

Leveraging Local Food to Improve Patient Health: Expansion of the SCNY Fruit & Vegetable Rx Program

Rural Health Network of SCNY
Health Planning Council Meeting



What We'll Cover:

- ✓ **Why Prescriptions for Fruits & Vegetables?**
- ✓ **SCNY Program Goals**
- ✓ **Clinical & Community Implementation**
- ✓ **Outcomes**
- ✓ **Sustainability & Future Plans**
- ✓ **Discussion**

Rural Health Network of SCNY

The mission of the Rural Health Network of South Central New York is to advance the health and well-being of rural people and communities.

Counties Served: Broome, Chemung, Chenango, Cortland, Delaware, Otsego, Tioga, and Tompkins

Rural Health Network Services:

- **Community Health Services:** Case Management, Navigation, Education, Advocacy
- **Getthere:** Transportation and Mobility Management
- **National Service:** AmeriCorps, AmeriCorps – VISTA
- **Rural Health Planning & Population Health (PHIP)**
- **Food & Health Network:** Developing the regional food system to support positive health and economic outcomes.

Food & Health Network Program

Food and Health Network (FaHN) is an eight-county coalition of diverse stakeholders working to build food-secure communities and a strong regional food system through collaboration. FaHN programs connect food access, health, and local agriculture.

- Fruit & Vegetable Prescription Program
- Farm to School
- Regional Volunteer Program
- Growing Health Educational Forums
- Research & Assessments
- Food System Policy & Advocacy

Why a Fruit & Vegetable Prescription Program?

FOOD INSECURITY & HEALTH

- ▶ Forgo the foods needed for special medical diets (e.g., diabetic diets)
- ▶ Purchase a low-cost diet that relies on energy-dense but nutrient-poor foods
- ▶ Make trade-offs between food and other basic necessities (e.g., housing)²
- ▶ Adults forgo food so children can eat enough
- ▶ Cost-related medication underuse
- ▶ Postpone preventive or needed medical care

Exacerbate disease

Compromise health

Increase physician encounters

Increase ER visits

Increase hospitalizations

Increase expenditures for prescription medications

Sources: FRAC's *Hunger & Health Series*, 2017; Gundersen et al., *Health Affairs*, 2015

FOOD INSECURITY & HEALTH (Adults)

Diabetes

Heart disease

Hypertension

Pregnancy
complications

Poor overall
health status

Poor sleep
outcomes

Functional
limitations

Depression and
mental health
problems

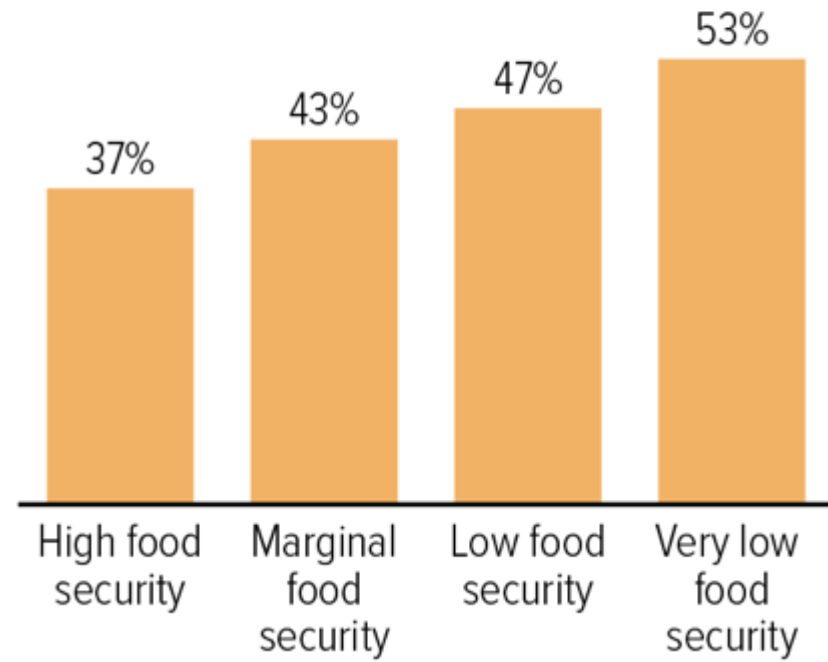
Obesity
(primarily
women)

