

# KC Fresh Rx

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Fruit & Veggies for Health

The logo for KC Fresh Rx features the text "KC Fresh Rx" in a sans-serif font. "KC" is in green, "Fresh" is in green with the letter "e" in orange, and "Rx" is in black. A stylized orange carrot with green leaves is positioned to the right of the "Rx", with the "R" and "x" overlapping it. Below the main text is a horizontal line, and under that line is the text "Fruit & Veggies for Health" in a green, rounded font.

Produce Prescription Program

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# Overview/Summary

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- 3-year grant funded by the U.S. Department of Agriculture
- 3 partner clinics refer patients
  - with Medicaid
  - who have experience recent food insecurity
  - who are pre-diabetic and/or pre-hypertensive
- Incentive used at grocery stores
- In-person nutrition education with cooking demos offered monthly
- Weekly text messaging nutrition education and reminders



# Goals

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1. Improvement of dietary health (A1c and blood pressure)
2. Reduction of food insecurity
3. Changes in healthcare use and associated costs



# Grocery Store-Based Incentive Card

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- Reloadable card that can be used across 25 stores (four different banners operated by one company) with locations throughout the Kansas City metro area
- Amount of incentive is determined by household size:
  - \$40 per month for the participant and \$20 for each additional household member per month
- Incentive dollars are loaded monthly for six months total
- Participants shop when it is convenient to them and select their own produce (fresh fruits and vegetables only)



# Nutrition Education

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- Monthly in-person classes offered at 3 different locations with a registered dietitian. Participants can choose which location they want to attend each month
- Cooking demonstrations and tastings using fresh fruits and vegetables
- Participants receive recipe cards, cooking tools, monthly handouts highlighting tips on food safety, cooking and storage, and ideas for affordable movement revolving around local parks, pools, museums and farmers markets
- Interactive weekly text and email messages provide frequent touchpoints where participants can learn about seasonal produce as well as the monthly education topic if they cannot attend in person
- Videos of each cooking demonstration are included in the text/email messages
- All materials are translated in Spanish. One class session has a Spanish interpreter.



# Program Evaluation

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- Pre/post survey – fruit and vegetable intake and self efficacy, food security, quality of life, exercise, medication adherence, and barriers to intake of fruits and vegetables
- Monthly program survey for process evaluation
- Pre/post healthcare utilization – ER visits, hospitalizations, well visits, and missed appointments for 1 year prior to program and during 6 months of the program
- Pre/post HbA1c and blood pressure provided by clinics
- Veggie meter – noninvasive objective measure of fruit and vegetable intake taken at baseline, middle, and end of program



# 2023 Cohort – Completed Nov 2023

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- 22 of 23 enrolled participants engaged with the program for the full 6 months
- Redemption - \$10,600 issued - \$9,475.36 redeemed (89.39%)
- Participants that were tested at both baseline and end of program
  - 71% showed a reduction in A1c levels
  - 80% showed a reduction in systolic blood pressure
  - 50% showed a reduction in diastolic blood pressure
- Participants expressed more confidence about cooking healthy meals and reported an overall increase in their fruit and vegetable consumption
  - From 2.22 cups/day to 2.68 cups/day – a +0.46 cups/day increase
- Quotes from participants:
  - “I’ve learned how to look for new fruits but also new veggies like squash. I learned new recipes and ways to preserve fresh foods. I think this program has taught me how to live healthier and find resources for meals.”
  - "I plan to keep dedicating meals to focus on vegetables, or at least sneak more into the dishes we are eating!"





## 2024 Cohort (Year 2)

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- Begins April 2024
- Identification of participants/referral (Jan-Mar)
- Challenges from 2023 group:
  - Meeting goal of 60 participants in first year
  - Card system not finished in time for first cohort
  - Lack of transportation for some participants
  - Obtaining post A1c/blood pressure measurements
  - Use of materials by Spanish only speaking participants



# Contact Information – KC Fresh Rx

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