

fresh prescription

Recipe for a Healthy Detroit
2018 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 Process

Healthcare providers identify patients that meet criteria at each site, such as managing or at-risk for a chronic illness such as 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 \$80-120, and a portion can be redeemed weekly at the farm stand at their site, or at participating local farmers markets.



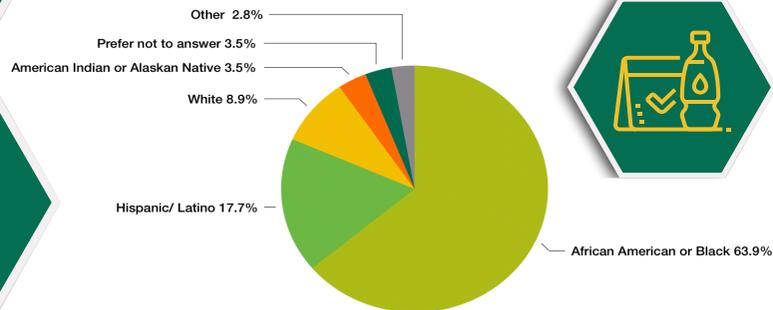
Participants and their families participate in a variety of nutrition education events and cooking demonstrations to further their knowledge of healthy eating habits.



The Participants

- 62% have an income below \$25,000
- 42% struggling with food insecurity
- 18% were food insecure for 15+ days/month
- 46% received SNAP benefits
- 66% are new to Fresh Rx
- 28% of households had at least one senior
- 119 seniors (age 65+) reached
- 95% of households had children ages 0-17
- 22% of households had at least one child ages 0-5
- 280 children (ages 0-17) reached

318 Enrollees
+ 967 in household
= 1,285 impacted



Site Name:	American Indian Health and Family Service	Community Health & Social Service Center (CHASS)	Covenant Care (Michigan Ave)	Ford Resource & Engagement Center	Henry Ford Health System	Joy- Southfield	Marcus Garvey (Islandview)	Samaritan Center
Method of Distributing Produce	Food Boxes	Reloadable Card	Reloadable Card & Food Boxes	Reloadable Card	Reloadable Card	Reloadable Card & Food boxes	Food boxes	Reloadable Card & Food Boxes
# of participants	27	62	25	19	42	58	43	42

Challenges:

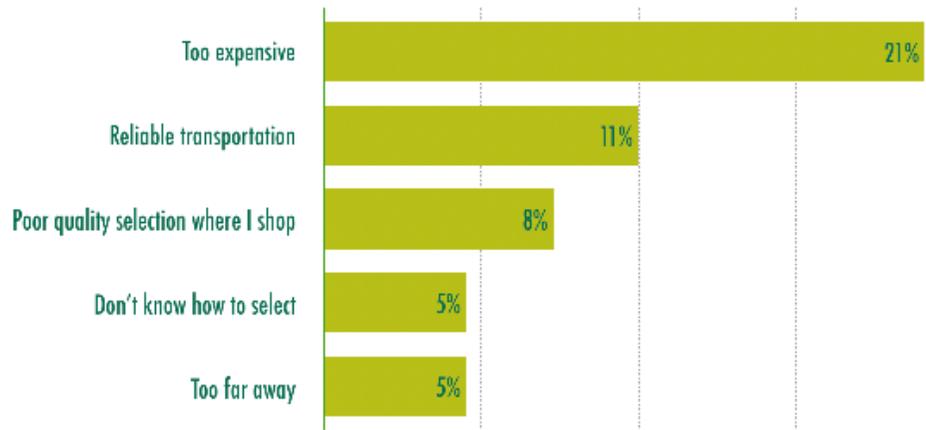
At the beginning of the program...

66% report consuming less than daily recommended serving of fruit

62% report consuming less than daily recommended serving of vegetables

59% rate their health as fair or poor

Top barriers to fresh fruit & vegetable access...



Increase in healthy eating habits:

49% of participants reported an increase in fruit consumption

53% of participants reported an increase in vegetable consumption

On average, participants consume approximately one additional cup of fruits and vegetables each per day, and are now consuming the recommended range of fruits & vegetables each day.

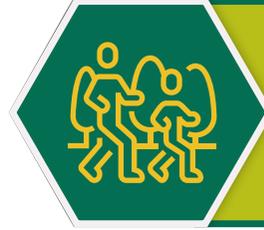
Access:



68% of participants are aware that SNAP benefits can be used at many farmers markets.



After participating in the Fresh Rx program, 25% shop at farmers markets for their fresh produce – an increase of 10%.



62% of participants are able to find the fresh fruits and vegetables they are looking for in their community.

Decreasing unhealthy eating habits:

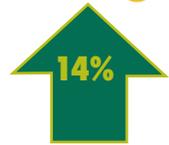
28% of participants reported a decrease in unhealthy food consumption

21% of participants reported a decrease in unhealthy beverage consumption

Overall, participants are consuming unhealthy foods and sugary drinks on 7 fewer occasions per week.

Increasing Knowledge & Skills:

70% know easy ways to add fresh fruits and vegetables to their daily diet.



Increase

78% know how to prepare/cook fresh fruits and vegetables.



Increase

65% know how to store fresh fruits and vegetables to last longer.



Increase

*Percent increase based on matched analysis of pre- and post-test data

2018 Partners:



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