



fresh prescription

receta fresca

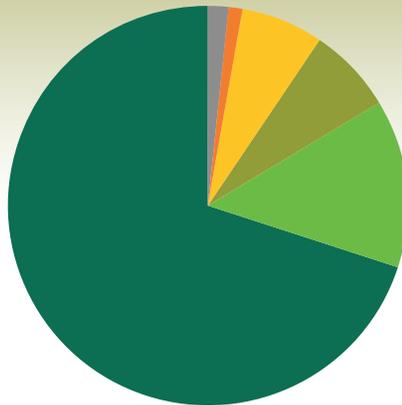
2020 OUTCOMES REPORT

Fresh Prescription is a fruit and vegetable prescription program that brings together the healthcare system and the food system, fostering innovative relationships to build a healthy sustainable food system in Detroit. This promising approach to a healthier food system connects patients to fresh, locally-grown produce while providing direct economic benefits to small and midsize farmers.

The Participants

403 Enrollees + 758 in household = **1161 Impacted**

- African American or Black - 72%
- Hispanic/Latino - 14%
- American Indian or Alaskan Native - 7%
- White - 7%
- Other Races - 1%
- Prefer Not to Answer - 2%



Insights:

- 37%** have an income **below \$25K**
- 33%** received **SNAP benefits**
- 82%** are **new to Fresh Rx**
- 40%** of households **had at least one senior**
- 166 seniors (age 65+)** reached
- 30%** of households **had children ages 0-17**
- 247 children (ages 0-17)** reached

The Fresh Prescription Sites

Site Name	Total Participants	Matched Pre/Post	% Completed 5+ Education Sessions
Henry Ford Health System	162	51	55%
Project Healthy Communities	39	23	N/A
Community Health & Social Service Center (CHASS)	58	39	95%
Joy Southfield	38	13	50%
American Indian Health and Family Services (AIHFS)	47	21	81%
Wayne State	21	8	57%
Islandview/ Authority Health	38	5	3%

Participant data present on this page is inclusive of all enrollees, and is not limited to matched participants.

The Process:

Healthcare providers identify patients that meet criteria at each site, such as managing or at-risk for a chronic illness (e.g. diabetes or hypertension).

A medical professional meets with the patient to discuss the value of adding fresh produce to their diets. A prescription to consume more fruits and vegetables is provided to the patient.

The prescription has a total cash value of \$90-110, delivered in the form of food boxes to participants. Food boxes were provided by Eastern Market and local food vendors.

Participants and their families participate in a variety of nutrition education events and cooking demonstrations to further their knowledge of healthy eating habits.

Consumption & Challenges

At the beginning of the program...

80% report **consuming less than daily recommended serving of fruit**

91% report **consuming less than daily recommended serving of vegetables**

60% rate their health as **fair or poor**

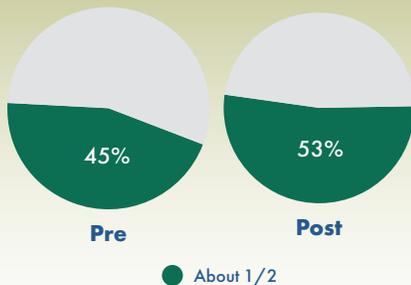


The Mission

Based on analysis of matched pre- and post-test participants

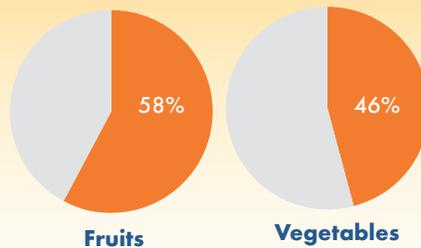
Increasing Knowledge & Skills

Correctly identified amount of plate that should be taken up by fruits and vegetables at each meal



Increasing Healthy Eating Habits

On average, participants have **increased consumption** of fruits and vegetables daily.

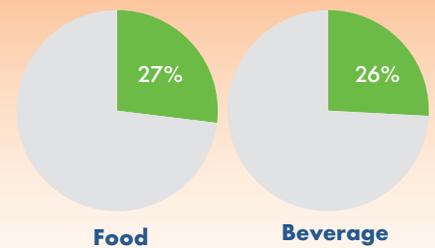


58% report an **increase in fruit consumption**

46% report an **increase in vegetable consumption**

Decreasing Unhealthy Eating Habits

On average, participants are consuming unhealthy foods and beverages **2 or fewer times a day.**



27% report **decrease in unhealthy food consumption**

26% report **decrease in unhealthy beverage consumption**

2020 Partners



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