




Wholesome Wave

Vegetable and Fruit Prescription Symposium
November 2, 2017

A close-up photograph of a wooden crate filled with fresh apples. The apples are in various stages of ripeness, showing shades of red, pink, and green. The lighting is soft, highlighting the texture of the fruit and the grain of the wood. A semi-transparent text box is overlaid on the center of the image.

Wholesome Wave empowers under-served consumers to make healthier food choices by increasing affordable access fresh, local food.



AMERICANS HAVE EATEN THEIR WAY INTO A HEALTHCARE
CRISIS...BUT WE CAN EAT OUR WAY OUT!

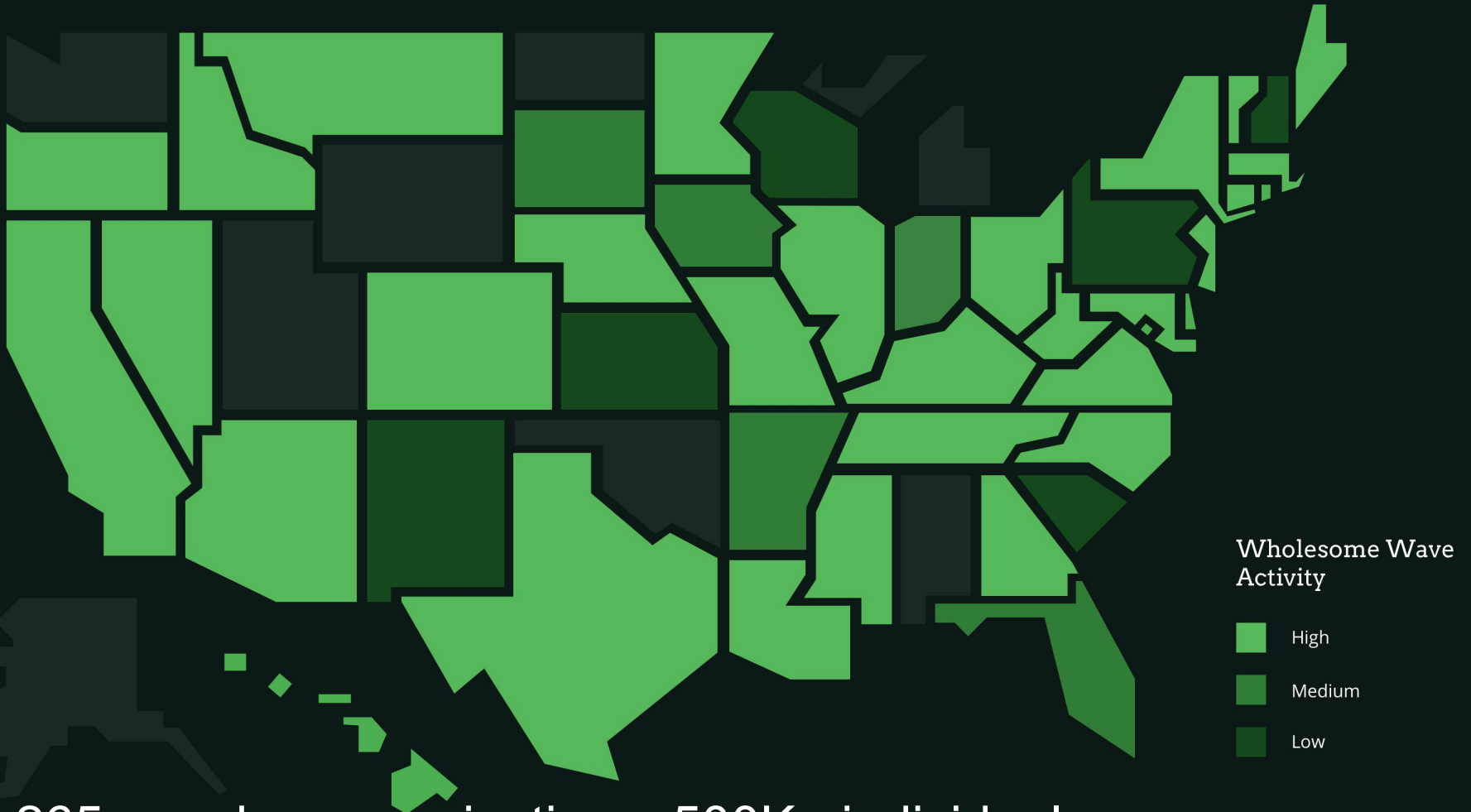
- Diet has surpassed smoking as the leading cause of death and disease.
- 1 in 5 Americans struggles to afford healthy food
- Only 1 in 10 kids eat enough vegetables
- Diet-related disease costs the nation hundreds of billions of dollars annually



Our work.

