Tools from this Module are available for download in the Network Resource Library

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
INTRODUCTION

This module discusses fruit and vegetable prescription program, or prescription program as it will be referred to throughout the module, best practices and tips for implementation at health care and retail sites. The module provides suggestions for clinical providers on recruiting and enrolling participants, as well as scheduling and conducting clinical visits. The module includes materials and links to resources to support providers to support providers delivering healthy weight, eating and nutrition programming and services. The module also provides materials and links to resources that provide further support to retail partners and their staff implementing a prescription program.

1 IMPLEMENTING AT A HEALTHCARE SITE

Recruitment and Enrollment

Participants can be recruited through a number of strategies. Much like other health programs, recruitment strategies for FVRx programs have typically included identifying eligible patients through provider referrals, medical chart review, phone calls, mailings, or regularly scheduled clinical visits.

When determining the amount of time necessary to recruit patients, first consider the number of participants you want to enroll. In FVRx programs, enrollment periods have ranged from a number of weeks to a few months. Speaking with healthcare staff that have implemented similar health programs or that have worked with the target population is a good place to start to discover successful recruitment strategies.
Recruitment Best Practices

- Set a start and end date to the recruitment and enrollment period to keep staff on track.
- Designate a staff member to lead recruitment and enrollment efforts and act as the point person for referrals and program inquiries.
- Conduct weekly check-ins with program team members to coordinate and evaluate recruitment efforts.
- Distribute materials that provide information on how the program works to potential participants during clinic visits.
- Post recruitment flyers in exam rooms, around the clinic, or at the participating retailer.
- Hold group recruitment events at the clinic or at a community event.

Recruitment Materials

Recruitment can be greatly improved with compelling printed materials advertising the program to your target audience. Some important components of a good flyer include:

- The program and partners’ names, as well as logos
- A brief, clear explanation of the program, and especially the benefits:
  - Details of the clinical visits
  - How much the prescription is worth (e.g. $1 per day per family member, $10 per week)
  - Any cap amounts
  - What type of products the incentives can purchase
  - Length of the program
- Where and when the program is offered:
  - Deadline for enrollment
  - Address/location of the clinical visits
  - Address/location of the participating retailer
- A visually appealing picture, such as fruits and vegetables or the prescription
- Phone number and/or website (or other social media platforms) where patients and potential donors can get more information
- A mention or logo of the program’s funders

Sample Recruitment Flyer

FREE FRUITS & VEGETABLES

When you participate in the Navajo Fruit and Vegetable Prescription Program® (Navajo FVRx®)

AM I ELIGIBLE?
- Children ages 3 to 6 years old
- Women who are pregnant or who gave birth within the last 3 years
- No income requirement necessary
- Participation won’t interfere with food benefits like SNAP, WIC, commodities, or SSI
- Some additional requirements exist

CALL to find out if you are eligible TODAY!

$1.00 a day per household member to buy fruits and vegetables* *Amounts will vary by family size

COPE
GROW
BUY
LOCAL

TOOL

THE FRUIT AND VEGETABLE PRESCRIPTION (FVRx) PROGRAM

Participant Brochure Template

If you are interested in providing participants with a program brochure, a Participant Brochure Template can be downloaded from the Network Resource Library and customized with your program’s own details, photos, and logos.
Just as flyers at the healthcare site can help promote your program to potential participants, flyers posted at the participating retailer can promote the program outside of the healthcare site as well as help participants identify where to redeem prescriptions and spend their incentives. By including the retailer’s name and/or logo, the flyers can also represent an opportunity to promote the retailer as a local business that cares about their community. While most retailers are willing to use promotional material they may need to check with a marketing department or management for approval, make sure to consider this during flyer production.

**Sample Prescription Redemption Flyer**

**Issuing Participant IDs**

- Make sure to not use information that may tie a participant to their ID, such as a medical record number or date of birth.
- Try using a combination of letters and numbers. For example: a two letter abbreviation for the healthcare site name, two digits for the year, and two digits to denote the number enrolled in the program.
- Create a master list of patient names and their associated IDs and save in a protected file or locked file cabinet.

