



# **The Fruit and Vegetable Prescription Program: A Community Health Approach to Healthy Food Access**

**October 20, 2015**

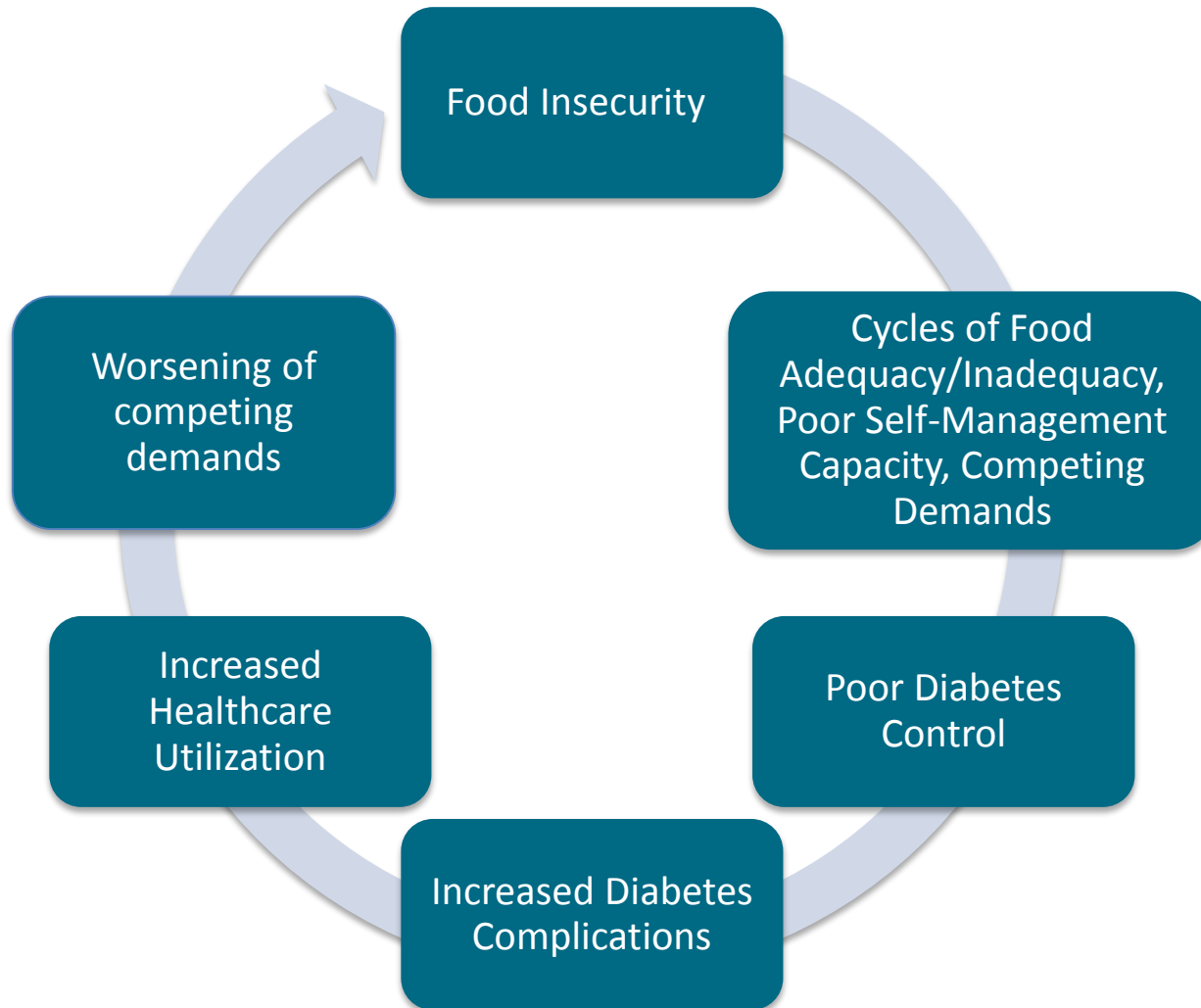
# The Cost of Food Insecurity & Chronic Diet Related Disease

48 million Americans live in food insecure households

Food insecurity can cause and exacerbate obesity and related chronic health conditions

Chronic diet related disease costs the U.S. \$190.2 billion annually

# Cycle of Food Insecurity and Diet Related Disease: Diabetes



# Food is Medicine

Addressing affordable access through fruits and vegetables:

- Improves health outcomes
- Reduces healthcare costs
- Benefits communities





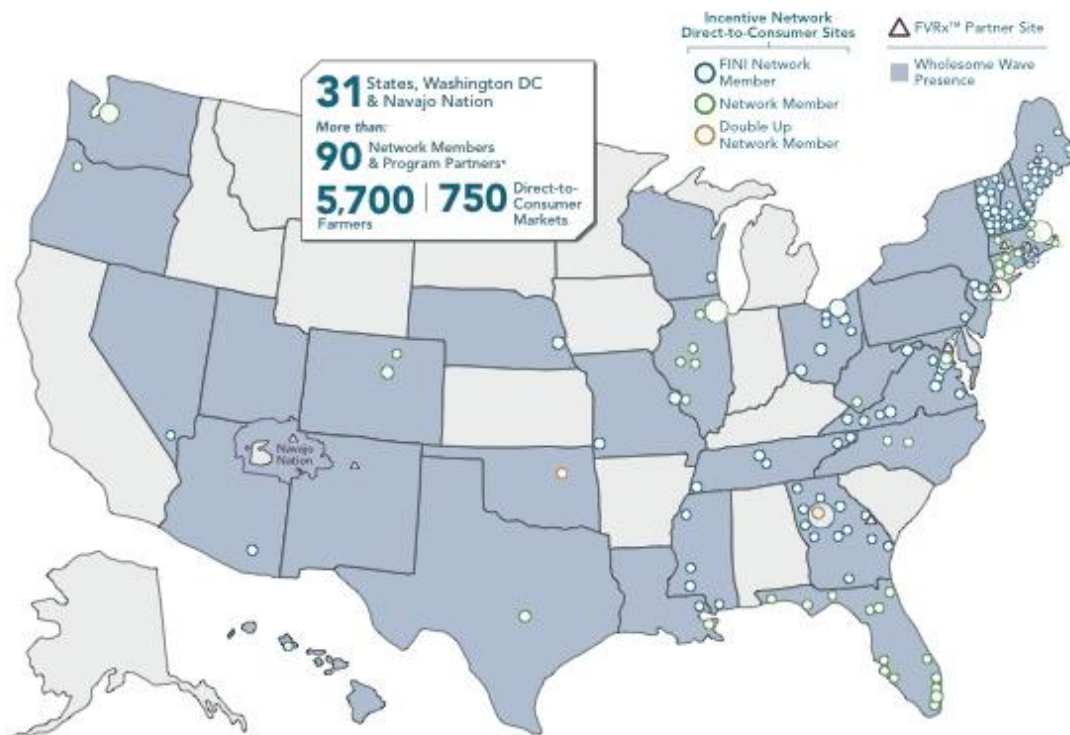
Partner Engagement and Scaling



# Changing the World We Eat In

Vision: Affordable, healthy food for all

Mission: Inspire underserved consumers to make healthier food choices by increasing affordable access to fresh food.



\*Community-based Organizations, Farmers Markets, Healthcare Centers, Hospitals, and Retail Outlets

# FVRx Initiatives

## PARTNERSHIPS



Wholesome Wave creates and supports strong community-clinic partnerships.

## TOOLS AND TECHNICAL ASSISTANCE



Partners have access to nationally tested tools, toolkits, and direct assistance to build their capacity at all phases of programming. Topics include:

- Planning
- Program design
- Training & implementation
- Evaluation & quality improvement
- Sustainability & scaling

## NATIONAL NETWORK



Support FVRx programs by sharing ideas, resources, solutions, and builds the knowledge of prescription nutrition incentive programs through:

- Topical webinars
- FVRx Newsletter
- Annual conference

## POLICY



Engage partners as policy advocates and educators to inform Wholesome Wave's healthcare policy strategy.