Sources: FRAC's *Hunger & Health Series*, 2017; Gundersen et al., *Health Affairs*, 2015

FOOD INSECURITY & HEALTH

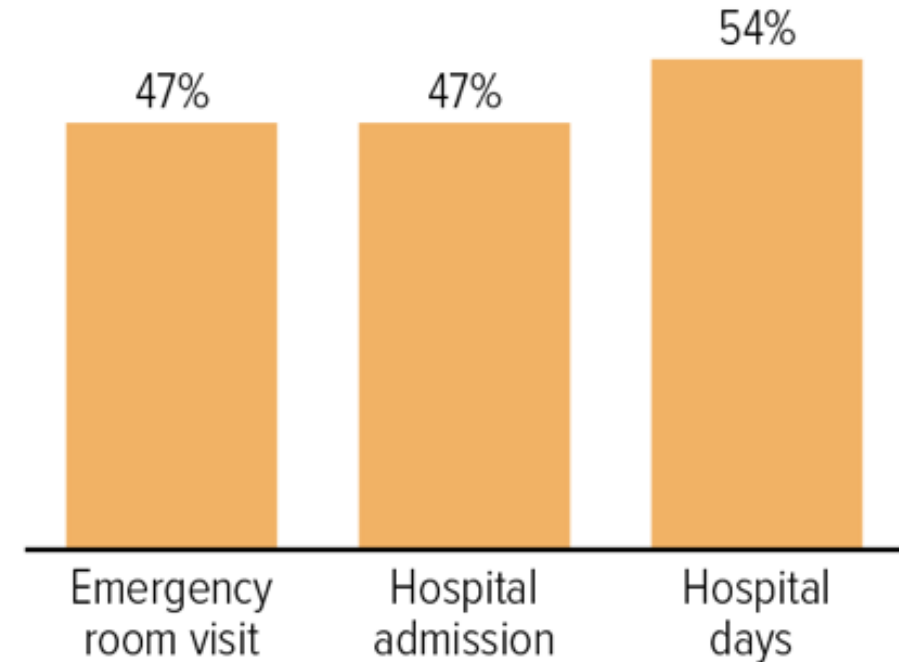
Adults in Households with Less Food Security Are Likelier to Have a Chronic Illness

Probability of any chronic illness



Adults in Food-Insecure Households Have More Emergency Room Visits and Hospital Admissions

Percent more likely relative to food-secure households



Household food insecurity is a strong predictor of higher health care utilization and increased health care costs.

Health-related costs of hunger and food insecurity in U.S.
Estimate: \$160 billion (2014)

Sources: Berkowitz et al., *Health Services Research*, 2017; Cook et al., *2016 Hunger Report*;
Tarasuk et al., *Canadian Medical Association Journal*, 2015

South Central NY Fruit & Vegetable Prescription Program

Program Goals:

1. **Help prevent and manage chronic diet-related disease**

- Package low-cost strategies including vouchers for local produce, nutrition counseling, cooking education, peer support, and transportation assistance to reduce high-cost interventions in the future.
- **Focus on cardiovascular disease, diabetes,** and associated risk-factors

South Central NY Fruit & Vegetable Prescription Program

Program Goals:

2. **Develop clinical work flows** that effectively screen and connect patients with community-based preventative and management services, and integrate into the EMR.

South Central NY Fruit & Vegetable Prescription Program

Program Goals:

3. **Evaluate the Return on Investment** for nutrition-based preventative health care to determine replicability and sustainability.



Cornell University
Cooperative Extension
Broome County



Cornell University
Cooperative Extension
of Delaware County

Wholesome Wave



HOW IT WORKS: CLINICAL

1. **Providers screen for eligibility & refer patients**
2. **Participants enrolled** by Registered Dietitian, Wellness Coordinator, or Community Health Workers
3. **3 Visits** with a Registered Dietitian, Wellness Coordinator, or Community Health Worker over the course of six to eight months.

DURING EACH VISIT:

- ✓ Support for using vouchers
- ✓ Nutrition counseling
- ✓ Connection to community resources (including transportation)
- ✓ Recipes/Cooking
- ✓ Complete surveys at each visit
- ✓ Receive vouchers at each visit

Spending Your Vouchers

1. Buy a weekly produce subscription through VINES Farm Share

As little as \$18 a week!

