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Module 5. Measuring and Evaluating a Fruit and Vegetable Prescription Program

Wholesome Wave

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# RESOURCES in the Network Resource Library

**Module 1**
- Healthcare Site Identification Questions
- Retail Site Identification Questions
- Budget Planning Worksheet

**Module 2**
- Prescription Program Planning and Design Worksheet
- Enrollment Form
- Clinical Visit Form
- Prescription Redemption Log
- Prescription Redemption Log Instructions
- Prescription Program Invoice
- Clinical Billing Codes
- FVRx Prescription Template
- Prescription Redemption Reporting Form

**Module 3**
- Prescription Program Training Template
- Retail Staff Training Template
- Market Staff Training Template

**Module 4**
- Sample Provider Tear Sheet
- Sample Nutrition Education Tear Sheet
- Sample Redemption and Reporting Guide
- Sample Cashier Guide
- Sample Invoicing Guide
- Participant Brochure Template
- Provider, Participant and Retail Resources

**Module 5**
- Pediatric Pre-Survey
- Pediatric Post-Survey
- Adult Pre-Survey
- Adult Post-Survey
- Nutritional Assessment Tool
- Fruit and Vegetable Serving Size Guides
- Measures and Data Collection Worksheet
- Measures and Data Collection Worksheet
INTRODUCTION

According to the U.S. Department of Agriculture’s Economic Research Service, 48 million Americans struggle with food insecurity at least part of the year. At the same time, mounting evidence demonstrates that dietary quality—in addition to adequate caloric intake—is integral to better health. However, people’s inability to afford a healthy, adequate diet, including one rich in fruits and vegetables, is rarely part of the national conversation about health and healthcare reform.

Health diets are essential to our ability to address the increasing wave of diet-related diseases, but they must be affordable. Studies have found that increasing prices for fruits and vegetables can increase obesity risk; conversely, healthy diets, particularly those rich in fruits and vegetables, can have positive effects on health conditions, including diabetes, as well as all-cause mortality. Prescription programs are an innovative way to address the affordability of a healthy, adequate diet; its promise lies in impacting the broader and more entrenched challenges of diet-related disease and spiraling health care costs.

As the healthcare landscape rapidly changes, opportunities for innovative nutrition prescription programs like the Fruit and Vegetable Prescription® (FVRx®) Program are increasing. Fruit and vegetable prescription programs, or prescription programs for short, are able to engage providers, impact patients’ health, and support local economies. In response to an increasing interest within the field for information on prescription program best practices, Wholesome Wave has compiled lessons learned from six years of prescription program experience and gathered best practices from experts in the field to develop this toolkit.
COMMUNITY IMPACT

Prescription programs can serve as a powerful tool for motivating behavior change, prompting providers and patients to discuss healthy eating changes, and providing patients with the resources to act on those changes. Prescription programs combine a clinical intervention with a community intervention that makes an explicit connection between educating patients about the importance of consuming fruits and vegetables and empowering them with the resources to make healthier food choices.

When a community implements a prescription program, three groups are simultaneously impacted. Providers are equipped with a resource in the form of the fruit and vegetable prescription incentive to back healthy eating recommendations, facilitating positive conversations with patients about eating more fresh fruits and vegetables. Patients use the prescription and act on nutrition education making healthy behavior changes that impact the entire household, resulting in improved health. Prescriptions increase patients’ access to healthy food as well as increase the demand for healthy food at local retailers. Local growers, farmers, and healthy food retailers accepting prescriptions benefit from this demand through increased foot traffic to their stores and regular produce sales. By increasing patients’ knowledge of healthy food as well as their buying power, prescription programs can increase the viability of local businesses, creating healthier communities.

HOW IT WORKS

Providers offer patient-centered care, education, and fruit and vegetable prescriptions

Patients and families act on nutrition education and purchase fruits and vegetables with a prescription

Fruit and vegetable prescription programs create more demand for fresh, local fruits and vegetables

Fruit and vegetable prescription programs are a tool to achieve affordable access to healthy food in communities across the country.
PURPOSE OF THE TOOLKIT

The purpose of the toolkit is to provide best practices and resources for comprehensive approaches to prescription programming that integrates and coordinates efforts between healthcare providers and community retailers to increase affordable access to healthy food, promote healthy eating behaviors, increase food security, and support local economies. With this toolkit, you can begin to build your own prescription program or enhance an existing program with new ideas, practical tools, and tips from the field. This toolkit can also help you engage in clinic-community partnerships, consider the landscape of programming options, and evaluate success metrics.

