

Cleveland-Cuyahoga County Food Policy Coalition

- Established in 2007
 - OSUE, CWRU and Steps to Healthier Cleveland (CDPH)
 - Over 100 private, public and nonprofits partnering together
 - 5 working groups
 - Offering programs and policy outcomes for developing a regional food system that is equitable, economical and sustainable



PRODUCE PERKS

Current programming to increase access to fresh, local produce in Cuyahoga County



EBT Incentive Program: Grounds

- Disproportionate rates of chronic, preventable diseases
- Limited access to fresh foods
- Processed foods cheaper than fruits and vegetables
- Supporting the regional food economy and connecting all residents to a growing sector of fresh food retailers-farmers markets
- More residents taking advantage of food assistance programs

2011 EBT Incentive Program: Summary of Findings

- 17 markets participated
- Sales data and consumer survey data collected
- Data revealed:
 - Total sales: \$20,500.00
 - Sales in Tremont increased 98% between '10-'11
 - 1,072 transactions made
 - Many returning shoppers

2012 Incentive Program: “Produce Perks”

- 16 markets participating
- New national partner:
Wholesome Wave
- Dollar-for-dollar match (up to \$10)
on fruits and vegetables
- Universal token
- Strong promotional efforts
- Research objectives



PRODUCE RX

Piloting a fruit and vegetable prescription pilot
in Cuyahoga County



What is a produce prescription?

- A food security program model that extends beyond economic incentives, such as those offered by Produce Perks, to offer additional social incentives in order to make healthy decisions about food easier. Produce Prescription programs connect patients with documented risk of diet-related illnesses at health care clinics to the regional food system by offering guidance and resources to access healthy, local fruits and vegetables. These programs often have clear goals to monitor overall health improvements of participants and changes in shopping behavior and food choices.

Two case studies

1. Prescription for Health-Washtenaw County, MI
2. Fruit and Vegetable Rx-Wholesome Wave Foundation

Prescription for Health Program

- Background:
 - Started in 2008 with continued programming in '09 and '11
 - Grounds very similar to Cleveland-disparities between inner city and suburbs
 - Administered through County Health Department with funding from private foundation
 - Target population: low-income populations, not necessarily on food assistance (most chosen to participate coming out of zip codes near participating farmers' markets)

Prescription for Health

- How the program works:
 1. Patients visit clinic and are given pre-surveys to determine interest and need for nutrition education based on goals and health concerns
 2. Clinic staff identify participants based on food access difficulties, chronic disease risk, and interest
 3. Patients enrolled at the start of the season and given prescription stating health goals and a coupon to redeem at a nearby participating market
 4. Patient takes coupon to County Health staffed booth at the farmers' market
 5. County Health staff review prescription sent over by clinic, provide nutrition education and support (recipes and materials) and then redeem coupons, up to \$10 a visit not exceeding \$40 a season, in the form of market tokens.
 6. Patient spends tokens on fruits and vegetables, much like Produce Perks
 7. County follows up with post- surveys via phone at the end of the season

Prescription for Health Program

- Administration
 - Staffing
 - Budget
 - Reporting
 - Training
 - Staff training provided to clinics by County program admin with scripts presented to use with patients
- Coupon redemption

Prescription for Health Program

- Outcomes
 - 2011
 - Served 311 patients
 - Spent \$5,967 through coupon redemption at two markets
 - 62% were eligible for and used an EBT card
 - Average daily consumption of fruits and vegetables increased by nearly 1 cup/day from pre- to post-program
 - 96% of participants agreed that visiting the farmers' market helped them or their families eat more produce
 - 72% of participants agreed that talking to a health care provider helped them eat more fruits and vegetables
 - 73% reported knowing an EBT card could be used at farmers' markets post-program, compared with only 25% pre-program
 - Clinic staff reported the program was easy to administer and rewarding
- Issues
 - County staff was not at the market everyday
 - Did not provide copy of prescription to patients
 - Not a lot of focus on health improvement outcomes

Fruit and Vegetable Rx

- Background
 - Program of Wholesome Wave-sound familiar?
 - Piloted in 2011, with 8 partners across 4 states
 - 2012 added 4 more states and 4 more partners
 - Very focused on health impacts of participants as well as changes in shopping patterns and consumption behaviors

Fruit and Vegetable Rx

- How the program works:
 - 1) Overweight and obese children and pregnant women are enrolled by their primary care provider
 - 2) A primary care provider and nutritionist meet with participants and families each month to reinforce the importance of healthy eating
 - 3) Provider distributes FVRx during the visit and assesses fruit and vegetable consumption, weight, and BMI
 - 4) Prescription represents 1 serving of produce per day for each family member, equal to \$1/day; e.g. a family of 4 would receive \$28/wk
 - 5) FVRx can be redeemed weekly for fresh fruits and vegetables at participating farmers' markets throughout the 4-6 month program
 - 6) Participants return to their health center monthly to refill their prescription, set new self-management goals for healthy eating and have metrics recorded

Fruit and Vegetable Rx

- Outcomes

- 2011

- 79.9% of participants said it was very important to receive the Rx from a clinical provider who stressed the importance of fresh fruits and vegetables
 - 1,222 individuals reached (581 adults and 541 children) between 4 states and 8 partners
 - 51.2% had never or rarely been to a farmers' market
 - Increased revenue for markets-average \$8,129/market
 - 38.1% of participants decreased BMI over the 4 month season
 - 95% were told at least every visit about the importance of fruits and vegetables through valuable health messaging directly from healthcare providers, as compared to published rates of health behavior change counseling of 65% and below
 - 66.2% said they increased their fruit and vegetable consumption a lot as a result of the program
 - 70.9% of FVRx patients who attended one visit returned for at least 2 more

Why piloting now is timely...

- Summary proposal outlining
 - Through the Produce Perks, relationships have already been established with several county farmers' markets to increase produce consumption
 - Many active public health members in the Coalition's Health and Nutrition Working Group
 - Leveraging the already provided economic incentives with social and health incentives
 - City and county both ramping up local food and health efforts-time to connect the dots
 - Looking to expand Produce Perks to include other direct retail venues like CSAs and matching other benefits like Senior and WIC Farmers' Market Nutrition Program coupons
 - Limits confusion for EBT customers

Considerations for Cleveland Pilot

- Begin at 3-4 high traffic farmers' markets located near clinics with interest in participating
- Input needed:
 - Model that seems most replicable in Cleveland
 - Staffing resources at the county level (nutrition educators)
 - Metrics decided on to monitor for gauging success (BMI, consumption, weight, all of the above?)
 - Considering staff trainings at clinic level

Participating Markets

- Market locations in:
 - Cleveland
 - Detroit Shoreway
 - Public Square
 - Ohio City
 - Tremont
 - Glenville
 - Slavic Village
 - Lakewood
 - East Cleveland
 - Westpark
 - Shaker Heights
 - Westlake
 - Cleveland Clinic Campuses
 - Beachwood and Cleveland's east side
 - Chagrin Falls



**Downtown
Farmers' Market**
at Public Square



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