-  To get your own weekly produce box: Pick the most convenient weekly pick-up location below.
-  Call **Kate** at VINES, (607) 238-3522 and mention Wholesome Rx to get more info and arrange your pickup.
-  Arrive at your weekly pick-up location with your Wholesome Rx vouchers. You can pay bi-weekly or monthly with your vouchers.

Pick-up Locations

WEDNESDAYS

Roosevelt Elementary School
2:30–4:00pm
9 Ogden St, Binghamton

Cornerstone Family Healthcare
2:30–4:30pm
35 Felters Rd, Binghamton

Whitney Point United Methodist Church
3:00–4:30pm
7311 Collins St, Whitney Point

Family Enrichment Network
3:30–5:30pm
24 Cherry St, Johnson City

Central United Methodist Church
4:00–6:00pm
17 Nanticoke Ave, Endicott

THURSDAYS

Carlisle Community Center
2:30–4:30pm
150 Moeller St, Binghamton

Lee Barta Community Center
3:00–5:00pm
108 Liberty St, Binghamton

Lourdes Center for Family Health
3:30–5:30pm
303 Main St, Binghamton

United Presbyterian Church
4:00–6:00pm
42 Chenango St, Binghamton

Tabernacle United Methodist Church
4:00–6:00pm
83 Main St, Binghamton

2. Shop at the CHOW Fresh Mobile Produce Market or Participating Stores

-  Shop the mobile market or participating grocery store! Vouchers can be spent on any fresh fruits or vegetables.
-  Pay with your Wholesome Rx vouchers at checkout.
-  Take home and enjoy!

Market Stops

BINGHAMTON

| | | |
|--------------------------------------|------------------|--------------------------------|
| Broome County Library | 185 Court St | Mon, Wed, Fri: 9:30–11:30am |
| Binghamton Plaza | 33 West State St | Mon, Fri: 1:00–2:00pm |
| First Ward Senior Center | 226 Clinton St | Tue: 9:00–10:30am |
| ABC Apartments | 100 Chenango St | Tue: 11:30am–1:00pm |
| Town & Country Apartments | 100 Roberts St | Thur: 1:00–3:00pm |
| Lee Barta Community Center | 108 Liberty St | Thur: 1:00–3:30pm |

JOHNSON CITY

| | | |
|-----------------------------------|---------------|------------------------|
| Johnson City Senior Center | 30 Brocton St | Thur: 10:30–11:45am |
|-----------------------------------|---------------|------------------------|

For CHOW, Contact: Jack Sernan (607) 724-9130

3. Shop at Participating Farmers Markets

-  Bring your vouchers to the Market welcome table.
-  Exchange your vouchers for Market Bucks.
-  Shop the market! You can spend your Market Bucks with any farmer selling fresh fruits and vegetables.

Market Locations

Walton Farmers' Market
Fri, 10:00am–2:00pm: 7/6, 7/20, 8/3, 8/17, 8/31, 9/14, 9/28
Veterans Plaza
181 Delaware St, Walton
(607) 865-6531

Vestal Farmers' Market
Wed & Sat, 9:00am–1:00pm
(May 26–Nov 21)
Vestal Public Library
320 Vestal Pkwy E, Vestal
(607) 625-4141

Greater Hancock Farmers' Market
Sat, 9:00am–2:00pm
(May 19–Oct 20)
Hancock Town Square
(607) 637-2870

Owego Farmers' Market
Tue & Fri,
9:00am–1:00pm
(Jun 12–Oct 30)
Rite Aid Parking Lot
Main St & Central Ave,
Owego
(607) 429-8048

Broome Regional Farmers' Market
Sat, 9:00am–1:00pm
(Year-Round)
Tue, 3:00–6:00pm
(June–August)
840 Front St,
Binghamton
(607) 584-5019

Participating Stores

Our Green Acres Farm Store (Open Jun–Nov):
Mon–Fri, 9:30am–6:00pm
Sat, 9:30am–5:00pm
Sun, 10:00am–5:00pm
3965 Waverly Rd, Owego

