



Fresh Rx:
Nourishing Healthy Starts
Starting with the End in Mind

FRESH

NOURISHING HEALTHY STARTS

Fresh Local Food For Strong Moms & Healthy Babies

A Signature Program From
 Operation
Food Search



Program Overview

We're Prescribing Fresh, Local Food to Low-Income Women to Improve Birth Outcomes and Empower Families to Cultivate a Healthy Household.

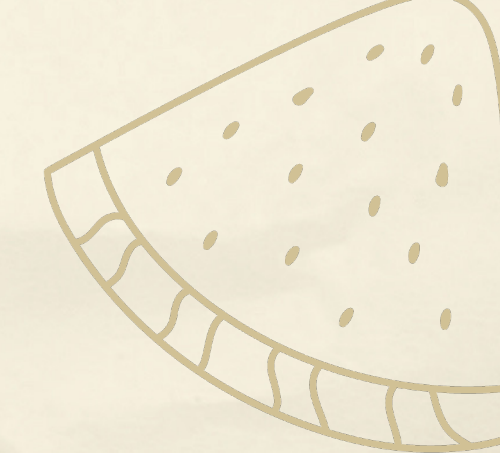
How It Works

— If A Pregnant Woman Screens Positive for The Hunger Vital Sign™ —

- "Within the past 12 months we worried whether our food would run out before we got money to buy more."
- "Within the past 12 months the food we bought just didn't last and we didn't have money to get more."

— She Qualifies for The Following Program Components —

- 1** A weekly share of local protein, dairy, fruits and vegetables from our partners at Fair Shares CCSA
- 2** One-on-one nutrition consultations with our Fresh Rx Registered Dietitian
- 3** Culinary skills and nutrition education classes
- 4** Access to online recipes, nutrition information and cooking tutorials at OFSFreshRx.org
- 5** Supportive services and linkage to community resources
- 6** The opportunity to shape program offerings and learn leadership skills by participating in the Participant Advisory Council



Enrollment Criteria

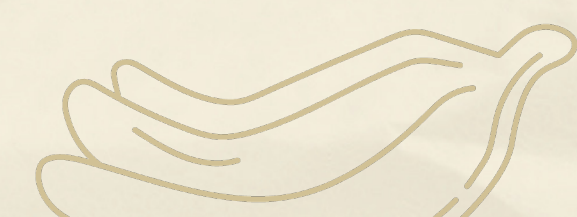
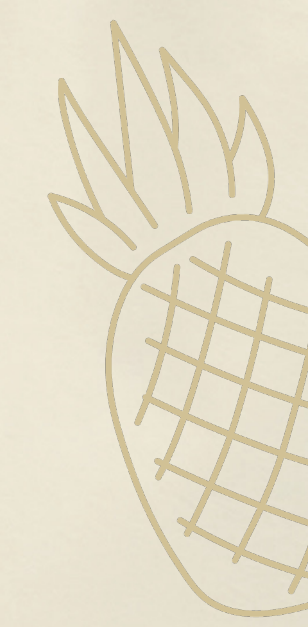
1 Receiving prenatal care through Medicaid For Pregnant Women (MPW) Program

2 No greater than 20 weeks gestation at time of referral

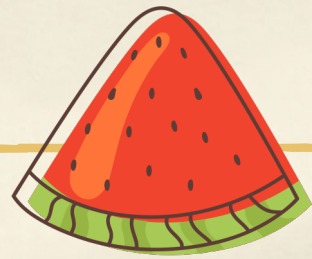
3 Positive Hunger Vital Sign screening

- "Within the past 12 months we worried whether our food would run out before we got money to buy more."
- "Within the past 12 months the food we bought just didn't last and we didn't have money to get more."