**Obtaining Informed Consent/Assent**

A consent form is typically used for adult participants. If you are working with a pediatric population, caregivers will sign the consent form on behalf of their young child, and children over the age of 7 will sign an assent form to acknowledge their participation in the program. Once informed consent has been obtained and a consent form has been signed, consent forms are typically kept on file or uploaded to a participant’s electronic medical record. For more information on informed consent, see the U.S. Department of Health and Human Services’ Agency for Healthcare Research and Quality Informed Consent and Authorization Toolkit for Minimal Risk Research.

**Issuing a Unique Participant ID**

Issuing participants an unique identifiers, or IDs, allows personal health information to be confidentially reported as data within a research study. By using participant IDs, a participant’s data can be collected by the clinical team and linked to their prescription redemption data collected by the retail team, without the participant’s identity being know. If your program intends to collect health data, the same ID should be used consistently for the duration of the program, be included on participant forms and surveys, and be collected by the retail partner when tracking prescription redemption data. No one outside of the program’s clinical team should have access to identifying information about program participants. If your program is not a research study and/or not collecting participant health data then there may be no need to issue participant IDs.

**Enrolling Participants**

Enrolling participants typically entails obtaining informed consent/assent from participants and/or caregivers, issuing a unique participant ID number, and collecting enrollment information. It is suggested that you enroll participants as part of their first clinical visit; however, participants can always be enrolled prior to their first program visit, i.e., during a recruitment or launch event. If you do enroll participants prior to the first program visit, be sure to schedule the participant’s first clinical visit during enrollment.
The Clinical Visit

Scheduling and Delivering the Clinical Visit

To effectively manage scheduling clinical visits, providers often reserve blocks of clinical time, such as 1–2 days per week, to schedule all program visits. Depending upon the existing clinic workflow and preference of the providers, having 1 or 2 days a week dedicated to program visits allows providers to maximize their time, especially if nutrition education is being delivered through group sessions.

Providing handouts, or tear sheets, that detail the protocols of your program’s clinical visit can be a helpful reminder for program staff. See samples of a Provider Tear Sheet and a Nutrition Education Tear Sheet in the Toolbox on pg. 12 and pg. 13. Both can be customized to your program’s unique design.

TIPS

Recommendations on Scheduling Clinical Visits

- Allow two months before clinical visits begin to plan visit schedules across program team members.
- Streamline visits by designating one day of the week for prescription program clinical visits.
- If targeting pediatric participants, be mindful of scheduling visits after school hours or allow for follow-up visits that don’t require the child to attend, only the parent or primary caretaker.
- Plan visits to occur on the same days that participants can shop at the partnering retail site.
- Incorporate visit reminder calls the day before or day of participants’ visits.

Delivering Nutrition Education

Helping participants and their families put nutrition education into practice involves more than providing information on the right kinds of food to eat. Therefore, incorporating nutrition specialists and health care professionals into your program who have expertise in helping families make healthy dietary changes is ideal. Specialists such as registered dieticians and nutritionists offer a wealth of experience and knowledge in delivering nutrition education and supportive information on making healthy lifestyle changes.

If your program is looking for complementary weight management or nutrition education curriculum many FVRx programs have found success in aligning their program with 5-2-1-0 Let’s Go! Let’s Go! is a nationally recognized prevention program that offers an easy way to begin an open discussion with patients about the ways to increase physical activity and healthy eating.

What does 5-2-1-0 stand for?

5 – Eat at least five fruits and vegetables a day.
2 – Limit recreational TV or computer use to two hours or less.
1 – Get one hour or more of physical activity every day.
0 – Drink more water and low-fat milk; limit or eliminate sugary beverages.

You can find more information about 5-2-1-0 Let’s Go! and 5-2-1-0 resources to aid in the prevention, assessment, and treatment of overweight youth online at www.letsgo.org.
Health and Nutrition Messaging

The following are examples of healthy eating and lifestyle messaging as well as activities typically offered by providers during a prescription program clinical visit.

