



Rx for Fresh Fruits & Vegetables 2023 Year-End Report

RxFFV is a statewide program that provides fresh fruits and vegetables to individuals who are diabetic or prediabetic and food insecure. The program works in partnership with Idaho healthcare partners, grocery stores, and local farm stands.

2023 Program Demographics and Results



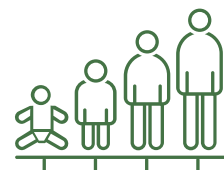
274

Participants enrolled



631

Household members supported



0-89

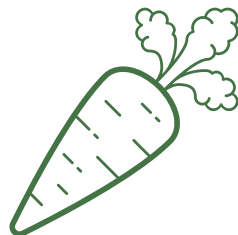
Ages in household supported

8

Languages



\$70.5k Produce Consumed



27

Cities Across 12 Counties



73%



Voucher redemption rate at Idaho retailers

46%



Increase in self-reported health status

-0.6



Decrease in mean Hemoglobin A1c levels

2023 Year In Review



2023 brought many achievements to the Rx for Fresh Fruits & Vegetables Program.

- Through Fresh Connect's electronic voucher debit card, we increased the number of grocery vendor locations for participants to purchase fresh fruits and vegetables. The Fresh Connect (About Fresh) partnership allows real-time analytic data concerning participant engagement. We have reached 100% enrollment with Fresh Connect and have discontinued the use of paper vouchers.
- The transition into the Magic Valley was successful! We enrolled 76 individuals in cooperation with Family Health Services. Through this partnership, we transitioned participant management to healthcare staff, increasing participant response and redemption rates.
- St. Luke's Humphreys Diabetes Center completed a 1-year pilot program where they enrolled 156 participants. Community Health Workers took over management of the daily program and data management portion of the PRx program. St. Luke's continues to share PRx data with the IHRTF to form a statewide PRx data collection. They plan to continue to implement the program on their own. This pilot program is an excellent example of how we can work together across the state.

Additional achievements included:

- Best practices for data collection are continually reviewed to collect needed state RxFFV data.
- An RxFFV program [interest form](#) is available on the Idaho Hunger Relief Task Force's Rx for Fresh Fruits and Vegetables page.
- The IHRTF held a successful 2023 Summit on Hunger and Food Security and has formed community groups to pursue four of the Pillars set at the White House Conference on Hunger, Nutrition, and Health.



Sneak Peek into 2024

IdPPC

The RxFFV Idaho Produce Prescription Collaborative's (IdPPC) first meeting is Jan. 16th. The vision is to ensure that food-insecure individuals with diabetes or pre-diabetes have access to fresh fruits and vegetables. The IdPPC members come from multiple healthcare and community organizations that help promote the RxFFV program. IdPPC is accessible in a file on Google Drive. For information, contact info@idahohunger.org.

Statewide Expansion

We continue to form statewide partnerships with healthcare providers, insurance companies, cities, corporate Idaho, and stakeholders from community members to expand and fund the RxFFV program.

Sustainable Funding

Sustainable funding through multi-year grants from private payers, other funders, and 1115 waivers through Medicaid, to provide continuous PRx program funding. A steering committee will be formed in 2024, in collaboration with the IdPPC, to advance the RxFFV program's ongoing development and expansion.

Program Development

RxFFV program development is in the works to expand into tribal and refugee populations. Maternal health and pediatric populations are also of interest for program expansion.