# The FVRx Toolkit

The FVRx Toolkit offers instruction on the five main phases of FVRx programming:



Planning & Establishing Partnerships



Designing Your FVRx Program



Program Implementation



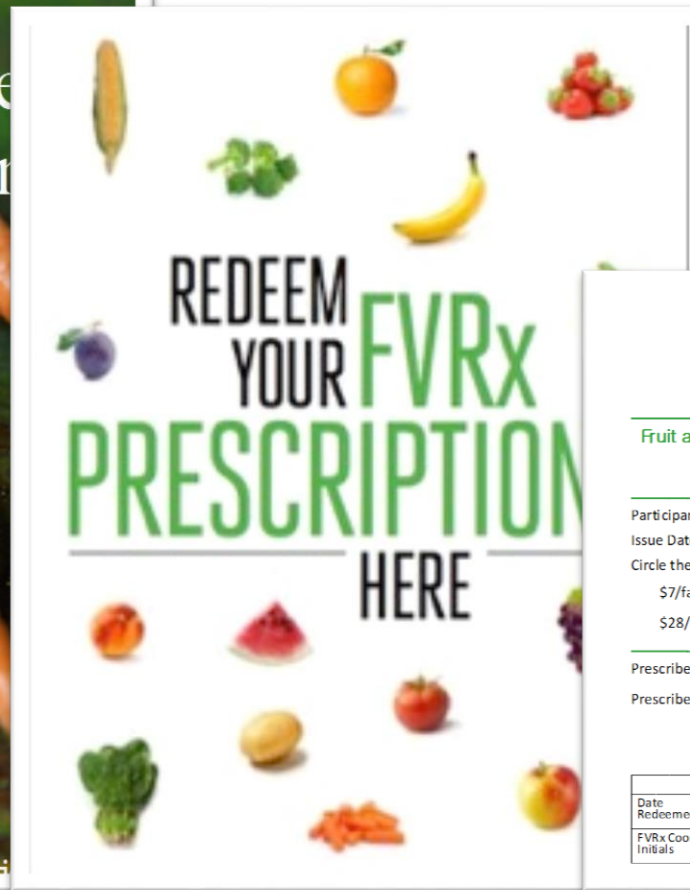
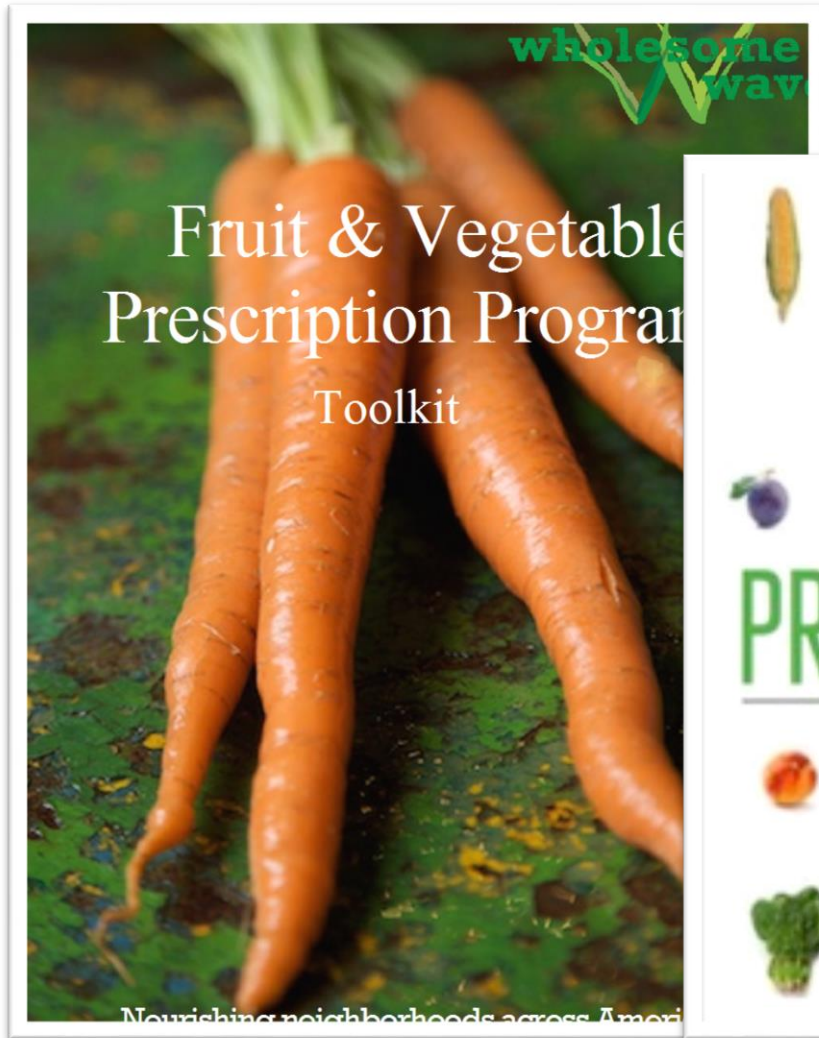
Tracking and Reporting Outcomes



Sustaining and Scaling



# FVRx Tools & Templates



YOUR LOGO HERE

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Fruit and Vegetable Prescription Program™(FVRx™)

Name Here  
Street Name, City, State, Zip

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Participant's FVRx ID#: .....