Provider messaging can include:

• The importance of physical activity
• The importance of a healthy diet
• The health consequences of chronic diet-related disease
• Goal-setting around overall health, diet, and physical activity

Sample nutrition messaging and discussion topics:

• Healthy behavior change messaging regarding replacement of less healthy foods with fruits and vegetables
• The importance of fruits and vegetables in a healthy diet
• Reducing intake of sugar-sweetened beverages, and replacement with water
• Increasing physical activity
• Reducing screen time
• Eating a variety of foods from all food groups, balancing intake
• Safe food storage and management ideas
• Healthy portion sizes

Sample nutrition education activities:

• A review of plate composition and portion sizes using measuring cups or resources on www.ChooseMyPlate.gov
• An introduction to reading sample nutrition facts and food labels
• Distributing recipes or ideas for tasty ways to cook fruits and vegetables
• Providing participants with reminders about retail locations and hours
• Discussion on how to redeem prescriptions

Provider Resources and Tools

• The Oregon State Childhood Food Insecurity Course
• USDA Food Security Screening Resources
• Motivational Interviewing
• CDC Growth Charts
• CDC Child and Teen BMI Calculator
• KidsHealth BMI
• Children’s BMI Risk Category Dependent on Age

Nutrition Education and Healthy Eating Resources and Tools

• The USDA Nutrient Database
• The USDA Dietary Guidelines for Americans
• ADA Evidence Analysis Library
• ADA Pediatric Nutrition Care Manual
• SNAP-ED
• Understanding Nutrition Labels
• Why Weight? A Guide to Discussing Obesity & Health With Your Patients
• The American Diabetes Association: Making Healthy Food Choices

Participant Resources and Tools

• Healthy Eating and Activities for Kids & Parents
• KidsHealth
• Choose MyPlate Printable Materials
• Meals for You
• Make Your Calories Count
• Fruits & Veggies More Matters
• Good and Cheap
• Eat Right and KIDS Eat Right
• Food Hero
• Just Say Yes

Links to these resources can also be found on the Network Resource Library at http://www.wholesomewave.org.
IMPLEMENTING AT A RETAIL SITE

Retail Site Operations

The beginning weeks of running a prescription program can spark questions from both staff and participants. Providing resources, such as a program reference guide, to staff can be instrumental in helping staff implement the program as well as answer questions. Simple one-page resources such as step-by-step instructions on redeeming a prescription or how to collect data can be just as helpful. One-page guides can be kept at a market table, posted at a register, or wherever staff can easily reference them.

The following are guides that can be customized to your program’s protocols and staff roles and responsibilities. Samples can be found in the Toolbox from pg. 14 to pg. 16 or downloaded from the Resource Library for customization.
- Redemption and Reporting Guide
- Cashier Guide
- Invoicing Guide

Preparing the Retail Site

- If working with a store, look into whether you will need to designate a key on the register as a prescription house charge.
- Determine where the prescriptions will be stored, how often they will be collected, and how often invoices will be submitted for reimbursement.
- Consider how the site is sourcing produce and if there is enough to keep up with new or increased demand.
- Consider how the site is stocking produce and managing any spoils.
- Consider the placement and promotion of produce.
  - Are fruits and vegetables highly visible and attractive to customers?
  - Within stores, can you create healthy end-caps, a healthy checkout aisle, or fruit baskets at the register?

In addition to increasing patient’s access to affordable produce, many prescription programs have a secondary goal of increasing the amount and variety of healthy offerings available at retail sites such as small stores, convenience stores, or bodegas. The following are helpful resources whether you are looking for information on increasing or promoting healthy options at retail stores.

