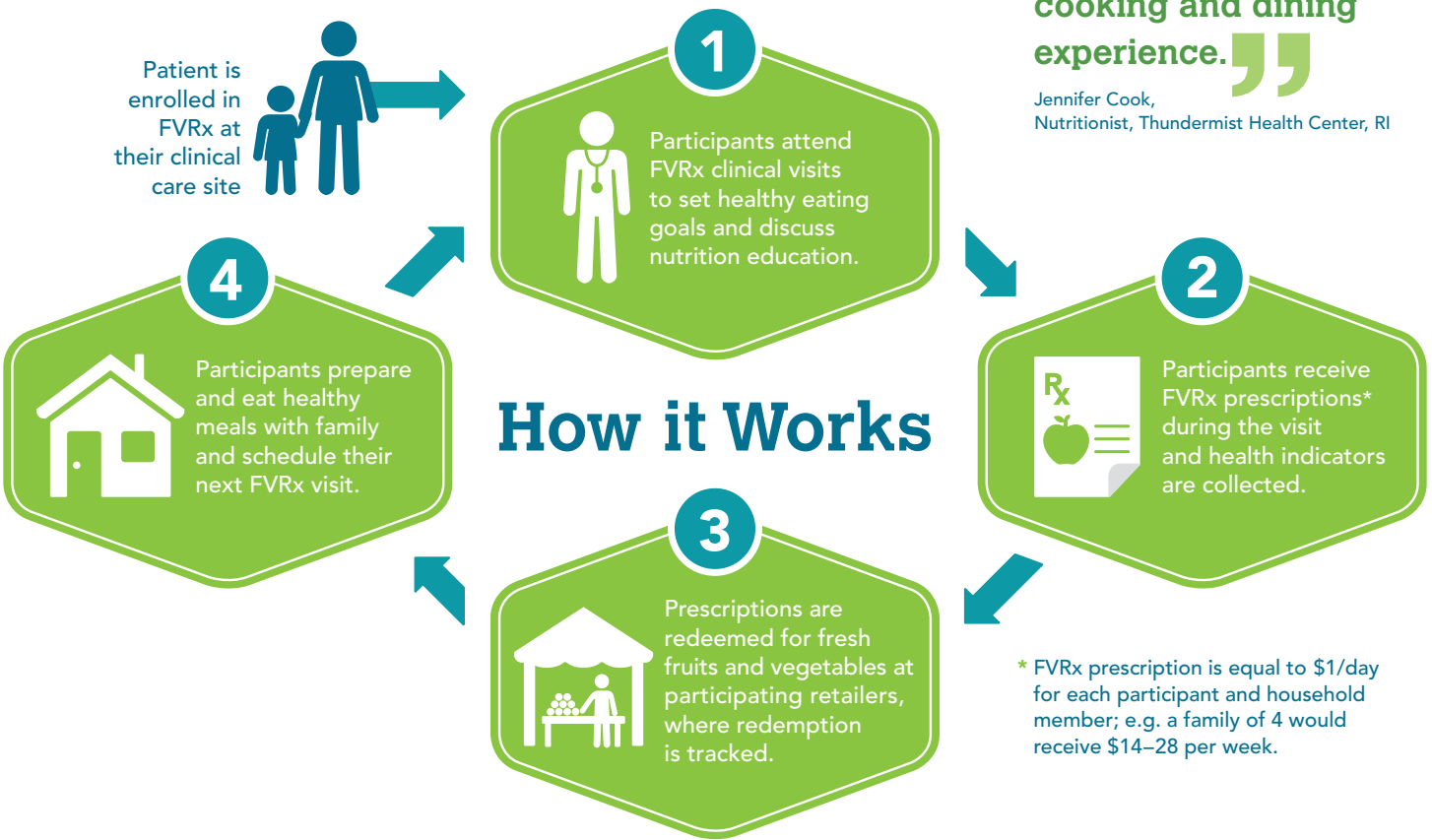


# WHOLESOME WAVE'S FRUIT AND VEGETABLE PRESCRIPTION PROGRAM®

The Fruit and Vegetable Prescription® (FVRx®) Program is an innovative solution to preventing and treating chronic diet-related disease. FVRx promotes affordable access to fruits and vegetables and healthy eating in underserved communities through partnerships with healthcare providers, community organizations and fresh produce retailers. FVRx is a proven evidence-based model of preventative health care with a demonstrated impact, resulting in healthier communities, food systems, and local economies.

“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

**6,134** 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 | 2014

## PATIENTS

### Health improves

**69%**

Increased their fruit and vegetable consumption

**47%**

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

\*2011–2014

## COMMUNITIES

### Local benefits

Nearly

**\$500,000\***

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



## 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

“ 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

## FVRx Program Innovators

### New York City | 2013–present

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.
- Hospital sites to date include: Elmhurst, Harlem, Lincoln, and Bellevue.



### 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.
- FVRx families spent \$15,284 from their prescriptions on fruits and vegetables at Coborn's.



Center for Prevention

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

### 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.
- FVRx Navajo Nation will launch at 10 Navajo health centers and retail sites, with an anticipated reach to over 3,000 Navajo family members.



**COPE**  
Community Outreach &  
Patient Empowerment