Issue Date: ..... Exp. Date (1 month after issue): .....

Circle the amount per week based on participant's household size:

\$7/family of 1      \$14/family of 2      \$21/family of 3  
\$28/family of 4      \$35/family of 5 or more\*\*


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Prescriber Name (please print): .....

Prescriber Signature: .....

To be redeemed at FarmersMarket only.  
Street Name, City, State, Zip

	Week 1	Week 2	Week 3	Week 4
Date Redeemed				
FVRx Coordinator Initials				





# Fruit and Vegetable Prescription Program

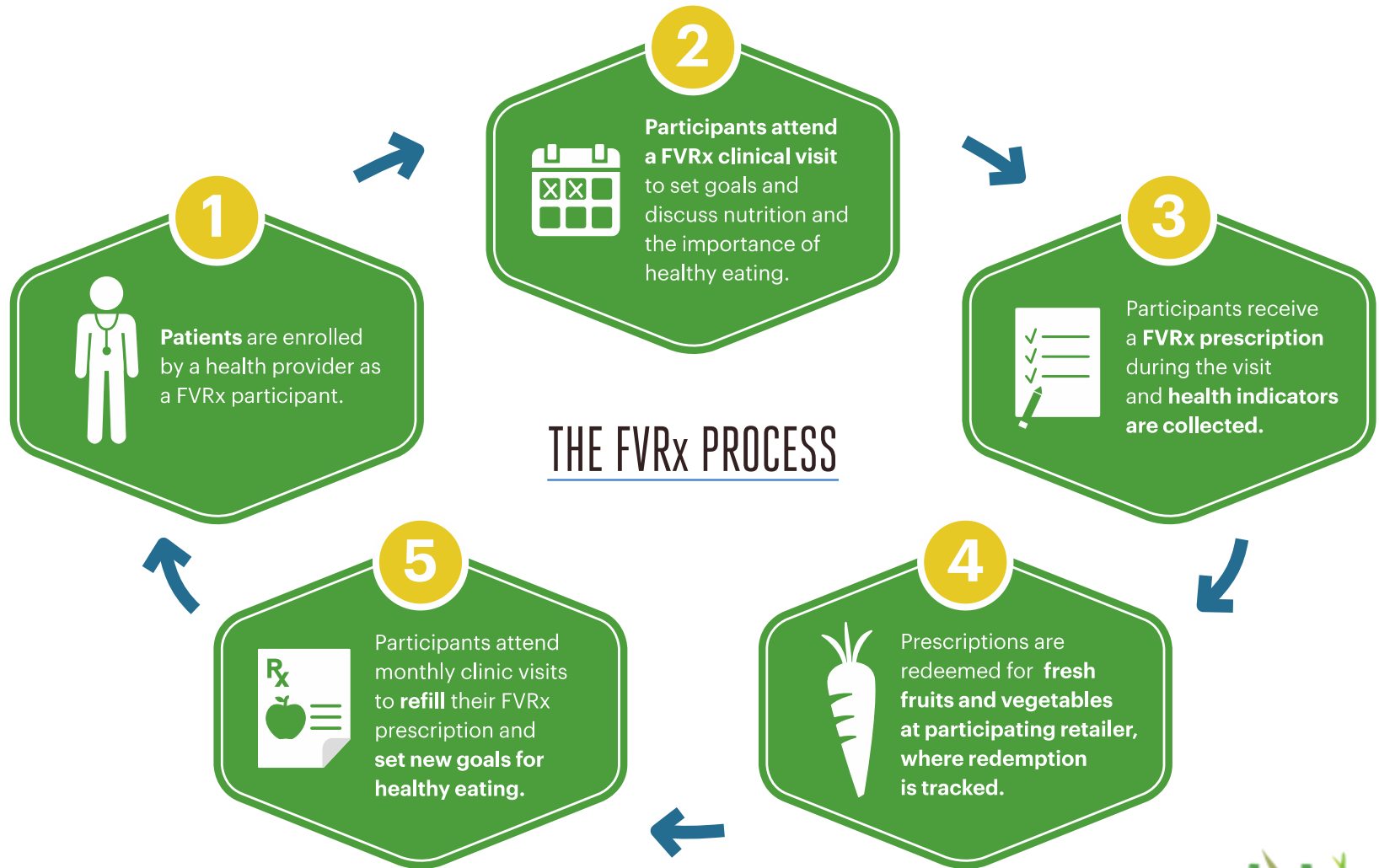


# A Unique Approach

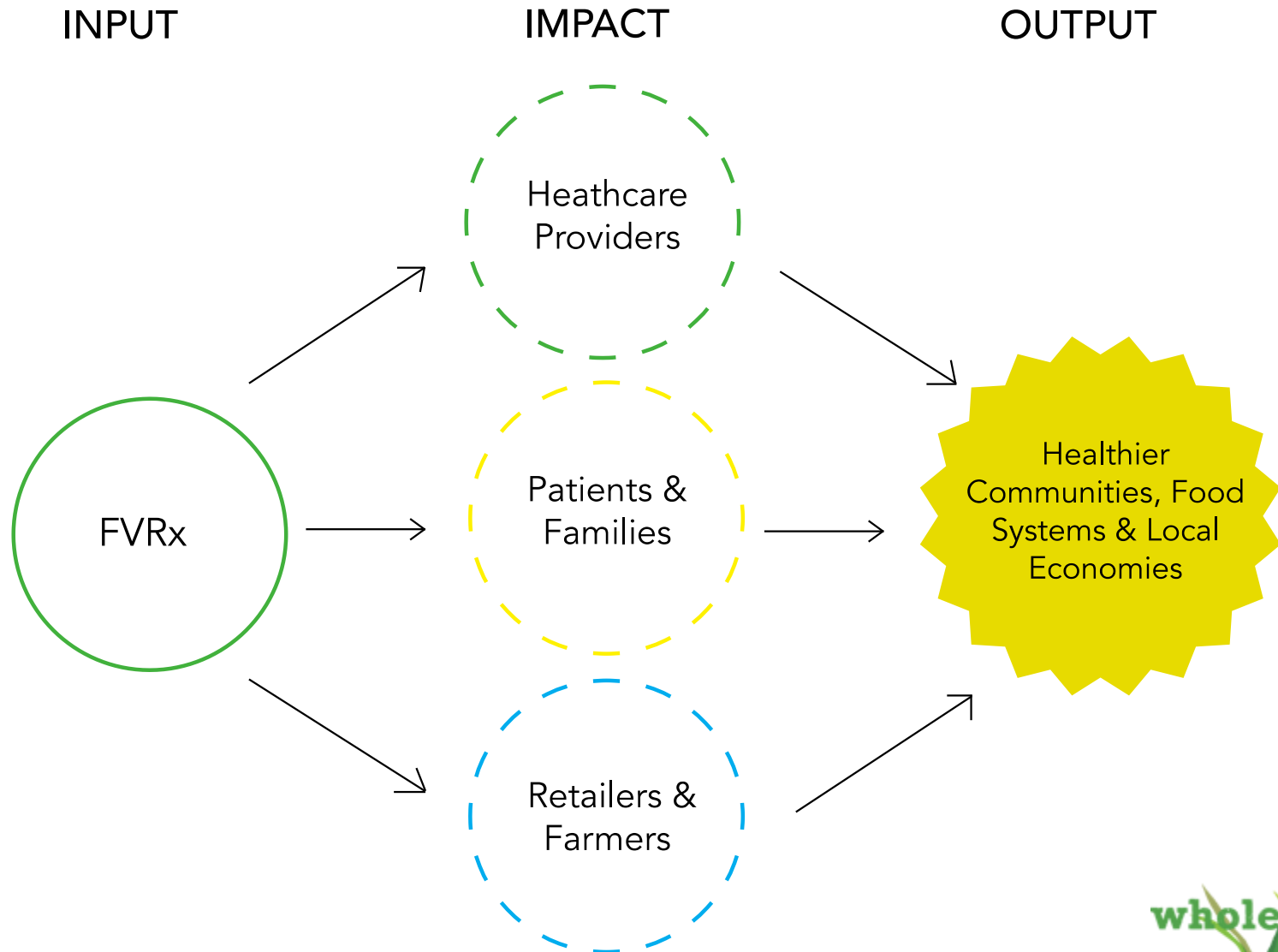


The Fruit and Vegetable Prescription (FVRx) Program helps doctors provide families with innovative fruit and vegetable prescriptions that can be spent at grocery stores and farmers markets.

