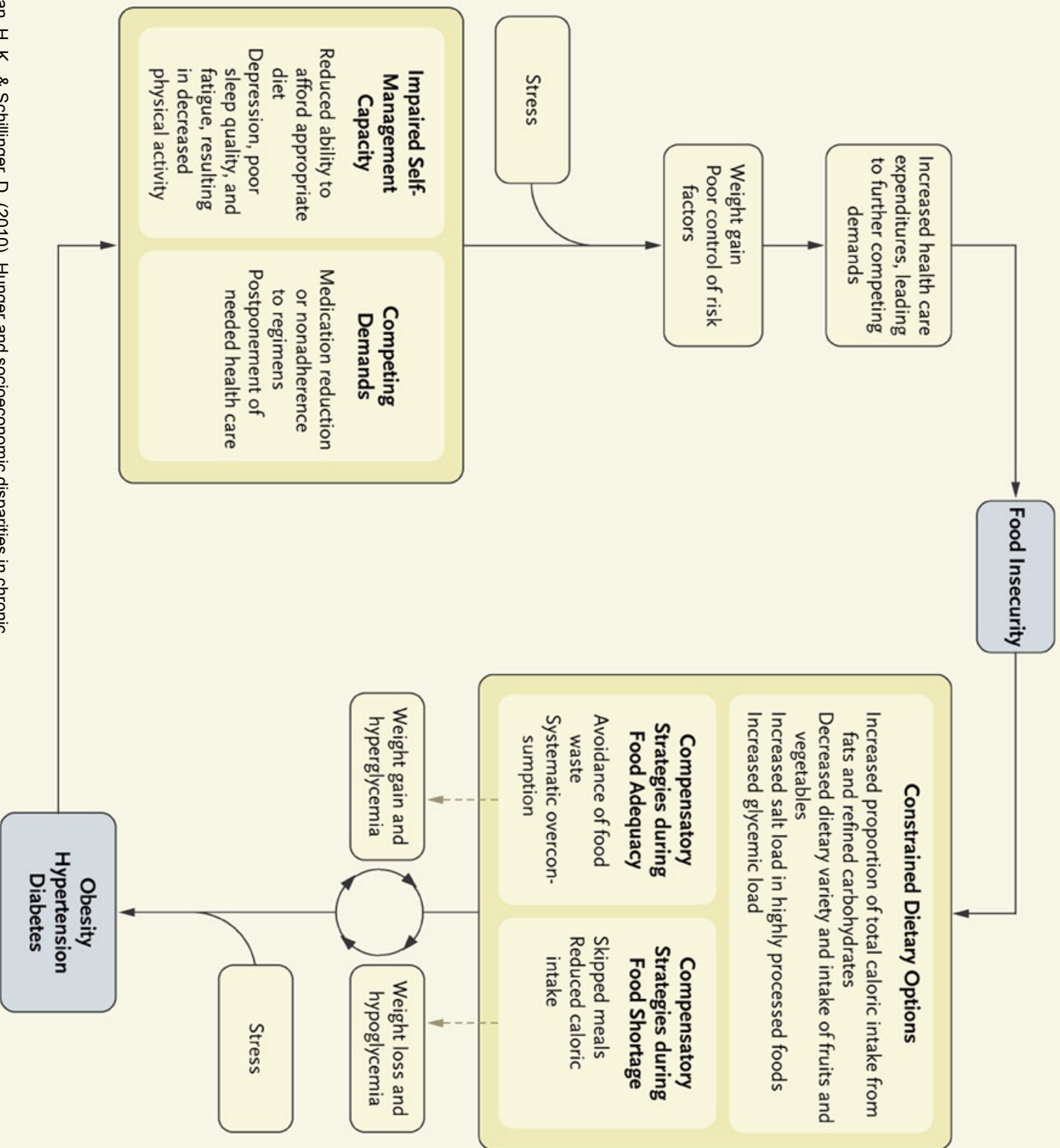
275+ Network
Members

750+ Sites



- Direct-to-Consumer Markets
- Grocery Stores
- Hospitals
- Community Health Clinics
- Food Hubs

The Cycle of Food Insecurity & Chronic Disease



Seligman, H. K., & Schillinger, D. (2010). Hunger and socioeconomic disparities in chronic disease. *New England Journal of Medicine*, 363(1), 6-9.

