



Food Is Medicine Rx for Fresh Fruits & Vegetables 2021 Year-End Report

About Rx for Fresh Fruits & Vegetables (RxforFFV)

A four-month program in partnership with local clinics and retailers to assist low-income, food insecure individuals with diabetes and prediabetes in managing their condition by providing access to fresh fruits and vegetables.

2021 Program Demographics and Results



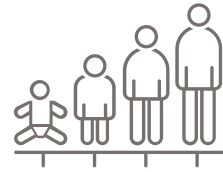
80

Participants enrolled



118

Household members supported



1-80

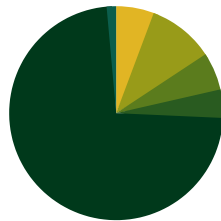
Ages in household supported

2 Languages



English and Spanish

5 Ethnic Groups

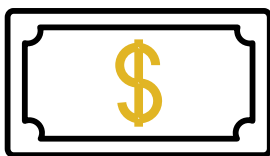


10 Idaho Cities



Across 4 Counties

81.3%



Voucher Redemption Rate

9%



Decrease in Hemoglobin A1c levels

2021 Year In Review

Program Expansion Efforts

The Task Force (IHRTF) produced a video highlighting the critical need for produce prescription programs like the RxforFFV. The video will be included in a Training Toolkit to educate health clinics, retail vendors, and community partners during expansion of the program.

In collaboration with the National Produce Prescription Collaborative, IHRTF was part of a select group invited to speak with the Deputy Administrator & Director of the Center for Medicare and Medicaid Innovation. Our 2020 third-party evaluation was one of eight (8) reports provided to the Director to demonstrate the positive health impacts of medically-focused nutrition programs.

In 2021, IHRTF partnered with seven (7) health clinics throughout the Treasure Valley to offer RxforFFV to patients experiencing food insecurity. Additionally, we established partnerships with two (2) new retail vendors to expand the shopping options for our participants.

The 2021 Summit on Idaho Hunger & Food Security identified multiple opportunities for the RxforFFV program to expand. The "Culturally Relevant Food Systems" workshop defined the need to utilize community partners and translators to promote and expand the program. The "Healthcare Partnerships" workshop set a goal to expand funding for food and nutrition security programs by collecting and sharing aggregate health data with Idaho's key decision-makers to demonstrate positive return on investment.

Sneak Peek into 2022

Guiding Group

The vision for RxforFFV is to embed the program into health systems throughout Idaho with support from Medicaid and insurance companies. Our Guiding Group will be expanded to inform our next steps such that the program can be sustainably adopted across the state with support from Medicaid and insurance.

Hybrid Model

In partnership with St. Luke's Health System, will pilot a hybrid management model of RxforFFV. This new model allows the health system to leverage their Community Health Workers by taking on the care management responsibilities, while IHRTF continues to be technical support to those health system partners.

Debit Card Pilot

We will pilot a debit card payment option for our participants. Fresh Connect has national contracts with major grocery retailers such as Walmart, Albertsons, and Kroger. This partnership will expand the shopping options significantly for our participants while providing real-time data and analytics of the program.

Regional Expansion

The IHRTF is partnering with health systems, health districts, and community organizations to bring the RxforFFV program to communities beyond the Treasure Valley. Expansion into the Magic Valley will be highest priority in 2022.

If you are interested in learning more about RxforFFV in Idaho, or other initiatives of the Idaho Hunger Relief Task Force, email info@idahohunger.org or call 208-639-0030.