Toolkit Audience

Whether you’re a non-profit or CBO looking to expand affordable food access programming by engaging with the health care community or you’re a healthcare organization interested in expanding the tools at your disposal to effect change with your patients or you’re a business looking to increase your sales and customer base with innovative partnerships, this toolkit can be used as a resource for your programming.

Toolkit Contents

The toolkit is organized to walk you through key program phases from program inception to evaluation, with individual modules to address each phase. Each module provides detailed information, links to resources, tools, and templates that may be useful as you move forward with designing and implementing your program.

Module 1. Planning for a Fruit and Vegetable Prescription Program provides guidance on setting goals, identifying and engaging clinical and retail partners, identifying funding sources, and developing a realistic budget.

Module 2. Designing a Fruit and Vegetable Prescription Program discusses approaches to designing the clinical and retail aspects of your program as well as the design of the prescription itself.

Module 3. Training Program Teams offers best practices on developing and conducting training for clinical, retail, and community partners.

Module 4. Implementing a Fruit and Vegetable Prescription Program offers best practices, tools, and resources for implementing prescription programs at both clinical and retail sites.

Module 5. Measuring and Evaluating a Fruit and Vegetable Prescription Program discusses program measurement and effectiveness reporting. Content can be applied to all stakeholder groups including: clinicians, retailers, and program administrators.
Executive Summary

HOW TO USE THE TOOLKIT

Just as no one size fits all, no one prescription program model will work for all communities. Rather, the information provided in the toolkit should be used to inform how to design, implement, and evaluate a prescription program that can meet the needs of your patients and local community stakeholders.

Best practices and tips from the field highlight comprehensive approaches to designing and implementing a prescription program in both clinical and retail settings. You can also make use of customizable tools and templates. Resources that Wholesome Wave and experts in the field have developed are referenced throughout the toolkit to offer additional guidance in areas for which you may need support.

The toolkit, tools, templates and resources can be accessed online through the Network Resource Library by entering the username and password provided by Wholesome Wave.

Wholesome Wave welcomes feedback and suggestions on the content and structure of this toolkit in order to revise and improve it over time based on user comments. Please share feedback via email at nutritionincentivenetwork@wholesomewave.org.

ABOUT WHOLESOME WAVE

Our Vision: Healthy, local, affordable food for all.

Our Mission: Wholesome Wave inspires underserved consumers to make healthier food choices by increasing affordable access to fresh, local and regional food.

For more information on Wholesome Wave and its other initiatives, visit www.wholesomewave.org.

The History of FVRx

Wholesome Wave launched FVRx as a feasibility study in 2010 in Maine and Massachusetts to assess its ability to build partnerships between health centers and farmers markets and to determine whether participants would redeem prescriptions for local fruits and vegetables. From that study, Wholesome Wave found promising outcomes on patients’ shopping and eating habits, as well as their knowledge about the importance of fruits and vegetables in their diet. Programming rapidly expanded in the following years reaching 30 healthcare sites across the nation, impacting over 6000 individuals, and generating over $500,000 in fruit and vegetable sales. In the short span of six years, demand for FVRx has grown and the model is now recognized as an innovative and effective approach to health promotion and disease prevention.

You can find more information on Wholesome Wave’s FVRx programming, data, and reports here.
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- B Street Health Center at St. Mary’s Nutrition Center and Lewiston Farmers Market, Lewiston, ME
- Codman Square Health Center and Codman Square Farmers Market, Dorchester, MA
- El Centro Family Health at Espanola Clinic and Espanola Farmers Market, Espanola, NM
- Fair Haven Community Center and City Seed, Fair Haven, CT
- Holyoke Health Center and Holyoke Farmers Market, Holyoke, MA
- Greater Lawrence Family Health Center and Groundwork Farmers Market, Lawrence, MA
- Lifelong Medical Center and the Ecology Center, Berkeley, CA
- People’s Community Clinic and the Sustainable Food Coalition, Austin, TX
- Skowhegan Family Medicine at Redington Fairview General Hospital and Skowhegan Farmers Market, Skowhegan, ME
- Sutter Medical Center and the Original Certified Farmers Market, Santa Rosa, CA
- Thundermist Health Center and Farm Fresh Rhode Island, Woonsocket and West Warwick, RI
- Unity Healthcare at Upper Cardozo Health Center, DC Greens, and the Columbia Heights Community Marketplace, D.C

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REFERENCES