- SNAP Doubling
- Fruits and Vegetables as Medicine (FVRx)
- Seconds to Grocery Retail (“Practically Perfect”)

National Network



- 265 member organizations, 500K+ individuals
- 3.8MM in incentives
- 48 states, 1400+ locations

Case Study #1: Los Angeles FVRx

FREE FRUITS & VEGETABLES

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



\$30 a month per household member to buy fresh fruits and vegetables*

*Voucher amounts will vary by family size



AM I ELIGIBLE?

- ✓ Children ages 2-18 years old
- ✓ Patients eligible for Medi-Cal

Participation won't interfere with food benefits, like SNAP, WIC, commodities, or SSI

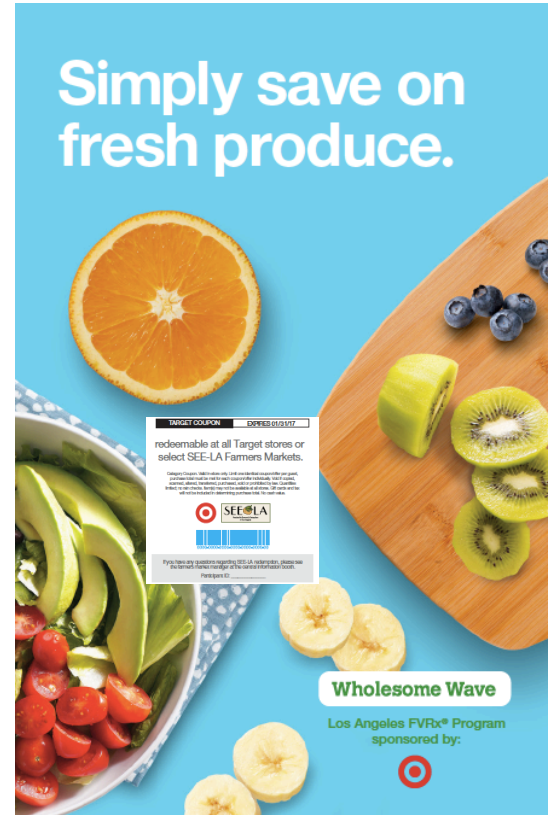
Parents and guardians of patients can also participate in weekly Groceryships classes to learn about nutrition, cooking skills, and healthy shopping skills.

To find out if you are eligible call:

Nelson Samayoa @ 213-342-3358



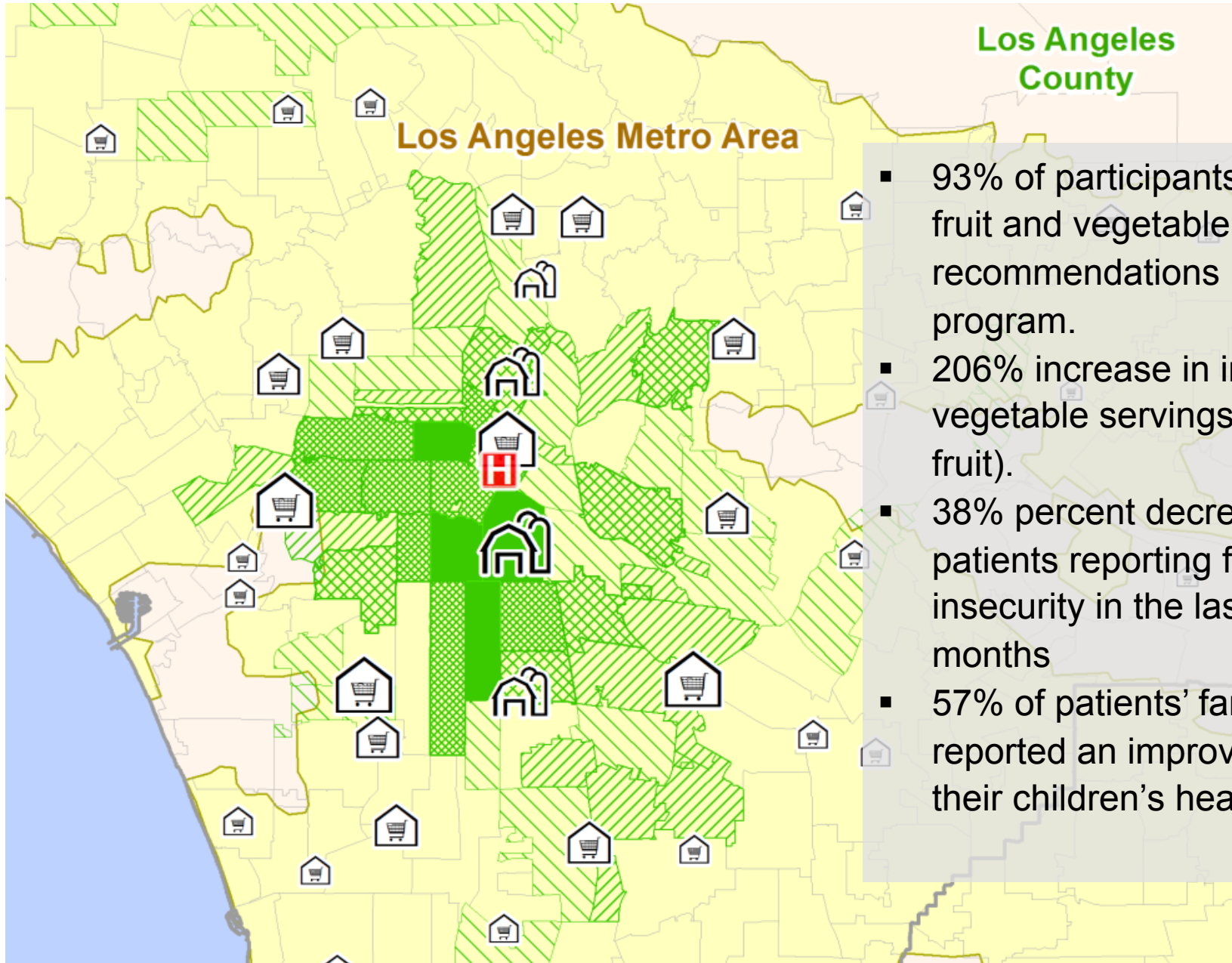
Groceryships



Groceryships

Wholesome Wave

LA FVRx: Outcomes and Redemption Map



- 93% of participants meeting fruit and vegetable recommendations by end of program.
- 206% increase in individual vegetable servings (125% for fruit).
- 38% percent decrease in patients reporting food insecurity in the last 6 months
- 57% of patients' families reported an improvement in their children's health

South Central NY FVRx



\$5 Fruit and Vegetable
VOUCHER

Expires: 1/31/18




- For use at VINES Farm Share, CHOW Fresh Mobile Market, and Broome County Regional Farmers Market (see back cover)
- Only valid for fresh fruits & vegetables
- Not Redeemable for Cash

 LOURDES

 ASCENSION


OF SOUTH CENTRAL NEW YORK







BINGHAMTON
UNIVERSITY
STATE UNIVERSITY OF NEW YORK



Get up to **\$360** to spend on **FRUITS & VEGETABLES**

Sign up for the *Fruit & Vegetable Prescription Program*



FREE

Are you over the age of 18?
Do you receive Medicaid or are you eligible?

Have questions or want to sign up?
Talk to the Registered Dietitian, **Rachel Mischler** to see if you qualify or call her at **(607)584-4507**

POWERED BY


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Ohio Diabetes Prevention Program FVRx Pilot



DIABETES PREVENTION PROGRAM



Public Health
Prevent. Promote. Protect.

**Dayton &
Montgomery
County**

Ohio
Department of Health

Funding and Sustainability

Governmental

- State
- Federal

Corporations

- Internal
- External



Insurers

- Marketing
- Core Business

Foundations and Individuals



- Build Evidence Base
- Increase Reach via Partnerships and Technology



Thank you

**Skye Cornell, Chief Programs Officer
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