Who are the patients & families impacted by the program?

241 participants enrolled
700 family members who shared in prescription benefits

Over 50 percent received federal food assistance (SNAP benefits)
Over 40% received WIC benefits
86% female

80% report struggling with food insecurity
96% report consuming less than daily recommended servings of fruits & vegetables

Health Profile:

- 63.8% Overweight or Obese
- 59.8% Diabetes, High Blood Pressure, or High Cholesterol
- 15.8% Pregnant or Breastfeeding
- 40.9% Primary Caregivers of children 5 years of age or younger

Racial/Ethnic Profile:

- Caucasian/White: 6%
- Native: 4.9%
- African American/Black: 32.4%
- American/Indian: 6%
- Other Race or Ethnicity: 1%
- Two or more races/ethnicities: 49.7%
- Latino/Hispanic or Spanish Origin: 49.7%

Fresh Prescription brings together the healthcare system and the food system in Detroit — helping patients connect what they eat to how they feel, improving eating habits and health outcomes, and fostering innovative relationships to build a healthy sustainable food system in Detroit.

The Process

1. Low income patients with chronic disease, caregivers of children age 0-5 and pregnant women are referred to the program by their health care provider.

2. A clinician meets with patients and their families to discuss healthy eating, assess fruit and vegetable consumption, access to healthy food, and knowledge & skills for choosing, preparing and eating fresh fruit and vegetables.

3. Participants receive a prescription to “eat more fruits and vegetables” from the clinician and set goals for healthy eating.

4. Prescriptions, representing a total value of $40 - $100, can be filled weekly for $10 - $24 of fresh, Michigan-grown fruits and vegetables at a participating farmers market or fresh food share box location. This is equal to 7 - 30 servings of fresh produce per week for each patient and their family.

5. Participants and their families participate in nutrition education and cooking events at weekly markets. Healthcare center staff provide social support for achieving healthy eating goals and making healthy lifestyle changes at the market and through periodic outreach to participants.
Since participating in the program:

85% of participants reported eating more fruits and vegetables
79% reported their family members eat more fruits and vegetables
61% reported their children eat more fruits and vegetables
44% reported a decrease in the number of times they consumed unhealthy foods during an average week

It has made a big difference in my health...I have changed my diet and stuff and I’ve lost about 50 to 60 pounds & it really made me open my eyes to what a difference it makes what you eat.

- CHASS Fresh Prescription Participant

2014 OUTCOMES:

Community Health and Social Services Center (CHASS)

Achieving positive health outcomes

Patients reported significant improvement in overall health status
71% of participants reported they manage their health conditions better since participating in the program

Changing shopping, cooking & meal preparation behaviors

71% were new shoppers to the farmers market at CHASS Center
79% report they would shop at the CHASS Market in the future even if they did not have the prescription dollars
82% report buying fruits & vegetables they did not buy in the past.
76% report cooking with fruits & vegetables they did not cook with in the past

Increasing healthy eating

Significant improvement in healthfulness of overall diet reported by participants

Since participating in the program:

85% of participants reported eating more fruits and vegetables
79% reported their family members eat more fruits and vegetables
61% reported their children eat more fruits and vegetables
44% reported a decrease in the number of times they consumed unhealthy foods during an average week

“[This program] helps assist the families and low income individuals who run out of food before the end of the month, and also to help them to learn how to eat healthier, to eat more fruits and veggies in their diets, and to also place these same values into their children.”

– Michele Ramsey, Nutritionist AIHFS

Fresh Prescription is a network of participating health centers and local food retailers such as farmers markets and CSA share boxes in Detroit. 2014 Fresh Prescription partners included CHASS Center, American Indian Health and Family Services, Joy Southfield CDC, Henry Ford Health System and Eastern Market. Coordination support provided by Ecology Center.

For more information contact: Kathryn Savoie, kathryn@ecocenter.org or Nicki Milgrom, nicki@ecocenter.org
Visit www.ecocenter.org/fresh-prescription or call (313) 733-0039
This program had a powerful impact in our neighborhood and is great for our local farmers. The produce vendors’ sales more than doubled from the previous year & the produce was delicious.

- Trisha Hopkins, Director of Youth & Family Development

This program really helps emphasize to clients that being healthy is a holistic process & not simply about taking a pill to cure disease. Nutrition & exercise should be the first thing prescribed rather than medications...this program provides a tangible way to do this.

- Healthcare Provider, CHASS Center

Over 400 fruit & vegetable prescriptions written in 2014. Almost 3 times the number written in 2013

More than 10 healthcare providers in Detroit prescribing fresh local fruits & vegetables for disease management, prevention & overall health improvement

- Healthcare Provider, CHASS Center

41% of participants had never shopped at a farmers market before participating in Fresh Prescription

OVER $8200 spent on fresh local produce

American Indian Health and Family Services

Piloted Fresh Food Share box model as alternative to Farmer’s Market model.

• Participants received box of fresh local produce each month with recipes, preparation tips, nutrition information

• Participants are linked with ongoing healthy lifestyle programming at the health center for education, engagement & support

“ A lot of us that work and live in Detroit we can’t always get out to those nice markets...this way they bring it to us & a lot of time we never had those opportunities before...this program...it really does something good for us.”

- AIHFS Fresh Prescription Participant

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