4 Live in St. Louis City or St. Louis County



Program Components



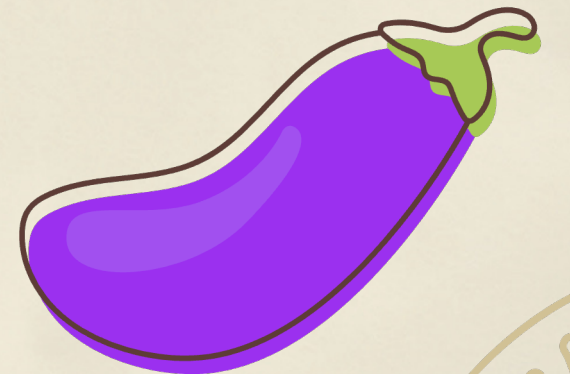
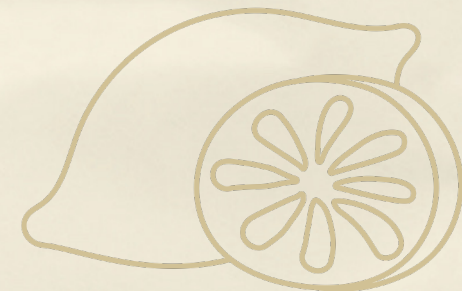
Weekly Delivery of
Meal Kits & Snack
Packs



Consultation with
Registered Dietitian &
Community Chef



Supportive Services of
a Licensed Clinical
Social Worker



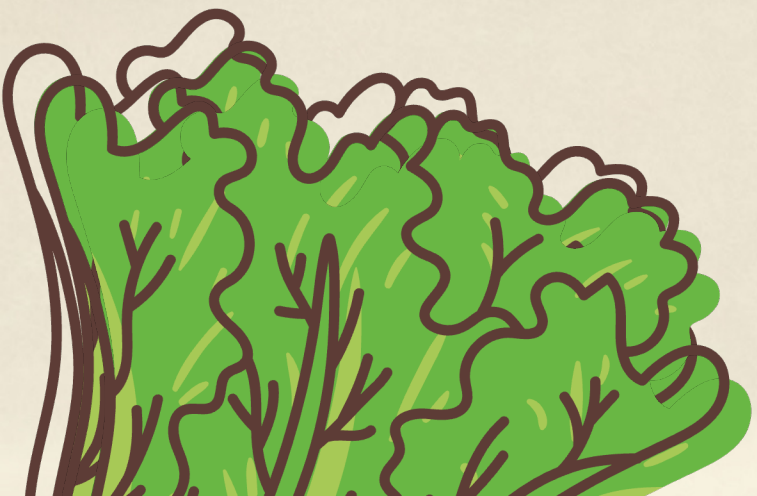
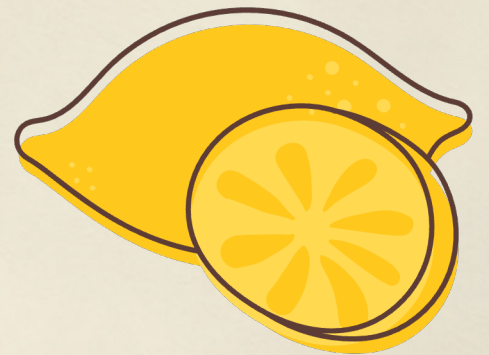
Build a Multi-Disciplinary Project Team