THE EVOLUTION OF FVRX



WHAT IS A FRUIT AND VEGETABLE PRESCRIPTION PROGRAM?

A cross-sector approach to increasing affordable access to healthy food that leverages:

- A “prescription” for fruits and vegetables,
- Financial incentives,
- Respect and authority of health care providers,
- Educational resources about nutrition and healthy eating, and
- Participating, accessible retail locations.



THE EVOLUTION OF FVVRX



2010: FEASIBILITY TESTING

- Pilot sites in Massachusetts & Maine
- Testing the concept:
 - Can we build effective partnerships between health care providers and farmers markets?
 - Will participants redeem prescriptions for local fruits and vegetables?

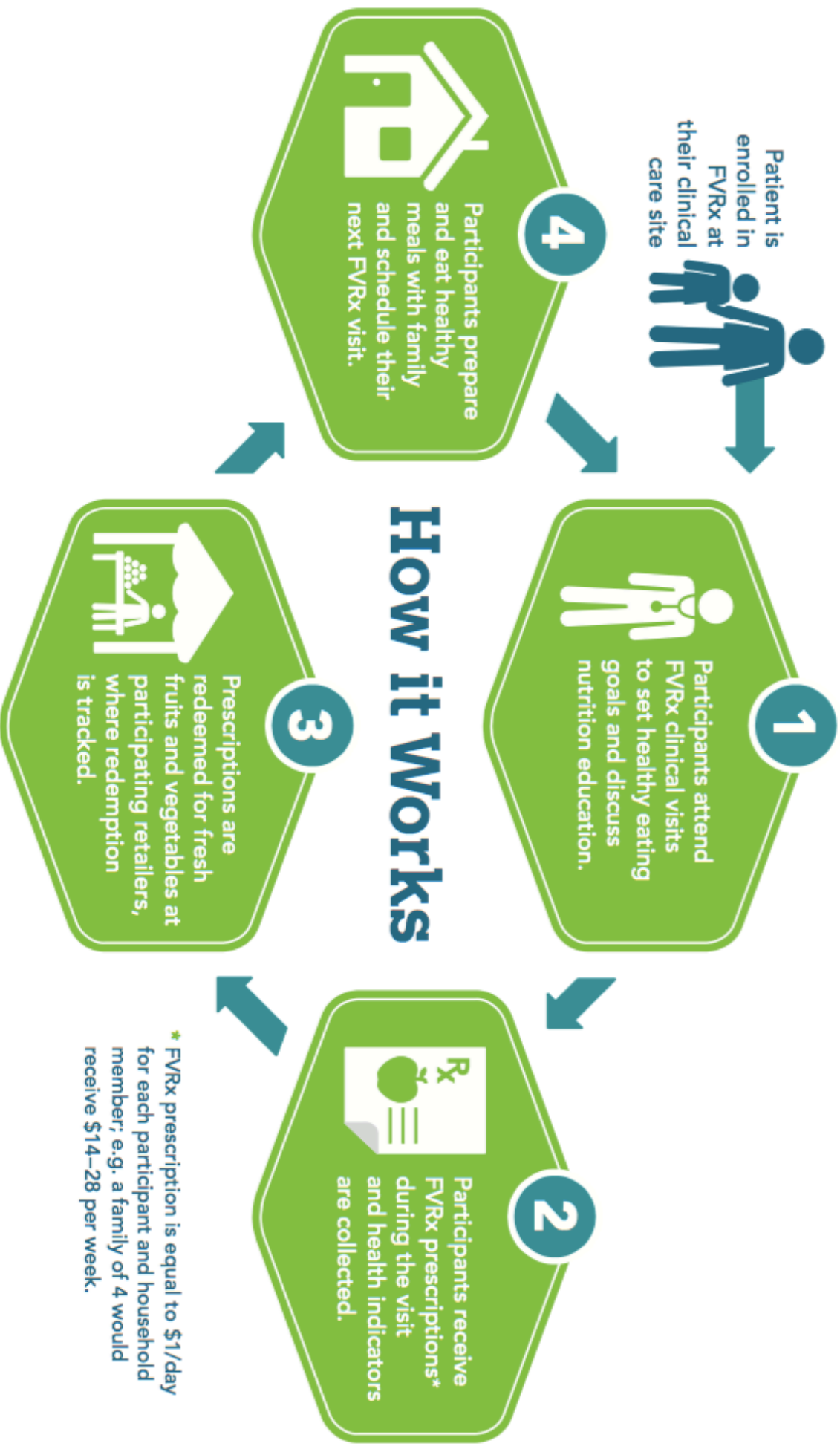
THE EVOLUTION OF FVVRX



2011-2013: IMPLEMENTATION OF STATIC MODEL

- Goal: Refine program design & aggregate data to demonstrate impact and outcomes
- 12 participating communities across the country

THE TYPICAL FVRx MODEL



Patient is enrolled in FVRx at their clinical care site



4



Participants prepare and eat healthy meals with family and schedule their next FVRx visit.

1



Participants attend FVRx clinical visits to set healthy eating goals and discuss nutrition education.

3



Prescriptions are redeemed for fresh fruits and vegetables at participating retailers, where redemption is tracked.

2



Participants receive FVRx prescriptions* during the visit and health indicators are collected.

* FVRx prescription is equal to \$1/day for each participant and household member; e.g. a family of 4 would receive \$14–28 per week.

AND THE OUTCOMES WERE POSITIVE

PATIENTS

Health improves

69% Increased their fruit and vegetable consumption

Decreased their BMI

Quality of care increases

91% agreed or strongly agreed that they were happier with their healthy weight or diabetes care because of their participation in FVRx

*2011–2015

COMMUNITIES

Local benefits