John's Fine Foods:
Mon–Sun,
8:00am–6:00pm
88 North Ave, Owego

\$5

Fruit and Vegetable VOUCHER

Expires: 3/31/19

wholesome Rx



- For use at VINES Farm Share, CHOW Fresh Mobile Market, and Participating Markets (see back cover)
- Only valid for fresh fruits & vegetables
- Not Redeemable for Cash

My wholesome Rx



Name _____

Wholesome Rx Patient ID# _____

Bring this card when you shop with your Wholesome Rx vouchers

COMMUNITY EDUCATION

- Cooking demos & tours at markets
- Gardening, cooking & preserving classes in the community
- Eat Smart NY and Just Say Yes to Fruits & Vegetables
- Peer-led Chronic Disease Self-Management Program

A poster for the Green Thumb Workshop Series Summer 2018. The background is a close-up of green leaves and a yellow flower. The title 'Green Thumb Workshop Series' is in a yellow box at the top. Below it, 'Summer 2018' is in a yellow box. The workshops are listed in white boxes with black text. At the bottom left is the VINES logo, and at the bottom right is contact information.

Green Thumb Workshop Series

Summer 2018

| |
|--|
| Beginner Botany & Plant Walk |
| June 9th 1:00 PM Binghamton Urban Farm, 16 Tudor St. |
| Attracting Beneficial Insects & Pollinators |
| June 21st 6:00 PM Lee Barta Community Center, 108 Liberty St. |
| Cooking Fresh Herbs & Greens |
| July 3rd 6:00 PM Lee Barta Center, 108 Liberty St. |
| Harvesting for Beginners |
| July 21st 1:00 PM Binghamton Urban Farm, 16 Tudor St. |
| Grilling with Fresh Veggies |
| July 24th 6:00 PM 1st Pres. Church of Johnson City, 2 Main St. |
| Canning 101 |
| August 8th 6:00 PM United Pres. Church, 42 Chenango St. |

 **vines**

VINES workshops are free and open to the public.
To find out more and reserve your spot,
visit www.vinesgardens.org/events
or call us at 607-205-8108.
Space is limited, please register early!

PROGRAM EXPANSION:

Year 1

- 80 participants
- 2 Primary Care Offices
- Broome County
- Registered Dietitians



Year 2

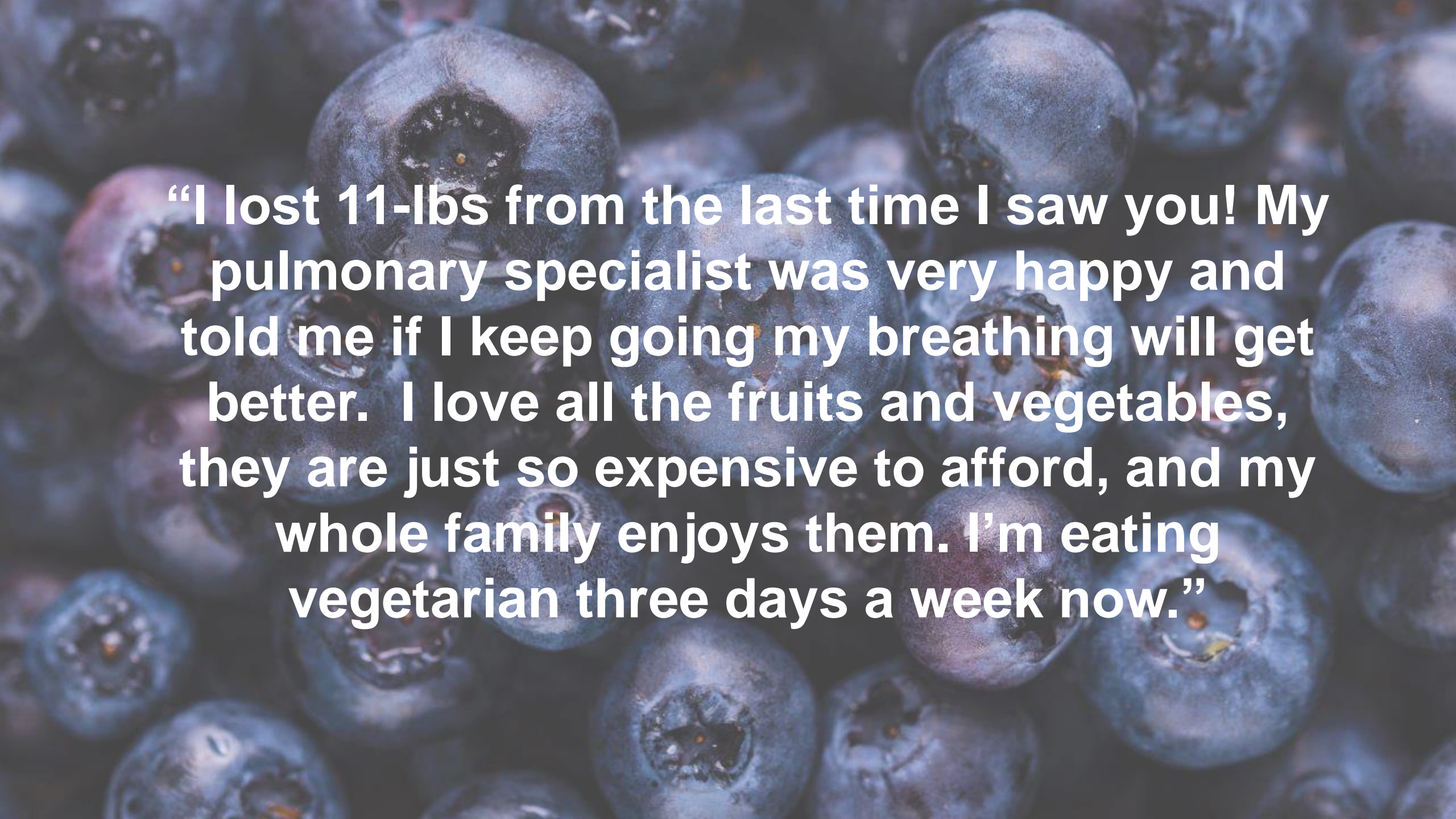
- 230 participants
- 12 Primary Care Offices, 2 Hospitals
- Broome, Tioga, Delaware Counties
- Registered Dietitians, Wellness Coordinators, Community Health Workers

