



WEBINAR

**The Impact Of Incentives & Produce
Prescriptions On Fruit & Vegetable
Purchase & Consumption**

PBH[®]

**PRODUCE FOR
BETTER HEALTH
FOUNDATION**

IN PARTNERSHIP WITH



GRETCHEN SWANSON
**CENTER FOR
NUTRITION**



**Nutrition
Incentive
Hub**



KATIE CALLIGARO

**MARKETING & COMMUNICATIONS DIRECTOR
PRODUCE FOR BETTER HEALTH FOUNDATION**

MODERATOR

ABOUT PBH



OUR PURPOSE

The Produce for Better Health Foundation (PBH), a 501(c)3, is the only national non-profit organization 100% dedicated to helping people live happier, healthier lives by eating and enjoying more fruits and vegetables, in every form, each and every day.

PBH, along with its strategic partners, will elevate new fruit and vegetable consumption behaviors as a national priority – *accelerating growth and serving the public good.*



THE AWARD-WINNING HAVE A PLANT® MOVEMENT REACHES MILLIONS

The award-winning **Have A Plant® Movement** is a way to inspire lasting behavior change by tapping into the emotional connection consumers have to the fruit and vegetable eating experience.

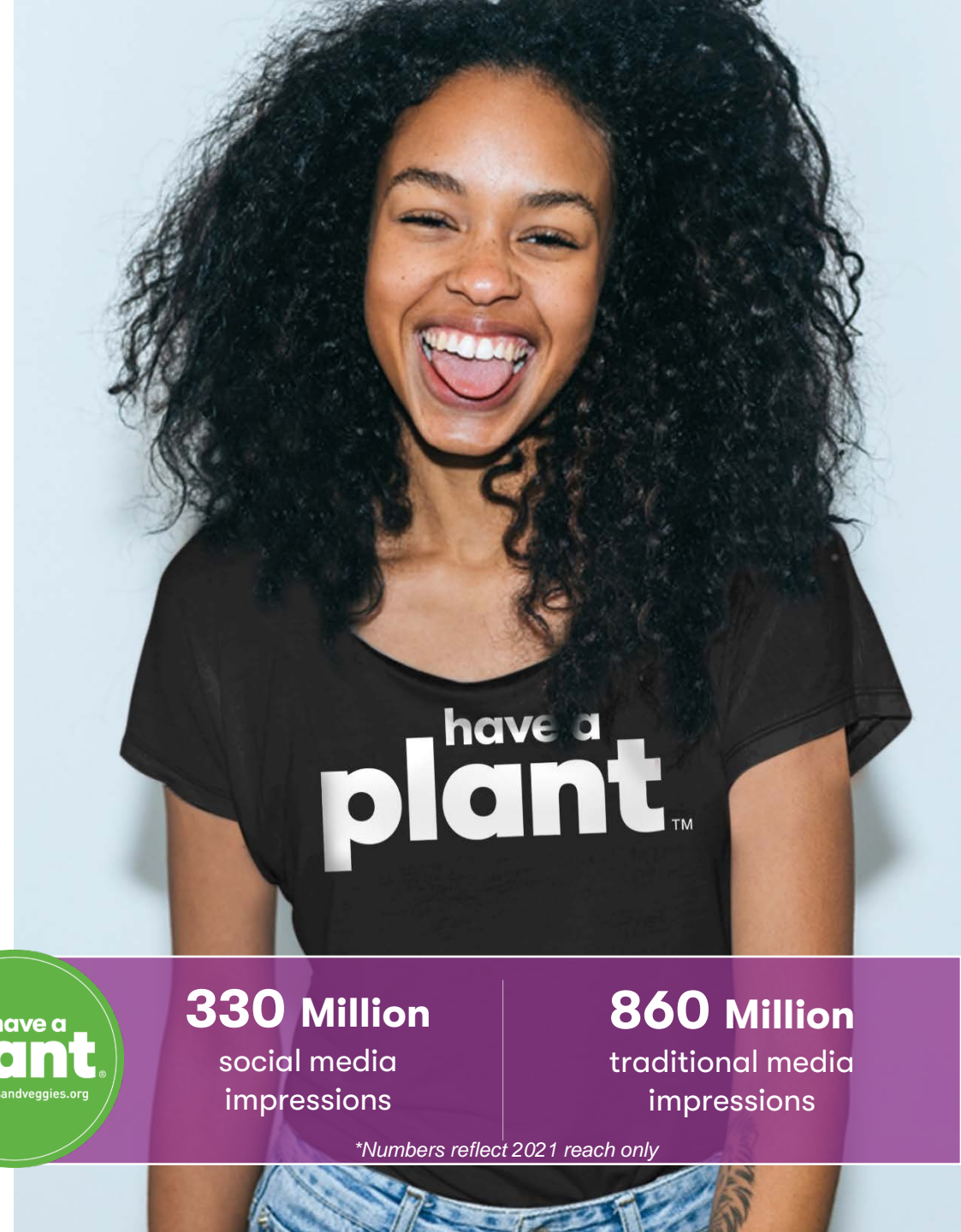
PBH is an undeniable resource for health & wellness professionals, given its trusted third-party credibility, breadth of nutrition and behavioral research, and strong consumer, influencer and industry reach.