Nearly
\$670,000*

in FVRx prescriptions have been spent on fruits and vegetables benefiting local and regional farmers and community retailers

FAMILIES

Food security increases

45% of patient households reported an increase in food security over the program period



Affordable access to healthy food increases

92% reported that the FVRx prescription was important or very important in their family's decision to shop at the participating farmers market or grocery store



THE EVOLUTION OF FVRX



2014 - ongoing: ADAPTATION

- Scaling program reach
- Allowing for program modifications to better serve unique communities and populations
- Streamlining implementation

IN THE FIELD: LOS ANGELES FVRRX



ADAPTING THE FVVRX MODEL

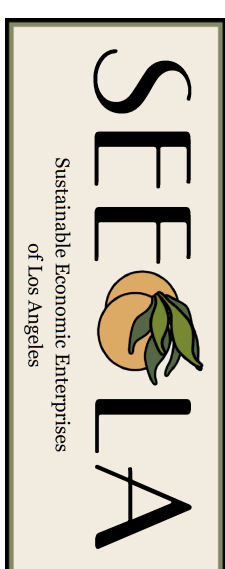
LOS ANGELES FVVRX PROGRAM

Objectives:

- Increase the affordability of fresh fruits and vegetables for 500 in-need youth and their families.
- Provide a comprehensive, multi-prong program to accompany financial “prescriptions” for fruits and vegetables.
- Inform program sustainability and replicability through an analysis of the program’s impact on access and affordability.



EISNER PEDIATRIC & FAMILY MEDICAL CENTER



Groceryships

Wholesome Wave

TARGET COUPON EXPRESS 01/31/17

redeemable at all Target stores or select SEE-LA Farmers Markets.

Category Coupon. Valid in-store only. Limit one identical coupon per guest. Redeemable at all participating SEE-LA Farmers Markets. Not valid for alcohol, tobacco, pharmaceuticals, household goods, or other non-food items. See participating SEE-LA Farmers Market for restrictions, limitations, and participating SEE-LA Farmers Markets. Coupon restrictions, limitations, and participating SEE-LA Farmers Markets are listed on the coupon. Some restrictions may apply. Coupon restrictions, limitations, and participating SEE-LA Farmers Markets are listed on the coupon.