WHAT ARE WE MEASURING?

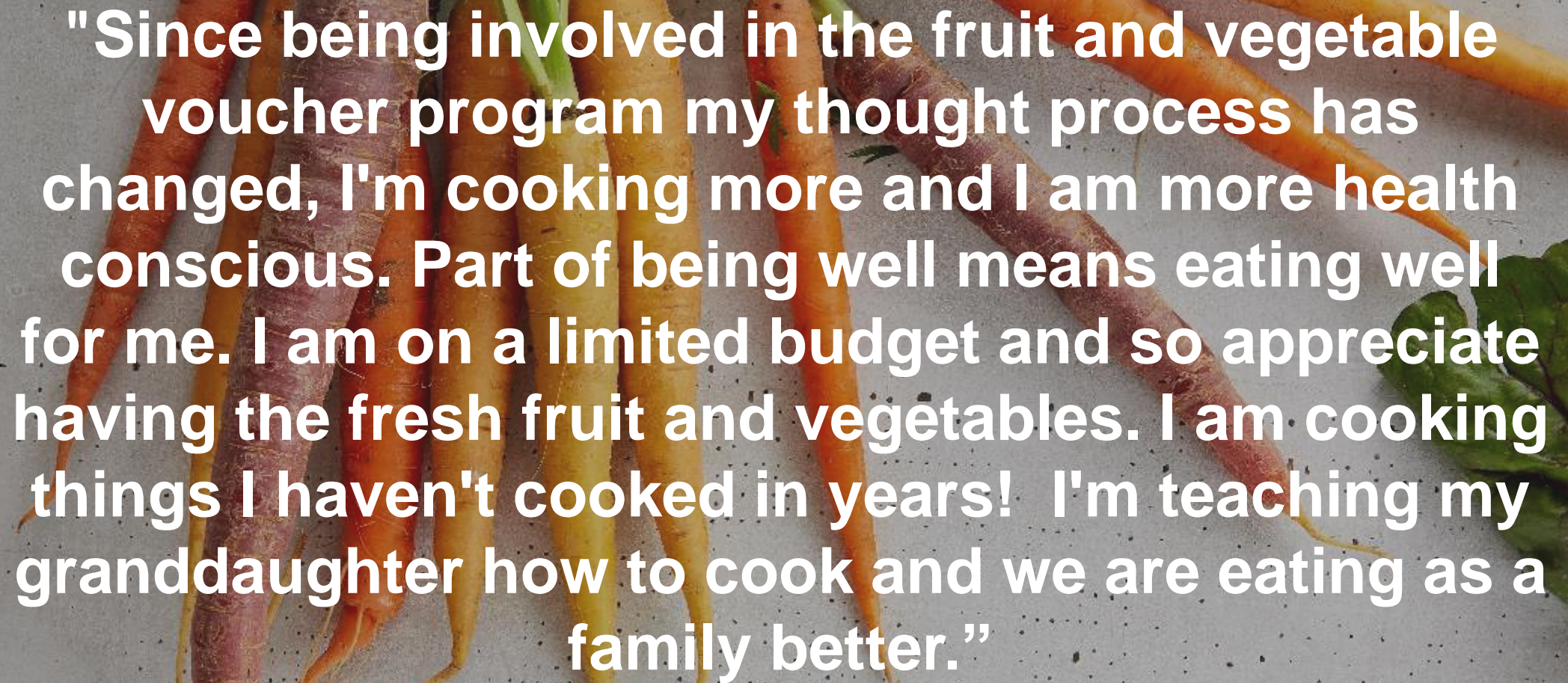
- Changes in household food security
- Changes in fruit and vegetable consumption.
- Knowledge and attitudes about healthy eating and how to improve their health
- Basic demographic data (household size, SNAP, WIC)
- Sales data
- Health metrics (chronic diet related disease)
- Healthcare utilization
- Provider & Participant satisfaction

