



Pharmacy to Farm

Prescriptions

NEW YORK CITY HEALTH DEPARTMENT

Catherine Luu  
November 2, 2017

# WHAT IS PHARMACY TO FARM PRESCRIPTIONS?

- 1st pharmacy-based fruit and vegetable prescription program in the U.S.
- Provides monthly prescriptions worth \$30 for fruit and vegetable purchases at farmers markets



Pharmacy



Farmers Market

# FOOD SECURITY AND HYPERTENSION IN NYC

- In 2014, 1.37 million New Yorkers (16.4%) lived in food insecure household. <sup>1</sup>
- 25 to 50% of cardiovascular disease deaths in the U.S. are attributable to hypertension. <sup>2</sup>
  - Higher neighborhood poverty and lower educational attainment are associated with higher prevalence of hypertension. <sup>3</sup>
  - In NYC, Black adults are 1.5 times more likely than White adults to have high blood pressure. <sup>3</sup>
- Diet is a risk factor for hypertension.

1 New York City Mayor's Office of Food Policy. 2016 Food Metrics Report.  
<http://www1.nyc.gov/assets/foodpolicy/downloads/pdf/2016-Food-Metrics-Report.pdf>

2 Patel SA, Winkel M, Ali MK, Narayan KM, Mehta NK. Cardiovascular mortality associated with 5 leading risk factors: National and state preventable fractions estimated from survey data. *Annals of Internal Medicine*, 2015; 163:245-253.

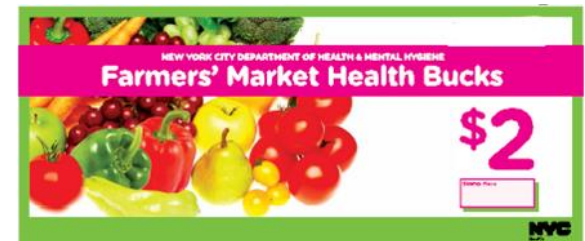
3 Gresia V, Lundy De La Cruz N, Jessup J, Adjoian T, Debchoudhury I, He F, Bartley K, Di Lonardo S, Deng WQ, Askari M, Chamany S. Hypertension in New York City: Disparities in Prevalence. New York City Department of Health and Mental Hygiene: Epi Data Brief (82); December 2016.

Eating more fruits and vegetables

provides important nutrients and can lower your risk of heart disease and possibly some cancers.

# FOOD INSECURITY AND NUTRITION INCENTIVE GRANT, 2016-2010

- Goal: Increase the purchase of fruit and vegetables among SNAP participants; make healthy foods more affordable
- Grant expands Health Bucks
  - \$2 coupons redeemable for fruits and vegetables at all NYC farmers markets (140+)
  - Now available year-round as a SNAP incentive
  - Pharmacies identified as promising venue



# STRATEGIES FOR IDENTIFYING PARTNERS

- Identify year-round farmers markets in high-poverty neighborhoods or markets with high SNAP sales, and locate independent pharmacies within walking distance
- Consult DOHMH primary care team for referrals to pharmacies serving low-income New Yorkers

# PROGRAM SITES

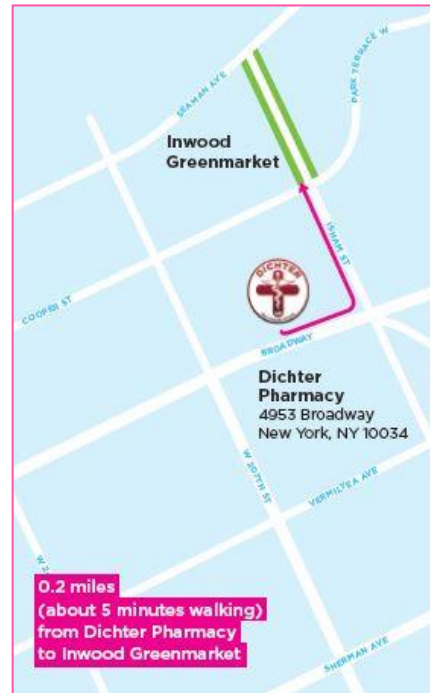
Kings Pharmacy

Grand Army Plaza  
Greenmarket



Dichter Pharmacy

Inwood  
Greenmarket



Whitman Pharmacy

Fort Greene  
Greenmarket





## PARTICIPANT ELIGIBILITY

- ✓ Ages 18 and over
- ✓ Prescription for hypertension (HTN)
- ✓ EBT card for SNAP (formerly known as food stamps)



# PARTICIPANT MATERIALS



## Eating more fruits and vegetables can help control your high blood pressure.

If you have high blood pressure, you may be able to get \$30 each month to spend on fruits and vegetables at any farmers' market in New York City!