Started with a Small Internal Project Team

- Policy Director
- LCSW/Project Co-Director
- RDN/Project Co-Director

External Consultants

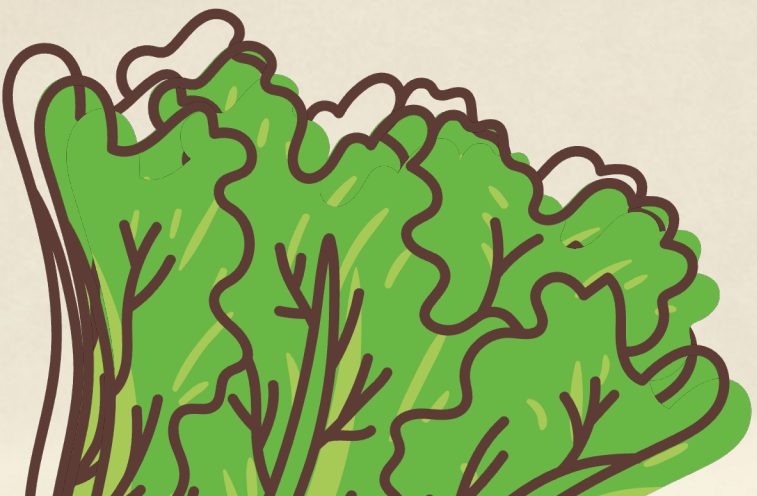
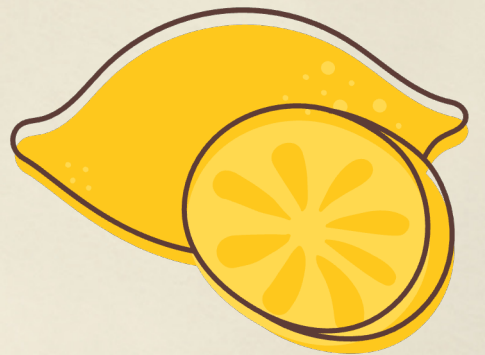
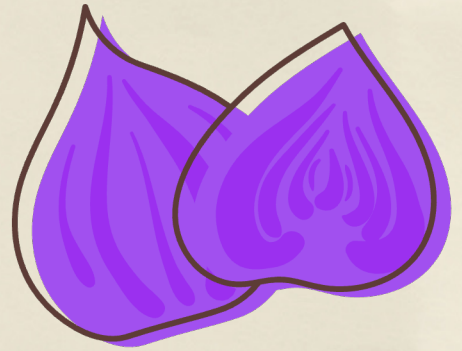
- OB/GYN
- Health Economist
- Multidisciplinary Evaluation Team



Participant-Centered Design

Make Participants Your Partners In Designing a Program That Meets Their Needs and Wants

- Participants are experts in their own lives and all experts deserve compensation
- Participants helped test evaluation instruments prior to implementation



Engaging Policymakers

FRESH

NOURISHING HEALTHY STARTS

Improving the Value of Healthcare Through Food and Nutrition






Food Is Medicine

People are more likely to develop chronic health conditions when they do not have access to enough food and nutrition. Food insecurity is also expensive, accounting for \$1 billion in avoidable healthcare costs in Missouri.¹

Food insecurity during pregnancy has significant long-term impacts.

MOMS & BABIES

HEALTHCARE

	Food insecurity during pregnancy can cause infants to be born at low birthweight.	>	Low-birthweight deliveries cost about \$44,000 more than healthy births. ³
	Babies born underweight are at greater risk for serious health challenges.	>	Low-birthweight infants are more likely to visit the neonatal intensive care unit (NICU), which costs \$76,000 on average per stay. ⁴
	Without access to proper nutrition, anxiety and depression can occur during pregnancy.	>	Untreated anxiety and depression cost \$17,000 for each impacted mother. ²

What's the Bottom Line?

Fresh Rx Pilot Results

A 24-month pilot study with 75 babies delivered in the St. Louis region has shown that providing access to adequate nutrition during pregnancy can **improve health outcomes** and **save healthcare costs**.



Improved Food Security

Food security increased by 44 percentage points.



Better Health & Wellbeing for Moms

Depressive symptoms decreased by 14 percentage points.



Healthy Babies Delivered

Fresh Rx's low-birthweight rate is 5.3 percentage points lower than Medicaid in St. Louis City.⁵