Retailer Resources and Tools

- The Commercial Storage of Fruits, Vegetables, and Florist and Nursery Stocks
- How to Adopt a Shop: A Guide to Working with your Local Food Retailer
- The Healthy Corner Stores Network
- Fresh Produce and Floral Council
- Produce Marketing Association
- CDC’s Healthier Food Retail: An Action Guide for Public Health Practitioners
ENGAGING PARTICIPANTS & COMPLEMENTARY PROGRAMMING

Tips for Healthcare Sites

Communicating regularly with participants is critical to engaging and retaining participants in the program. Following up with participants via phone or email help ensure high attendance rates at clinic appointments. It is also helpful to remind participants at their clinic visits to regularly visit the retail site to redeem their prescriptions.

Other successful strategies for communicating with and engaging participants include:

- Visit reminders through postcards or phone calls
- Phone or text reminders on how, where, and when to use prescriptions
- Identifying participants in need of transportation and offering assistance
- Ensuring participant feedback is solicited and taken into consideration

Creating personal relationships with participants is an important component of program retention — keeping participants engaged and interested in the program encourages participants to attend appointments, adhere to provider recommendations, and use their prescriptions. The following are examples of successful and fun activities FVRx programs have integrated within their clinical practices.

- Shopping tours at the retail site
- Hosting a wellness booth at the retail site
- Providing recipe cards or healthy eating handouts, such as:
  - Farm Fresh Rhode Island’s (English and Spanish) Farmers Market Recipes
  - Connecticut Department of Agriculture’s Farm Fresh Summertime Recipes
  - American Diabetes Association’s Recipes for Healthy Living

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Tips for Retail Sites

Regardless of your community setting or resources available to you, there are a number of ways to enhance participants’ shopping experience whether it is at a farmers market, grocery store, or convenience store. Additional programming or activities can take a number of forms, and require different levels of coordination, but all are useful for engaging participants as well as other customers, and ultimately increasing the impact of your program. The following are fun activities FVRx programs and other nutrition incentive programs have utilized to engage participants and customers alike.

- Cooking demonstrations or tastes tests allow customers to try new items and learn new skills and preparations. Keep it simple with recipes that require little equipment. The following offer great ideas and recipes:
  - Farm Fresh Rhode Island’s Healthy Food, Healthy Families
  - Cooking Matters
  - SNAP-Ed

- Get customers to move and interact through local live music or entertainment.

- Offer kid promotions or games. For example, Power of Produce provides children with produce vouchers they can use to purchase their favorite item at farmers markets.

- Offer kid promotions or games. For example, The Power of Produce (POP) Club introduces children to where their food comes from through fun activities and offers vouchers to purchase their produce at farmers markets. Check out the Farmers Market Coalition for tools, guides, and templates to help you run your own POP Club.
SAMPLE PROVIDER TEAR SHEET

This guide provides sample step-by-step instructions for providers. Customize this sheet to your program’s protocols.

**Medical Status:**
Capture participant health data at each clinical visit on the Clinical Visit Form.

**Behavioral Assessment:**
- Discuss family/patient concerns
- Discuss eating patterns and food preferences

**Health Eating Discussion Topics:**
- Importance of physical activity
- Importance of diet
- Health consequences of obesity

**Behavioral Plan Discussion Topics:**
- Goal setting
- Major wins/accomplishments
- Challenges/barriers/concerns

**Prescription Distribution:**
- Fill out a prescription
- Explain how and where the prescription can be redeemed
- Provide participant with a handout on how and where to use the prescription
SAMPLE NUTRITION EDUCATION TEAR SHEET

This guide provides sample step-by-step instructions. Customize this sheet to your program’s protocols.

Nutrition Assessment:
Capture fruit and vegetable consumption data at each clinical visit on the Clinical Visit Form.