If you have any questions regarding SEE-LA, please see the Terms & Conditions at the bottom of the coupon.

Participant ID: _____

LA FVRX

LA FVRx® vouchers can be spent at any



See the back panel for a list of Target stores

1 Shop for fresh fruits and vegetables.

2 Display voucher(s) at checkout for \$5 off \$5 of produce at Target. Excludes frozen or canned.

Cupones de LA FVRx® se pueden gastar en cualquier



Ver el panel posterior para obtener un(a) lista de las tiendas Target

1 Compra para las frutas y verduras frescas.

2 Mostrar los cupones en caja para reducir \$5 para cada \$5 de frutas y verduras frescas. Excluye congelados o enlatados.

Below is a list of Target store locations in Los Angeles county. LA FVRx vouchers can be spent at any Target location until 01/31/17.

A continuación se muestra una lista de las ubicaciones de las tiendas TARGET en el condado Los Angeles. Cupones de LA FVRx se pueden gastar en cualquier TARGET hasta el 31/01/17.

LA Central
735 S Figueroa St.
Los Angeles, CA 90017

Los Angeles Eagle Rock
2626 Colorado Blvd.
Los Angeles, CA 90041

LA Beverly
8480 Beverly Blvd
Suite 1A
Los Angeles, CA 90048

West Hollywood
7100 Santa Monica Blvd.
Suite 201
West Hollywood, CA 90046

Inglewood
3471 W Century Blvd.
Inglewood, CA 90301

Culver City South
6000 Sepulveda Blvd.
Culver City, CA

Culver City
10820 Jefferson Blvd.
Culver City, CA 90230

Gardena
2169 W Redondo Beach Blvd.
Gardena, CA 90247

Hawthorne
2700 W 120th St.
Hawthorne, CA 90250

Rosemead
3600 Rosemead Blvd.
Rosemead, CA 91770

Pico Rivera
8800 Whittier Blvd.
Pico Rivera, CA 90660

Los Angeles
3535 S La Cienega Blvd.
Los Angeles, CA 90016

Glendale
2195 Glendale Galleria
Glendale, CA 91210

Compton-Rancho Dominguez
1621 S Alameda St.
Compton, CA 90220

LA Westwood
10661 Weyburn Ave.
Los Angeles, CA 90024

Alhambra
2020 W Main St.
Alhambra, CA 91801

Commerce
5600 Whittier Blvd.
Commerce, CA 90022

South Gate
5700 Firestone Blvd.
South Gate, CA 90208

Pasadena
777 E Colorado Blvd.
Pasadena, CA 91101

Burbank
1800 W Empire Ave.
Burbank, CA 91504

You can also find the store nearest you at target.com/store-locator/find-stores
También puede encontrar la tienda más cercana a target.com/store-locator/find-stores



Groceryships
Wholesome Wave
www.wholesomewave.org



USDA NATIONAL FRESH MARKET CENTER

PLUG-AND-PLAY PACKAGED TOOLS

Program
Design

Clinical
Training &
Tools

Patient
Recruitment &
Enrollment

Retail Training,
Tools &
Processes

Patient
Engagement &
Education

Program
Evaluation

FREE FRUITS & VEGETABLES

When you participate in the LA Fruit and Vegetable Prescription Program® (LA FVRx®)

\$30 a month per household member to buy fruits and vegetables*

*Standard amounts will vary by family size

AM I ELIGIBLE?

- ✓ Children ages 2-18 years old
- ✓ Patients eligible for Medi-Cal

Participation won't interfere with food benefits, like SNAP, WIC, commodities, or SSI

Parents and guardians of patients can also participate in weekly Groceryships classes to learn about nutrition, cooking skills, and healthy shopping skills.

To find out if you are eligible call:

Nelson Samayoa @ 213-342-3358

Groceryships
Wholesome Wave

www.wholesomewave.org



Kaiser Permanente & Family Medical Center

Thank you!