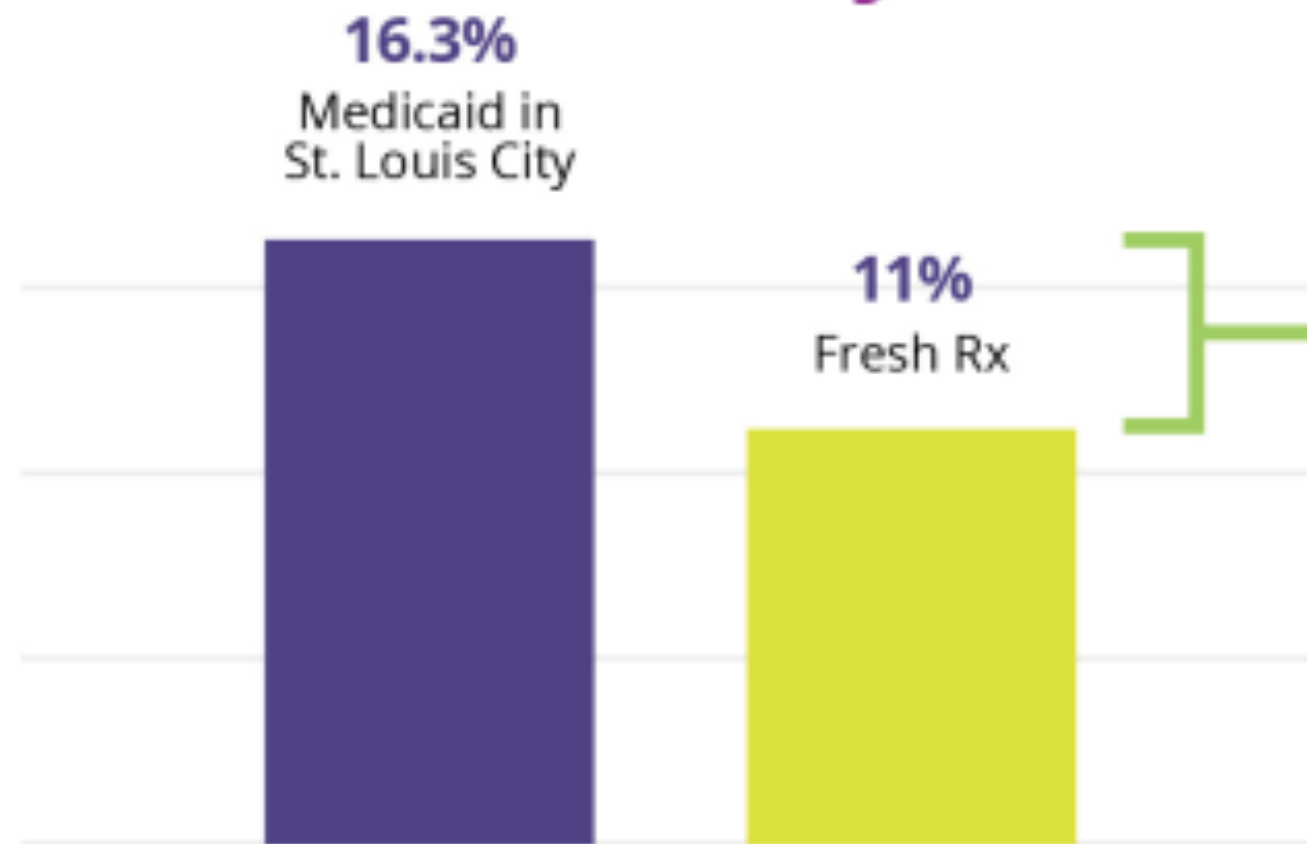


Cost Savings

Preventing low-birthweight deliveries has already **saved \$189,000 in healthcare costs** during the Fresh Rx pilot.⁶

Even More Compelling...

Projected Medicaid Cost Savings

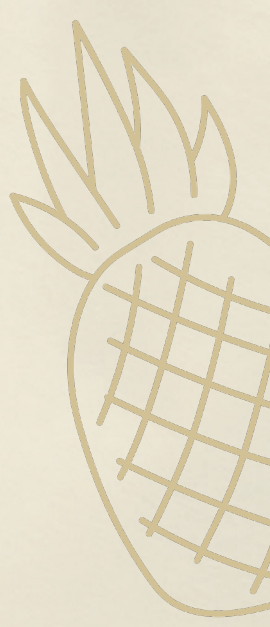


Comparison of Low-Birthweight Rates
Less than 5 pounds, 8 ounces

\$5.3 Million Annually

In St. Louis City alone, if Medicaid enrolled pregnant women in Fresh Rx, an additional 118 babies would be born at a healthy weight. **Missouri Medicaid would save approximately \$5.3 million annually.**⁶

Bringing Our Message to the Capitol





Thank you!

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