

PRINCE GEORGE'S FRESH

A PILOT FOOD AS MEDICINE PROGRAM



ABOUT THE PROGRAM

Prince George's Fresh is a pilot fruit and vegetable coupon benefit program designed to increase access to healthy food in Prince George's County, Maryland. The program allows medical professionals at participating clinics to recommend produce vouchers and nutrition education to patients experiencing diet-related chronic illness. Prince George's Fresh is an innovative opportunity to engage cross-sectoral partners in an evidence-based model to address County health disparities and food insecurity.

THE PRINCE GEORGE'S FRESH PROCESS

Through a collaborative partnership between the Institute for Public Health Innovation (IPHI), Giant Food, Amerigroup, Anthem Foundation, and the Healthy Eating Active Living (HEAL) Workgroup of the Prince George's Healthcare Action Coalition, and participating healthcare providers, Prince George's Fresh will increase healthy food access for Prince George's County residents.



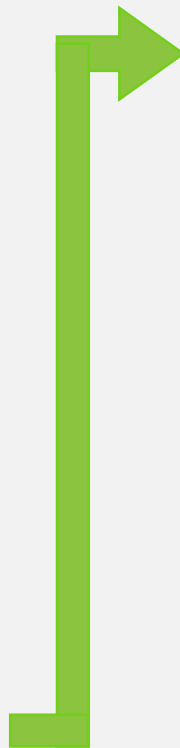
STEP 1

Participating clinics will screen patients for food insecurity and program eligibility. Eligible participants will receive food assistance resources and program information and registration materials.



STEP 2

Interested participants will contact the Prince George's Fresh staff. If eligible, staff help participants enroll in the program and administer a health screening questionnaire.



STEP 3

Participants will receive a **\$20** Fresh Funds coupon per week to spend on produce. Additionally, participants will enroll in two nutrition education classes with a Giant Food nutritionist.

STEP 4

Participants spend Fresh Funds at Giant Food grocery stores, which will serve as the primary grocery store location for Prince George's Fresh participants.

STEP 5

Participant outcomes will be tracked through two participant surveys collected by IPHI staff at enrollment and after the six-month pilot program.



To be eligible, participants must be a current resident of Prince George's County, over 18 years of age, a current patient at a participating clinic and show evidence of food insecurity and/or chronic disease.

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APPLYING BEST PRACTICES THROUGH AN EVIDENCE-BASED APPROACH

Prince George's Fresh will apply best practices from the Produce Prescription Program model launched in Washington, DC through a partnership between DC Greens and DC Farmers Markets. Between 2012 and 2015, **this program increased well-patient visits by 54% while 50% of the program's 120 annual participants decreased their body-mass index (BMI).**

In 2019, Washington, DC partners launched a grocery store model with Giant Foods to ensure year-round access to fresh produce for participants and provide the ability for stronger evaluation of the produce prescription program's impact on health outcomes. Similar programs from around the country demonstrate impressive impacts from prescribing fruits and vegetables. A Report from Wholesome Wave's Fruit and Vegetable Prescription Program (FVRx), a similar model to PGC PRx, indicates positive patient outcomes related to:

- **Decreased** BMI and diastolic blood pressure;
- **Increased** fruit and vegetable consumption;
- **Improved** household food security;
- **Enhanced** knowledge about nutrition and where and how to buy fresh fruits and vegetables; and improved quality of life, including mental and physical health.

PILOTING FOOD AS MEDICINE FOR FUTURE PRODUCE RX IMPLEMENTATION

As the first grocery store-based produce coupon program in Maryland, Prince George's County's pilot will build on the Washington, DC project success and provide a scalable replicable model for sustainable voucher programs in jurisdictions throughout the state. Prince George's Fresh will serve as a catalyst for engaging local hospitals and health insurance providers in developing a healthcare system where produce prescriptions are included in electronic prescribing platforms, billable to health insurers, and are a standard treatment option to consider for low-income patients diagnosed with, or at risk for, diet-related chronic disease.

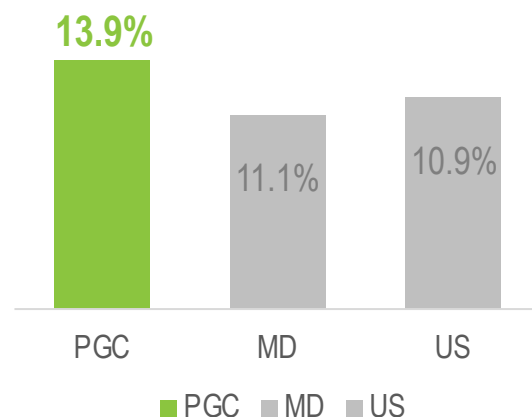
For more information on Prince George's Fresh, email Jgroenfeldt@institutephi.org.

FOOD ACCESS & HEALTH EQUITY

County residents face the highest rate of food insecurity in the Metro DC region. Research shows that lack of access to healthy food is a leading cause of obesity and other diet-related chronic illnesses. By increasing affordability and access to healthy fruits and vegetables, Prince George's Fresh addresses inequities associated with lack of access to healthy food.

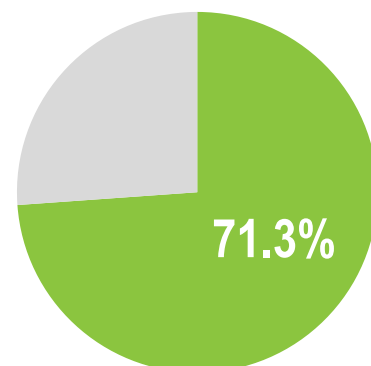
KNOWING THE STATS

DIABETES RATE



ADULT OBESITY & OVERWEIGHT RATE

Prince George's County Maryland



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This fact sheet was designed by the HEAL PGHAC workgroup & adapted from the Washington, DC Produce Prescription Program materials.