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Wholesome Wave



/wholesomewave @wholesomewave @wholesomewave

www.wholesomewave.org

Fruit and Vegetable Prescription Program in Washington, DC

Photo credit: Caitlin Sanders and Joe Molieri

Who we are

DC Greens drives long-term systems change to advance food justice in the nation's capital.

We do this by:

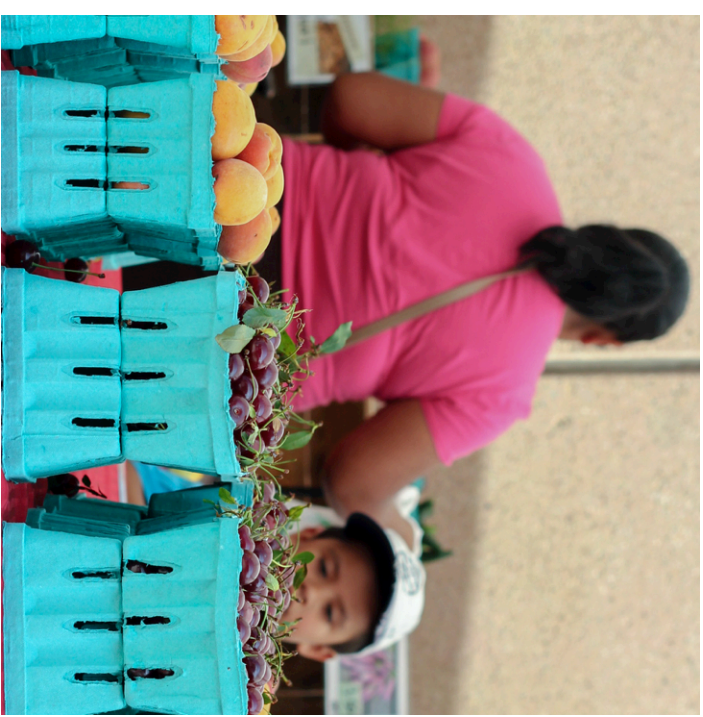
- Building bridges between government, private sector, communities and non-profits;
- Developing advocacy channels to amplify marginalized voices;
- Curating best practices and leveraging existing infrastructure;
- Responding to community needs; and
- Providing thought leadership



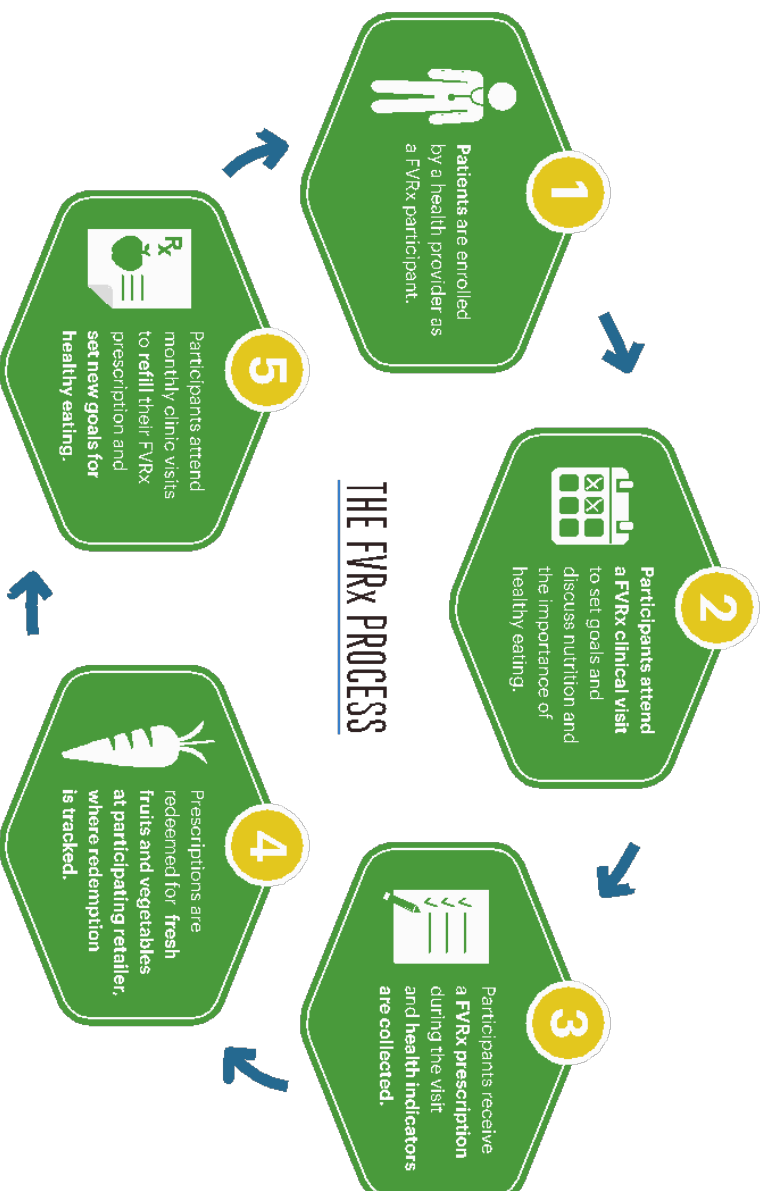
Target Audience and Participant Recruitment

