Fresh Prescription

Recipe for a Healthy Detroit
Overview

Fresh Prescription is a fruit and vegetable prescription program which merges the healthcare system and the food system to create a healthier Detroit. The program looks to increase access to fresh, locally-grown produce among vulnerable patients in participating health centers.
Participating Produce Vendors & Health Care Centers

- CHASS Mercado
- Eastern Market Farm Stand & Food Box Program
- Fresh Corner Cafe
- Peaches and Greens Market & mobile delivery service
- Sowing Seeds, Growing Futures Farmers Market

- Community Health and Social Services Center (CHASS)
- Covenant Community Care (Michigan Ave.)
- Henry Ford Health System
- Joy-Southfield CDC with Covenant Community Care (SSGF)
- Mercy Primary Care Center
- American Indian Health and Family Services (AIHFS)

“Nutrition is a big part of my visits, but Fresh Prescription allows me to have back up support for this.”~ Medical Provider
Enrollment

- Enrollment starts with the healthcare provider.
  - Patients receive a fruit and vegetable prescription.
  - They then visit a participating vendor to enroll, meet with a dietitian, and fill the prescription.
- Total of 1060 people impacted in 2017
  - 379 participants were enrolled in 2017.
  - 681 household members shared in the benefits.
Who Does Fresh Prescription Reach?

- Primarily African American/Black (63.4%) and Latino (20.0%)
  - American Indian (8.6%)
  - Caucasian (5.6%)
  - Other (5.2%)
- Primarily low-income
  - 66% reported struggling with food insecurity
  - Almost half of participants received SNAP benefits
- All ages
  - 230 children and seniors reached

“It really helped a great deal to be able to get fresh produce!” ~ Participant
Systems Approach

- Linkage of local food systems & healthcare systems
  - Promoting healthier, more vibrant food systems and communities
- Supporting local farmers and vendors
  - Over $8,250 spent on fresh local fruits & vegetables with Fresh Prescription dollars
- Building a sense of community

“This program was amazing. The participants really got to try and use new produce, and this helped our business out a lot. We love participating.”
~ Local Produce Vendor
Changing Behaviors

- Increasing healthy eating
  - 84% reported increases in consumption of fresh fruits and vegetables.

- Decreasing unhealthy eating
  - 28% reduction in sugared beverages consumption per week, from 12 per week to less than 9.

- Changing shopping, cooking & meal prep behaviors
  - 63% reported trying new fruits & vegetables.

"I was motivated by the fact that they were going to educate me more about how to use fresh ingredients and to learn more about nutrition." ~ Participant
Looking Ahead...

- How could this benefit the community and community members you work with?

- What do you envision for Fresh Prescription?
Partners & Sponsors...