



fresh prescription

receta fresca

2019 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. Results in this report are derived from a matched analysis of participant pre-tests and post-tests, unless otherwise indicated.

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, 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.

CHALLENGES

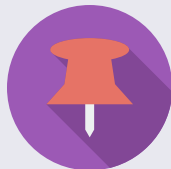
At the beginning of the program:

57% have an income **below \$25k**

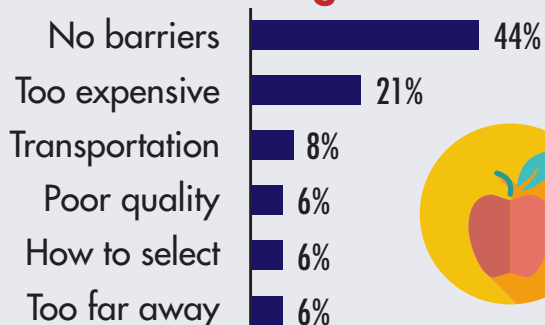
66% report **consuming less than daily recommended serving of fruit**

59% report **consuming less than daily recommended serving of vegetables**

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

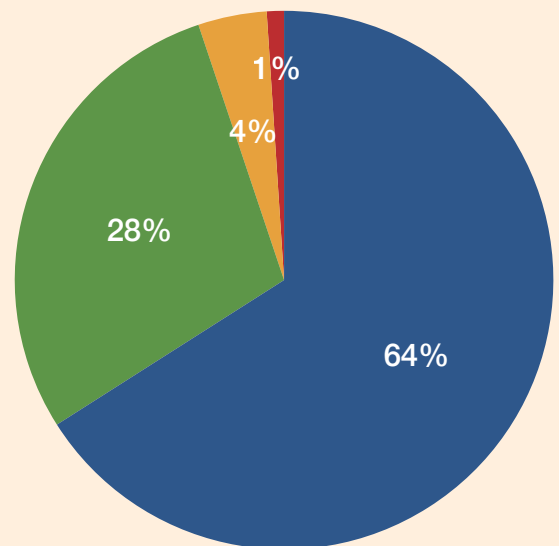


Perceived barriers to fresh fruit & vegetable access:



PARTICIPANTS

318 Enrollees + 367 in household
= 685 impacted



● African American or Black
 ● Hispanic/Latino
● American Indian or Alaskan Native
 ● Some other race

Insights:

57% have an income **below \$25k**

41% received **SNAP benefits**

59% are **new to Fresh Rx**

16% of households had at least one **senior**

28 **seniors (age 65+)** reached

34% of households **had children ages 0-17**

10% of households **had at least one child ages 0-5**

87 **children (ages 0-17)** reached



Site Name	# of enrollees	# of matched cases	Completion Rate
American Indian Health and Family Services (AIHFS)	24	6	<1%
Community Health & Social Service Center (CHASS)	69	59	29%
Henry Ford Health Systems	97	66	63%
Joy-Southfield	43	5	Unknown
Authority Health / Islandview	20	0	0%
Samaritan Center	18	3	Unknown
Wayne State	47	5	15%

*Based on participant *pre-test* responses.

**Reflects data from all pre-survey responses collected, matched and unmatched.

ACCESS



57% of participants are aware that **SNAP benefits can be used at many farmers markets.**



After participating in the Fresh Rx program, **46% shop at farmers markets** for their fresh produce -- an **increase of 16%.**



72% of participants are able to **find the fresh fruits and vegetables** they are looking for **in their community.**

INCREASING HEALTHY EATING HABITS



58% of participants reported an **increase in fruit consumption.**



32% of participants reported eating at or above recommended range of **vegetable consumption:*** an **increase of 15%**



On average, participants consume approximately **one additional cup of fruits** per day.

**Analysis of vegetable consumption based on participants response of 2.5 cups or more.*

DECREASING UNHEALTHY EATING HABITS



54% of participants reported an **decrease in unhealthy food consumption.**



52% of participants reported an **decrease in unhealthy beverage consumption.**



Overall, participants are **consuming unhealthy foods and sugary drinks** on **2 fewer occasions per week.**

INCREASING KNOWLEDGE & SKILLS



86% know easy ways to add fresh fruits and vegetables to their daily diet.



86% know how to prepare/cook fresh fruits and vegetables.



68% know how to store fresh fruits and vegetables to last longer.

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

2019 PARTNERS

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WAYNE STATE UNIVERSITY