DC's Fruit and Vegetable Prescription Program (FV/Rx) is designed to reach **DC residents who are experiencing food insecurity and are at risk for or experiencing diet-related chronic illness.**

Participants are referred into the program by their primary care provider and participate in monthly group wellness visits from June - November. At the visit participants receive wellness education and their prescription.



HOW FVRx WORKS



Credit: Wholesome Wave

Clinician Perspective

“FV/Rx enables me to practice like I’ve always wanted to in treating children and families with unhealthy weight: instead of a medicine, I prescribe fruits and vegetables. And rather than wish that families could afford to purchase abundant fruits and vegetables every week, FV/Rx takes away the financial barriers that children from low-income families often face and makes it easy for their families to get fresh produce. As a result, I am seeing patients and families being transformed – eating well, moving more, and most importantly – moving toward a healthier weight.”

Ryan Buchholz, MD, FAAP (Fellow of the American Academy of Pediatrics), Steering Committee Member, Institute for Healthy Childhood



Program Cost

Staff: clinics, farmers' markets, coordinating partner, nutrition educator

Prescription: \$20 per participant + \$5 for each additional family member per week

Other materials:

- At-market tracking system
- Tokens, checks, chits, etc.
- Recipes
- Cooking demonstrations



2016 by the Numbers



\$66,190 distributed (91.77% spent)

411 participants and family members enrolled

55 farmers' markets

3 clinic partners (Unity Health Care, Mary's Center, Community of Hope)

2 funding partners (DC DOH, AmeriHealth Caritas DC)

Program Outcomes

Annually, between 50-55% of participants experience a reduction in their BMI/BMI percentile.

Clinic patients receiving both a group wellness and FV/Rx intervention attended 54% more visits than patients only receiving a group wellness intervention.



Challenges and Successes

Challenges

1. Staff turnover at health clinics
2. Technology glitches at farmers' markets
3. Training of farmers' market staff and volunteers

Successes

1. Funding partnerships
2. Cohort model
3. Patient retention
4. Strong patient relationships with farmers' market and clinic staff



Addressing Social Determinants of Health

Increases access to nutritious food in neighborhoods identified as food deserts

Develops stronger relationships between patients and their health care providers

Works towards patient compliance with well-patient visits


Provides translation of materials for non-English speakers

Supports access to nutrition education

Program Funding and Sustainability

Funding sources:

- DC Department of Health
- AmeriHealth Caritas DC
- Hillside Foundation
- The Family Alliance Foundation

What does sustainability look like? All health care providers in DC are able to screen their patients for food insecurity and risk for developing diet-related chronic illness. If a patient screens positive for both, the health care provider should be able to give the patient a prescription redeemable for fruits and vegetables.  [dcgreens](http://dcgreens.org)



Contact Us

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www.dcgreens.org

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