IMPACT ON PARTICIPANTS:

- Weight loss
- Reduced blood pressure
- Improved blood sugar numbers
- Greater autonomy in healthy decisions
- Reduced stress
- Reduced pain



“I lost 11-lbs from the last time I saw you! My pulmonary specialist was very happy and told me if I keep going my breathing will get better. I love all the fruits and vegetables, they are just so expensive to afford, and my whole family enjoys them. I’m eating vegetarian three days a week now.”



"Since being involved in the fruit and vegetable voucher program my thought process has changed, I'm cooking more and I am more health conscious. Part of being well means eating well for me. I am on a limited budget and so appreciate having the fresh fruit and vegetables. I am cooking things I haven't cooked in years! I'm teaching my granddaughter how to cook and we are eating as a family better."

IMPACT ON PROVIDERS:

- ✓ **Greater engagement with patients**
- ✓ **Increased collaboration among providers**
- ✓ **Tailoring education and approaches**
- ✓ **Referrals to outside resources**
- ✓ **New partnerships with CBOs**

COMMUNITY IMPACT:

“We are wrapping care around the patients - from their health care providers to the volunteers at distribution who are supporting them with direct education about the vegetables they are receiving. It's creating community, a safe place for people who may feel vulnerable about so many things to learn a new way to look at the food they are consuming.”





IMPACT ON FARMS & LOCAL FOOD BUSINESSES:

- ✓ **New, repeat customers and increased produce sales**
- ✓ **Supporting rural farmers' markets, mobile markets, and retail grocery stores**