# How FVRx Works



# Unique Triple Impact







**Outcomes & Results**



# Impact to Date



- **35** Programs in 12 states, DC, and Navajo Nation
- **3,042** patients impacted
- **Over 13,600** individuals reached
- **Over \$500,000** in FVRx prescriptions spent

# Clinical & Behavioral Outcomes\*

- **Body Mass Index (BMI):** Up to **52%** of patients decreased BMI
- **Fruit & Vegetable Consumption:** Up to **78%** increased fruit & vegetable consumption by an avg. of 2.2 cups
- **Food Security:** Families that reported not having enough food decreased by 53%



\*\*Results over a 4-6 month implementation period

# Clinical & Behavioral Outcomes\*

- **Knowledge:** **96%** of participants reported being told about the importance of fruits and vegetables by their healthcare provider at every visit
- **Satisfaction:** **99%** were happier with their healthy weight program because of FVRx
- **Sales:** Coborn's grocery store reported a **1% sales growth** of fruits and vegetables



\*\*Results over a 4-6 month implementation period



# Patient Testimonial

*“Since joining the program I have seen a difference in the way I eat. I take healthy snacks to school like grapes, apples and oranges. Not only has my eating changed but I have also become very active,”*  
**FVRx Patient, New Mexico**



# Provider Testimonial

*“The FVRx program allows the families not only to get nutrition education, but to put it into action. Most of the families we service would not be able to afford the fruits and vegetables without this program. They can take what we talk about in the clinic, out to the market, purchase healthy foods and then take them home and engage the family in a healthy dining experience.” – FVRx Provider, Rhode Island*



# Wholesome Wave Georgia



Sara Berney  
Executive Director

**Mission:** To increase access to good food for all Georgians while contributing to the local food economy

**Goal:** Food insecure families consume fresh, healthy, Georgia grown foods

**History:** Founded in 2009 in partnership with Wholesome Wave





# Wholesome Wave Georgia



"This program has been such a huge help to me! I don't go to the grocery store anymore, I use it [food stamps] all here!"

# FVRx in Augusta, GA

- Augusta's Richmond County
- Pilot at 1 clinic and 1 farmers market with 20 participants
- Women with diet related illnesses
- July – October, 2015
- \$4,830 spent with farmers



# Georgia Model: The Clinical Intervention

- Implemented across multiple cultures, age groups, and health profiles
- Trained Medical Students as Health Educators
- Called patients before visits and markets to increase attendance and aid retention



# Changing Preventative Care

“The FVRx is an excellent experience for first-year medical students to work with an underserved population with diet-related illnesses. Wholesome Wave Georgia provides us the opportunity to do holistic medicine in an unlikely setting.”

**Dr. Christopher E Hines, MD**  
**FVRx Clinician**





# Georgia Model: Redeeming Rx at the Farmers Market

- Market Ambassador to welcome participants and orient them to the market
- Cooking demos highlighting seasonal produce, and culturally appealing recipes



# Cooking Classes

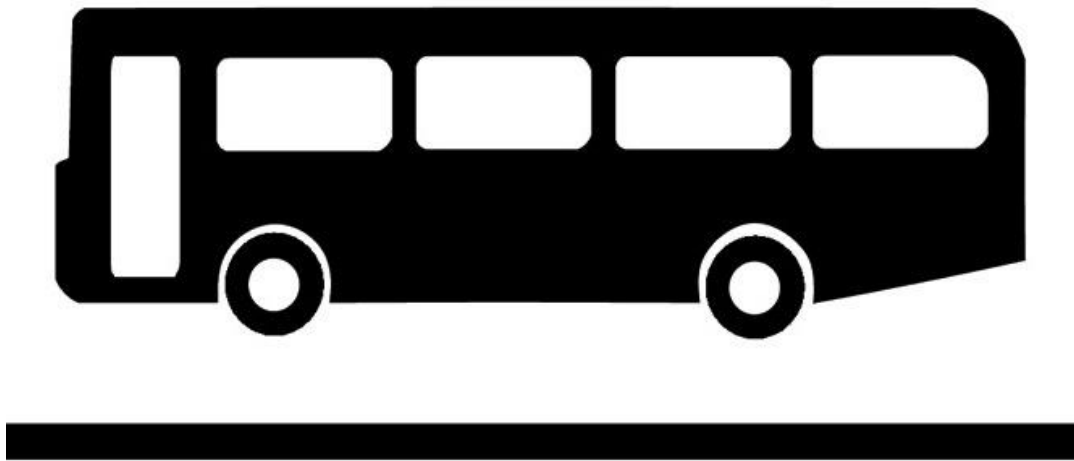
- Monthly cooking classes highlighting seasonal produce, and culturally appealing recipes
- Crockpot cooking to save time





