



FRUIT & VEGETABLE PRESCRIPTION PROGRAM®



The cheapest food choices in the U.S. are also the unhealthiest. No wonder the nation spends over \$1 trillion on diet-related illnesses each year. But Wholesome Wave is here to help. We work with healthcare providers and public health promoters to write prescriptions for fruits and vegetables, unlocking affordability for the families that need it most.

Through the Fruit and Vegetables Prescription (FVRx) Program® we address America's dietary crisis and help ensure that all families have access to the fruits and vegetables that healthy bodies crave. And when families can afford a healthy diet, we see healthier communities.



Program Reach

- **11,319** Individuals and family members
- **79%** Received WIC
- **56%** Received SNAP
- **96%** are covered by Medicaid/Public
- **34 Clinics** in **10 States**

FVRx Programs Across the Country

Since our first pilot in 2010, Wholesome Wave has supported FVRx projects across the country, some of which are summarized below. We now offer a licensed package that provides partners both with tested tools and branded materials necessary to run the program, as well as varying levels of consulting services to make the FVRx program as successful as possible.

LA, Houston & Miami FVRx | 2017 Eisner Health, Memorial Hermann, Jesse Trice Community Health Center, and Target Corporation

- Largest Fruit and Vegetable Prescription Program® (FVRx®) to date.
- Through this program more than 5,000 recipients are given prescriptions for produce that they can redeem at Target and local farmers markets.

Los Angeles FVRx, CA | 2016 Eisner Health and Target Corporation

- Through this program more than 2,300+ recipients in Los Angeles were given prescriptions for produce to redeem at Target and local farmers markets.
- 57% of patients' families reported an improvement in their children's health due to the LA FVRx program.

Navajo FVRx | 2015-2017 Community Outreach and Patient Empowerment (COPE) Project

- Bringing healthy food access to Navajo Nation by offering chronic disease prevention outreach through community, clinic, and retail partnerships.

FVRx in Minneapolis, MN | 2014 The Center for Prevention at Blue Cross and Blue Shield of Minnesota

- Brought FVRx to adult diabetics with prescription redemption at Coborn's grocery store in Melrose, MN.



FVRx in New York City | 2013-2015 The New York City Health and Hospitals Corporation (HHC)

- Over the three years of the program (2013-2015), 571 patients and their families participated, totaling 2,755 household members.
- As a result of the NYC project, WW created a national training guide "The Fruit and Vegetable Prescription Toolkit", available free to members of Wholesome Wave's National Network.

Program Impact

- **93%** of participants meeting fruit and vegetable recommendations by end of program.
- **206%** increase in individual vegetable consumption.
- **47%** decreased their BMI.
- **45%** of households increased their food security over the program period.
- **\$1,291,000+** distributed through FVRx for fruit and vegetables.

The FVRx[®] Process

1.

Patients are recruited by a health care provider to the FVRx program.



2.

Participants attend multiple FVRx visits in a clinical or community setting to receive nutrition education and/or to discuss healthy eating.



3.

At each visit, participants receive an FVRx prescription and are requested to participate in a pre- and post- evaluation.



4.

Participants redeem FVRx prescription vouchers for fresh, nutritious food at participating retailers, where redemption is tracked.



The Participant Experience