South Central NY Fruit & Vegetable Prescription Program

NYS Department of Health
Social Determinant of Health Innovation
Rural Health Network of SCNY

The mission of the Rural Health Network of South Central New York is to advance the health and well-being of rural people and communities.

Counties Served: Broome, Chemung, Chenango, Cortland, Delaware, Otsego, Tioga, Tompkins,

Rural Health Network Services:

- **Community Health Services**: Case Management, Navigation, Education, Advocacy
- **Getthere**: Transportation and Mobility Management
- **National Service**: AmeriCorps, AmeriCorps – VISTA
- **Rural Health Planning** & Population Health (PHIP)
- **Food & Health Network**: Developing the regional food system to support positive health and economic outcomes.
Leveraging Our Agricultural Assets to Improve Health and Economic Outcomes

- **Question:** Why isn’t the health sector working to better utilize our diverse NYS agricultural assets and fresh, nutrient dense food to address diet related chronic disease and food insecurity?

- **Answer:** Food & Health Network: A ten year effort to utilize the regional food system to improve rural health and economic outcomes.

- **Strategy:** Utilize Innovation Funding from Care Compass Network PPS to pilot Fruit & Vegetable Prescription Program.
South Central NY
Fruit & Vegetable Prescription Program

- Help prevent and manage chronic diet-related disease.

- Enhances the effectiveness of existing clinical and community based services by packaging relatively low-cost strategies including vouchers for local produce, nutrition counseling, cooking education, peer support, and transportation assistance to reduce high-cost interventions in the future.

- Participants referred by healthcare providers, meet regularly with a Registered Dietitian, Wellness Coordinator, or Community Health Worker over the course of six to eight months.

- Focus on cardiovascular disease, diabetes, and associated risk-factors
Spending Your Vouchers

1. Buy a weekly produce subscription through VINES Farm Share

   1. To get your own weekly produce box: Pick the most convenient weekly pick-up location below.
   2. Call Kate at VINES, (607) 238-3522 and mention Wholesome Rx to get more info and arrange your pickup.
   3. Arrive at your weekly pick-up location with your Wholesome Rx vouchers. You can pay bi-weekly or monthly with your vouchers.

2. Shop at the CHOW Fresh Mobile Produce Market or Participating Stores

   1. Shop the mobile market or participating grocery store! Vouchers can be spent on any fresh fruits or vegetables.
   2. Pay with your Wholesome Rx vouchers at checkout.
   3. Take home and enjoy!

3. Shop at Participating Farmers Markets

   1. Bring your vouchers to the market welcome table.
   2. Exchange your vouchers for Market Bucks.
   3. Shop the market! You can spend your Market Bucks with any farmer selling fresh fruits and vegetables.

Market Locations

Walton Farmers’ Market
   Fri, 10:00am-2:00pm: 7/6, 7/20, 8/17, 8/31, 9/14, 9/28
   Veterans Plaza
   181 Delaware St, Walton
   (607)865-6531

Vestal Farmers’ Market
   Wed & Sat, 9:00am-1:00pm
   Vestal Public Library
   320 Vestal Pkwy E, Vestal
   (607)722-4141

Greater Hancock Farmers’ Market
   Sat, 9:00am-1:00pm
   Hancock Town Square
   (607)637-2870

Participating Stores

Our Green Acres Farm Store (Open Jun–Nov):
   Mon–Fri, 9:30am-6:00pm
   Sat, 9:30am–5:00pm
   Sun, 10:00am-5:00pm
   3565 Waverly Rd, Owego

John’s Fine Foods:
   Mon–Sun,
   8:00am-6:00pm
   88 North Ave, Owego

My wholesome Rx

Bring this card when you shop with your Wholesome Rx vouchers

$5 Fruit and Vegetable VOUCHER

For use at VINES Farm Share, CHOW Fresh Mobile Market, and Participating Markets (see back cover)
   Only valid for fresh fruits & vegetables
   Not Redeemable for Cash

Expires: 3/31/19
PROGRAM GROWTH:

Year 1
- 80 participants
- 2 Primary Care Offices
- Broome County
- Registered Dietitians

Year 2
- 230 participants
- 12 Primary Care Offices, 2 Hospitals
- Broome, Tioga, Delaware Counties
- Registered Dietitians, Wellness Coordinators, Community Health Workers
MEASURING IMPACT & ROI:

- Partnership with Wholesome Wave & existing base of evidence
- Evaluation with Binghamton University
- Developing ROI for preventive nutrition & food security interventions
- Alignment with 4 DSRIP Projects
IMPACT ON PARTICIPANTS:

- Weight loss
- Reduced blood pressure
- Improved blood sugar numbers
- Greater autonomy in healthy decisions
- Reduced stress

“I lost 11 lbs from the last time I saw you! My pulmonary specialist was very happy and told me if I keep going my breathing will get better. I love all the fruits and vegetables, they are just so expensive to afford, and my whole family enjoys them. I'm eating vegetarian three days a week now”
IMPACT ON PROVIDERS:

✔ Greater engagement with patients
✔ Increased collaboration among providers
✔ Tailoring education and approaches
✔ Referrals to outside resources
✔ New partnerships with CBOs
COMMUNITY IMPACT:

“We are wrapping care around the patients - from their health care providers to the volunteers at distribution who are supporting them with direct education about the vegetables they are receiving. It's creating community, a safe place for people who may feel vulnerable about so many things to learn a new way to look at the food they are consuming.”
IMPACT ON LOCAL ECONOMIES:

- **Year 1**: $109,000 in local sales
  - $16,000 FVRx
  - $93,000 Farm to School

- **Year 2 (Projected)**: $234,580
  - $58,800 FVRx
  - $175,780 Farm to School

- New, repeat customers and increased produce sales

- Sustaining rural farmers’ markets, mobile markets, and retail grocery stores