To participate you must:

- Be 18 or older
- Take medicine for high blood pressure
- Use an EBT card for SNAP (also known as Food Stamps)



When you fill your high blood pressure medication prescription, ask the pharmacist about the **Pharmacy to Farm Prescriptions Program!**

**Kings Pharmacy**  
357 Flatbush Avenue  
Brooklyn, NY 11238  
(718) 230-3535



## Visiting the Farmers' Market

Exchange your Pharmacy to Farm Prescriptions at:

**Grand Army Plaza Greenmarket**  
Prospect Park West and Flatbush Avenue  
Brooklyn, NY 11238

Saturdays, 8 a.m. to 4 p.m.



When you get to Grand Army Plaza Greenmarket, look for the information tent in the center of the market.



## Frequently Asked Questions

- Q** What are Health Bucks?
- A** Health Bucks are \$2 coupons that can be used to buy fruits and vegetables at any farmers' market in New York City.
- Q** Can I use my Pharmacy to Farm Prescription to buy fruits and vegetables?
- A** No. Only Health Bucks can be used to buy fruits and vegetables. You must exchange Pharmacy to Farm Prescriptions for Health Bucks at Grand Army Plaza Greenmarket.
- Q** Can I use my prescription at a grocery store?
- A** No. Health Bucks can only be used at New York City farmers' markets.
- Q** How often can I get Pharmacy to Farm Prescriptions?
- A** You can get Pharmacy to Farm Prescriptions each time you refill your high blood pressure medication.
- Q** Do Health Bucks expire?
- A** Yes, Health Bucks expire on December 31.
- Q** What if I stop receiving SNAP benefits?
- A** You must receive SNAP each month to get Pharmacy to Farm Prescriptions.
- Q** If I lose my Pharmacy to Farm Prescription, can I get a replacement?
- A** No, lost prescriptions cannot be replaced.
- Q** Can my friend sign up?
- A** Anyone who takes medication for high blood pressure, is 18 or older and gets SNAP benefits can sign up at Kings Pharmacy. Email [farmersmarkets@health.nyc.gov](mailto:farmersmarkets@health.nyc.gov) for information. Spread the word!



# HOW DOES IT WORK?



## Step 1

Individual fills hypertension meds at pharmacy and receives Fruit and Veg Prescription

Pharmacy to Farm Prescriptions 	
Participant ID #:	Pharmacist Initials:
Start Date: / /	End Date (one month from start): / /
Bring this prescription to the farmers' market listed below and receive \$30 in Health Bucks.	
<b>Grand Army Plaza Greenmarket</b> Saturdays, 8 a.m. to 4 p.m. Prospect Park West and Flatbush Avenue Brooklyn, NY 11217	Health Bucks can be used to buy fresh fruits and vegetables at all NYC farmers' markets
<b>FARMERS' MARKET USE ONLY</b>	
Date Redeemed: / /	Market Staff Initials:
HB Serial Numbers: -	
<small>Rx serial number</small>	



## Step 2

Participant Exchanges Prescription at Farmers' Market

# PROGRAM EVALUATION

- Individuals enrolled (#)
- Fruit and vegetable and consumption (#)
- Attitudes and behaviors around cooking and eating f/v (survey)
- Ongoing participation as rough proxy for medication adherence (#)
- F/v prescriptions exchanged for Health Bucks (#, %)
- Health Bucks redeemed (\$, %)



Contact: Catherine Luu  
clu@health.gov.nyc

**Questions?**

**Thank you!**

Please do not distribute without prior approval from DOHMH.