2017

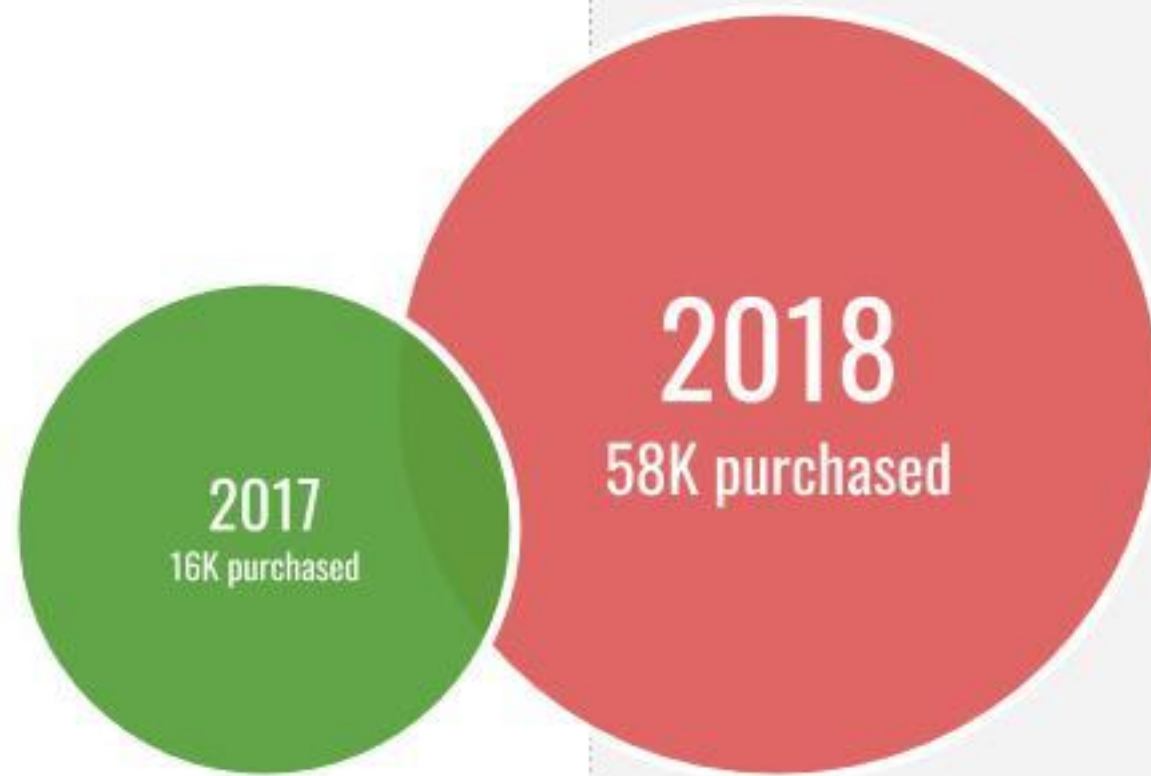
16K purchased

Year 1: \$16,000 in local sales

2018

58K purchased

Year 2: \$58,800 in local sales



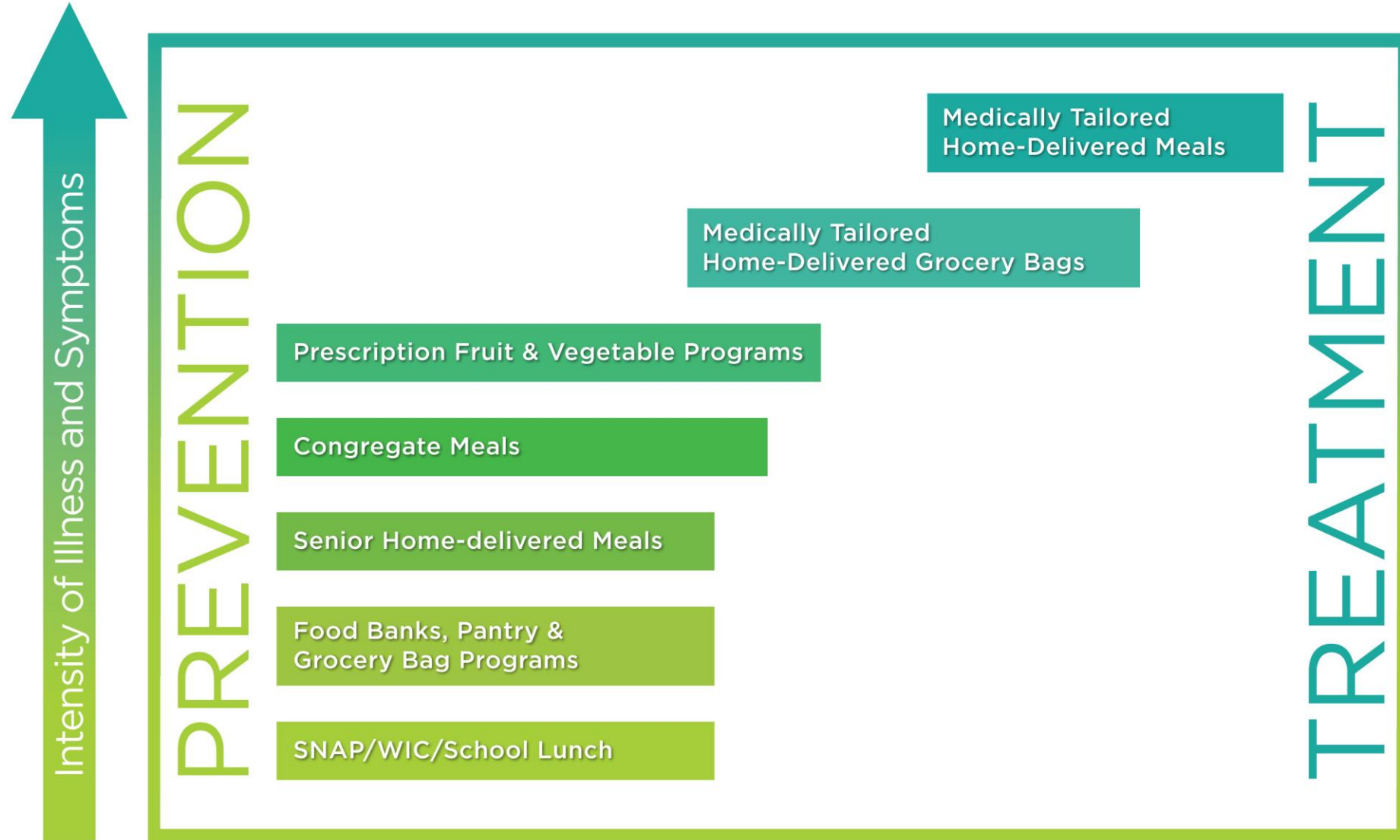
LESSONS LEARNED:

- **Understanding work flow & finding the right partners**
- **Transportation: Home Delivery and Ride-Sharing**
- **Participants as leaders and advocates**
- **Expanded Cooking Classes**
- **Need for investments in technology**
- **Revising surveys, integration with existing screenings**

WHAT'S NEXT? 2019 Activity

- **Preparing for the 2019 FVRx in Broome, Tioga, and Delaware Counties**
- **DY5 UHS Innovation Fund Award - 60 additional participants**
- **2 Cohort Projects**
- **Technical Assistance & Expansion regionally**
- **Exploring other Food as Medicine opportunities**

FNS CONTINUUM OF CARE



WHAT'S NEXT?

PATH TO SUSTAINABILITY

- **Value Based Payment**
- **National Models for Sustainability:**
 - ✓ Managed Care Organizations (ex. Health Partners Plan: Food is Medicine Program)
 - ✓ Health Systems (ex. Geisinger, Kaiser Permanente SF)
 - ✓ Insurers (BCBS of Massachusetts)
 - ✓ State & County Health Departments (DC Greens)
 - ✓ Employee Wellness Benefit
 - ✓ Private Foundations, Federal Grants
 - ✓ County & City Funding (ex. San Francisco)

2018 FARM BILL:

○ GUS SCHUMACHER NUTRITION INCENTIVE PROGRAM

The new and improved Gus Schumacher Nutrition Incentive Program is funded at \$250 million a year for 5 years, making it a permanent part of future farm bills.

SNAP Incentives:

Competitive grants for SNAP point-of-sale fruit and vegetable incentives have total funding of up to \$187 million in fiscal year 2019 through fiscal year 2023.

Produce Prescriptions:

Competitive grants for programs that provide “prescriptions” to encourage produce consumption through financial, educational, or other incentives will receive a maximum of \$25 million over 5 years. These do not require a 50% non-federal match, but do need coordination with healthcare providers, and data collection to assess whether the approach can reduce healthcare spending.

NYS POLICIES & PROGRAMS:

NYS Prevention Agenda 2019 – 2024:

Focus Area 1: Healthy Eating and Food Security

Overarching Goal: Reduce obesity and the risk of chronic diseases

Goal 1.1: Increase access to healthy and affordable foods and beverages

Goal 1.2: Increase skills and knowledge to support healthy food and beverage choices

Goal 1.3: Increase food security

- ✓ Intervention: Increase the availability fruit and vegetable incentive programs.
- ✓ Intervention: Screen for food insecurity, facilitate and actively support referral

ADVOCACY OPPORTUNITIES:

- Screening & EMRS
- City, County, State Funding (Ex. San Fran, CDBG)
- Providers & Insurers - VBP Contracts
- MA Food is Medicine State Plan

QUESTIONS?

Thank You!

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