KC Fresh RX
Fruit & Veggies for Health

Produce Prescription Program
Overview/Summary

- 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

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

• 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

- 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

- 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

- 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)

- 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
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