Healthy Eating Discussion Topics:
- The importance of fruits and vegetables in a healthy diet
- Reviewing portion sizes
- Reading nutrition and food labels
- Strategies for incorporating more fruits and vegetables and replacing less healthy foods with fruits and vegetables
- How to prepare or store fresh fruits and vegetables
- Recipes or ideas for tasty ways to cook fruits and vegetables

Behavioral Plan Discussion Topics:
- Goal setting
- Major wins/accomplishments
- Challenges/barriers/concerns
SAMPLE FARMERS MARKET REDEMPTION AND REPORTING GUIDE

This guide provides sample step-by-step instructions on redeeming a prescription at a farmers market as well as reimbursing vendors. Customize this document to reflect your program’s protocols.

**Redeeming a prescription:**

1. **Ensure the prescription is valid:** check that the prescription is signed by the provider, is not expired, has a Participant ID# on it, and indicates the how much the prescription is worth.

2. Provide the customer with the alternative currency for which he/she is eligible and track any necessary prescription data (i.e. Participant ID#, amount of prescription redeemed, number of prescriptions redeemed) on the Prescription Redemption Log.

3. Note on the prescription the number of weeks redeemed or keep the redeemed prescription for the market’s records.

**Recording data and reimbursing vendors:**

1. Collect alternative currency from vendors.

2. Complete vendor receipts with the amount due for reimbursement based on Rx dollars ($) spent that day and distribute the reimbursement and receipts to the vendors.

3. Count and record the total number of Rx dollars ($) used at the market for that day on the Prescription Redemption Log.

4. Enter data into the Prescription Reporting Form.
SAMPLE CASHIER GUIDE

This guide provides sample step-by-step instructions for cashiers on redeeming a prescription. Customize this document to reflect your program’s protocols.

Completing an Rx transaction:

• Ensure the prescription is valid: check that the prescription is signed by the provider, is not expired, has a Participant ID# on it, and indicates the how much the prescription is worth.

• Ask participants to separate Rx-eligible fruit and vegetables from all other items, and ring produce in one transaction.

• Run the prescription voucher as a house charge up to the voucher amount listed on the prescription.

• If the customer has purchased more than what the prescription is worth, ask the customer how they would like to pay the remaining balance.

After the transaction:

• Print a receipt of the Rx transaction.

• Staple the receipt to the redeemed prescription voucher and store it in the cash register for collection.
SAMPLE INVOICING GUIDE

This guide provides sample step-by-step instructions for recording prescription redemption data and submitting an invoice. Customize this document to reflect your program’s protocols.

Recording Rx Purchases and Prescription Data

Using the Rx Invoice record:
- The date of purchase in the “Date” column
- The Participant ID number in the “Check/Invc #” column
- The number of prescriptions redeemed by a participant during one visit.
- The dollar amount of the FVRx prescription voucher run as a house charge in the “Amount” column.

Submitting a Prescription Invoice

- Submit the Prescription Invoice monthly
- Email a scanned copy to the program administrator
- Mail the original copy to the program administrator along with the redeemed prescriptions
REFERENCES


## PROVIDER, PARTICIPANT AND RETAIL RESOURCES

### Provider Resources and Tools
- The Oregon State Childhood Food Insecurity Course
- USDA Food Security Screening Resources
- Motivational Interviewing
- CDC Growth Charts
- CDC Child and Teen BMI Calculator
- KidsHealth BMI
- Children’s BMI Risk Category Dependent on Age
- SNAP-ED Connection

### Nutrition Education and Healthy Eating Resources and Tools
- The USDA Nutrient Database
- The USDA Dietary Guidelines for Americans
- ADA Evidence Analysis Library
- ADA Pediatric Nutrition Care Manual
- SNAP-ED
- Understanding Nutrition Labels
- Why Weight? A Guide to Discussing Obesity & Health With Your Patients
- The American Diabetes Association: Making Healthy Food Choices

### Participant Resources and Tools
- Healthy Eating and Activities for Kids & Parents
- KidsHealth
- Choose MyPlate Printable Materials
- Meals for You
- Make Your Calories Count
- Fruits & Veggies More Matters
- Good and Cheap
- Eat Right and KIDS Eat Right
- Food Hero
- Just Say Yes
- We Can! Families Finding the Balance

### Retailer Resources and Tools
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