# Transportation

- Transportation provided to and from all FVRx activities, including weekly market and monthly clinic visit
- “Transportation is the secret gold mine of this program. It’s what has kept the women coming back.” **Kim Hines, Augusta’s FVRx Coordinator**



# Building Community

- Coming together regularly to cook and share community meals
- Developing friendships
- Lending a hand to fellow FVRx participants



# Building Community

*St. Luke United Methodist Church &  
G.R.O.W. Harrisburg present ...*

## **A BRIDGE-BUILDING, FARM-FRESH DINNER**

**Sun, Sept 20, 5pm , free & open to all**

### **MENU -**

*Chicken Sliders with Homemade BBQ Sauce  
pastured hen from J and L Farm & Stables, Hephzibah, GA  
BBQ sauce from Icebox Farm, North Augusta, GA*

*Veggie Lentil Sliders with Homemade BBQ Sauce  
BBQ sauce from Icebox Farm, North Augusta, GA  
peppers from Angel Veggies, Augusta, GA*

*Eggplant Balls  
eggplant from St. Luke UMC Teaching Garden, Augusta, GA  
eggplant from Clyde's Fresh Produce, Bartow, GA  
eggs from J and L Farm & Stables, Hephzibah, GA*

*Roasted Sweet Potato Salad with Black Beans  
sweet potatoes from St. Luke UMC Teaching Garden, Augusta, GA  
jalapeno from St. Luke UMC Teaching Garden, Augusta, GA  
peppers from Angel Veggies, Augusta, GA*

*Kale Slaw with Red Cabbage and Carrots  
kale from Adderson's Fresh Produce, Keysville, GA*

*Sweet Basil Pesto Pasta  
sweet basil from St. Luke UMC Teaching Garden, Augusta, GA*

*Zucchini Bites & Sauteed Sweet Potato Greens  
zucchini from Clyde's Fresh Produce, Grovetown, GA  
sweet potato greens from Adderson's Fresh Produce, Keysville, GA*

*Lemongrass Rice Pilaf with Peas  
lemongrass from Icebox Ministries Harrisburg Campus, Augusta, GA  
onions from East Georgia Produce, Bartow, GA*

*Layer Cake with Fresh Whipped Cream & Fruit  
blueberries from Country Sweets Farm, Wrens, GA*

grown &  
prepared by  
participants,  
farmers  
and  
volunteers  
from our  
"Fruit &  
Vegetable  
Prescription  
Program"

**FVRx**

- Augusta

# Meet Sam and Loretta Adderson



“We were planning to pull out of farmers market this year because of the heat. But after sticking around for the first few weeks of FVRx to see how it would affect our sales, we were not going anywhere. Without a doubt, this is our best season ever. The Rx program has also increased the flow of people to the market. The folks traveling down Broad St. see all of the people at the market and wonder what is going on. It’s just fantastic”

**–Sam Adderson, FVRx Farmer,  
GA**



# Meet Nancy



“As the head of a household of ten, I did not realize how little we were eating of fresh fruits and veggies. We always bypassed most of them at the grocery store because they were more expensive than the canned ones. But since the start of the FVRx we have had at least four servings a day with the variety of things we've gotten with our prescriptions at the market.”

**FVRx Patient, GA**

# Program Evaluation

- Partnership with Emory University School of Public Health
- Intake, monthly and follow-up questionnaires
- Monthly clinic visit sheet
- Tracking at the farmers market
- Cooking class surveys





# Lessons Learned

Sustaining and scaling FVRx will require addressing issues such as:

- Program participant retention
- Communication among program providers
- Post-pilot transition to doubling program



# Expansion Across Georgia



# Questions





**Thank you!**

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