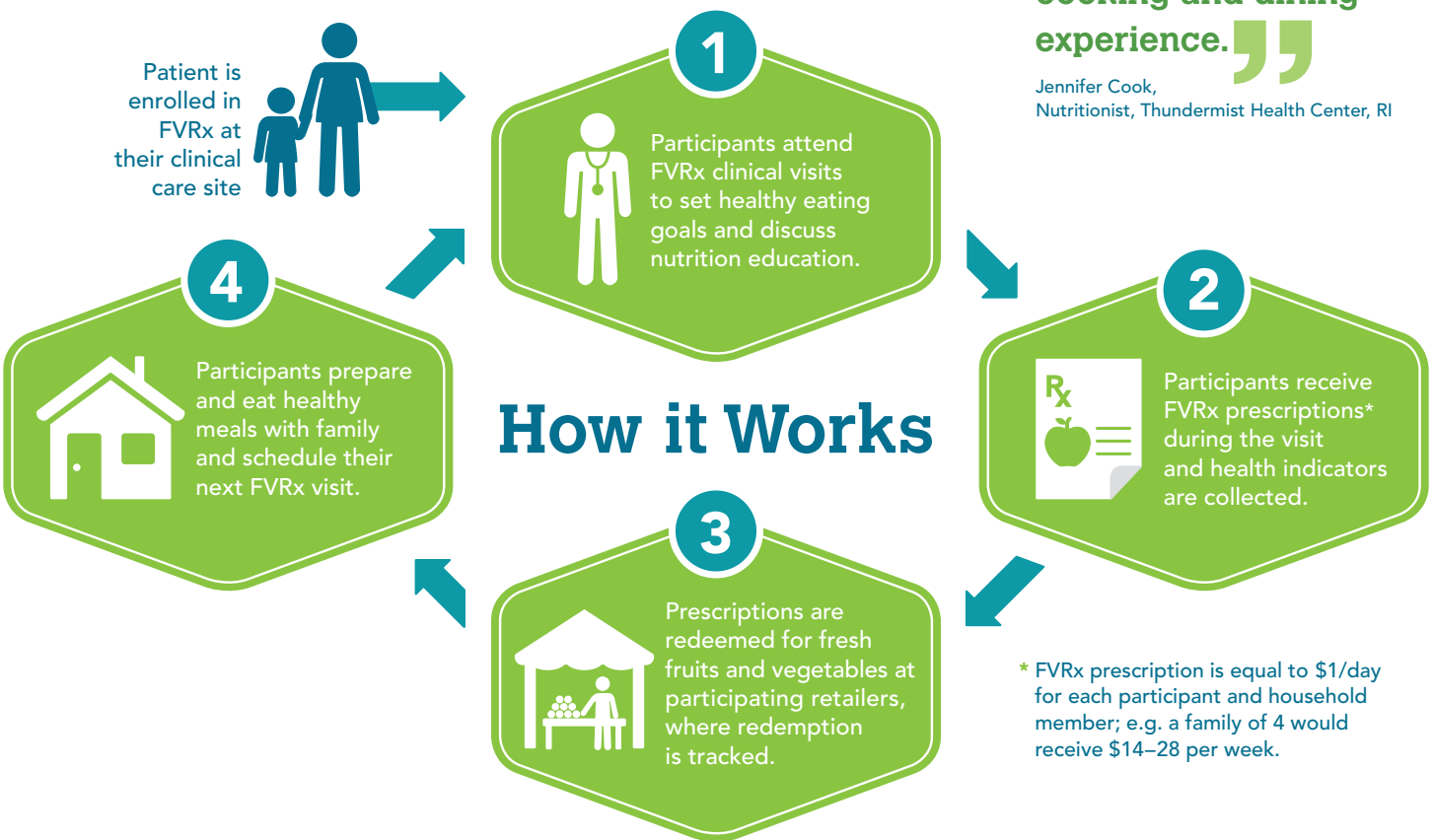


# WHOLESOME WAVE'S FRUIT AND VEGETABLE PRESCRIPTION PROGRAM®

Unfortunately, the cheapest food choices in the U.S. are also the unhealthiest. No wonder the nation spends an estimated \$500B on diet-related illnesses each year. Wholesome Wave works with healthcare providers to write prescriptions for fruits and vegetables, unlocking affordability for the families that need it most. Through the Fruit and Vegetables Prescription (FVRx) Program® we address America's dietary crisis and help ensure that all families have access to the fruits and vegetables that healthy bodies crave. And when families can afford a healthy diet, we see healthier communities.

“FVRx allows the families not only to get nutrition education but to put it into action... They can take what we talk about in the clinic, out to the market, purchase healthy foods and then take them home and engage the family in a healthy cooking and dining experience.”

Jennifer Cook,  
Nutritionist, Thundermist Health Center, RI



## FVRx's Reach | 2011–2015

**8,425** Individuals and family members | **15%** Receive WIC | **61%** Receive SNAP | **82%** are covered by Medicaid/Public | **2.9%** Uninsured

**10** States  
CA, CT, GA, MA, ME, MN, NM, NY, RI, TX, Washington, D.C. and Navajo Nation

# FVRx Program Impact | 2015

## PATIENTS

### Health improves

**69%**

Increased their fruit and vegetable consumption

**45%**

Decreased their BMI

### Quality of care increases

**91%**

agreed or strongly agreed that they were happier with their healthy weight or diabetes care because of their participation in FVRx

\*2011–2015

## COMMUNITIES

### Local benefits

Nearly

**\$670,000\***

in FVRx prescriptions have been spent on fruits and vegetables benefitting local and regional farmers and community retailers



“ Since joining the program I have seen a difference in the way I eat. I take healthy snacks to school like grapes, apples and oranges. Not only has my eating changed but I have also become very active. ”

FVRx Patient,  
New Mexico

## FAMILIES

### Food security increases

**45%**

of patient households reported an increase in food security over the program period



### Affordable access to healthy food increases

**92%**

reported that the FVRx prescription was important or very important in their family's decision to shop at the participating farmers market or grocery store

# FVRx Program Innovators

## Los Angeles, CA | 2016

Eisner Pediatric & Family Medical Center and Target Corporation

- Through this program 500 pediatric patients and their families in Los Angeles will receive prescriptions for produce that they can redeem at Target and local farmers markets.
- This is the largest Fruit and Vegetable Prescription Program® (FVRx®) to date.



EISNER PEDIATRIC & FAMILY MEDICAL CENTER



## Minneapolis, MN | 2014

The Center for Prevention at Blue Cross and Blue Shield of Minnesota

- Testing FVRx Program Impact on adult diabetics and prescription redemption at Coborn's grocery store in Melrose, MN.



Blue Cross® and Blue Shield® of Minnesota and Blue Plan® are nonprofit independent licensees of the Blue Cross and Blue Shield Association

Center for Prevention

## New York City | 2013–2015

The New York City Health and Hospitals Corporation (HHC)

- Refining the FVRx model to be scaled at hospitals city-wide, then replicated throughout the country.



## Navajo Nation | 2015

Community Outreach and Patient Empowerment (COPE) Project

- Bringing healthy food access to Navajo Nation by offering chronic disease prevention outreach through community, clinic, and retail partnerships.