330 Million
social media
impressions

860 Million
traditional media
impressions

**Numbers reflect 2021 reach only*



The 2020 PBH State Of The Plate Research Toolkit Provides Health & Wellness Professionals With Helpful Resources.

PUBLIC TOOLKIT

PBH State Of The Plate Research Toolkit with executive summary, key messages, consumer marketing and social media assets as well as activation ideas

[fruitsandveggies.org/
stateoftheplatetoolkit](https://fruitsandveggies.org/stateoftheplatetoolkit)

Fruits & Veggies Stories Recipes Expert Advice State Of The Plate

2020 PBH State Of The Plate Toolkit

The results are in. As a society, we are chronic underachievers at eating our fruits and veggies and, subsequently, we are short-changing the health and well-being of generations of Americans. In 2020 PBH commissioned an update to our trended fruit and vegetable consumption research. Sadly, the news is not as encouraging as we would hope. America's fruit and vegetable consumption continues to erode over time. We must act NOW to reverse this trend.

We owe it to Americans to help them easily eat, enjoy and maybe even love more fruits and vegetable for improved health and happiness. Please use the resources and insights at the links below to join us in making a new era of conscious consumption a reality! #haveaplant

- [2020 PBH State Of The Plate Executive Summary](#)
- [Key Messages & Supporting Data Points](#)
- [Frequently Asked Questions](#)
- [Sample Social Media Posts](#)
- [Digital & Social Media Graphics](#)
- [View Official 2020 PBH State of the Plate Press Release](#)
- [Sample Media Pitch](#)
- [Activation Ideas](#)

Solutions To Help Americans Easily Enjoy More Fruits & Veggies

- Start With Fruits & Veggies**
Make a habit of eating a fruit or veggie first during at least 1 meal each day.
- Have A Plan, Have A Plant®**
Map your meals and snacks, making fruits and veggies the stars.
- Count All Forms**
Mix up fresh, frozen, dried, canned and 100% juice.

Make The Doing Easy
Keep it simple and pair 1 more fruit or vegetable with a fave food each day.

Hit Repeat
Consistent repetition will turn consciously eating more

IF YOU LIKED IT THEN YOU SHOULD PUT A RING ON IT

Housekeeping



1 CPEU available through the Commission on Dietetic Registration (CDR)

You will receive a link to the certificate of attendance, the webinar recording and PDF of the presentation within 48-72 hours.

Type your questions and/or comments into the Q&A section located at the bottom of your screen at any time during the webinar.



CREATED BY GUSNIP NTAE CENTER

How do Nutrition Incentives and Produce Prescription Projects Impact Produce Purchase and Consumption?

Presented by Amy Yaroch, PhD
Project Director, GusNIP NTAE
Executive Director, Gretchen Swanson Center for Nutrition

March 29, 2022

The Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE) is supported by Gus Schumacher Nutrition Incentive Program grant no. 2019 -70030-30415/project accession no. 1020863 from the USDA National Institute of Food and Agriculture.



Amy Yaroch, PhD

- Executive Director at Gretchen Swanson Center for Nutrition
- Program Director of GusNIP NTAE Center
- Grant writer and researcher

Twitter: @AmyYaroch

Twitter (GSCN): @GretchenSwanson



Gretchen Swanson Center for Nutrition

Primary focus is **measurement and evaluation** across the content areas of healthy eating/active living, food insecurity, health equity, and policy advocacy.

- National program evaluation for funders
- Evaluation training and capacity building for grantees
- Lead the GusNIP NTAE and reporting and evaluation
- Conduct our own independent research in content areas listed



Outline

- About GusNIP
- About NTAE and Nutrition Incentive Hub
- Making a Case for Incentives
- Importance of Shared Measures and Aggregate Data
- Nutrition Incentive and Produce Prescription Impact
- Grantee Spotlights
- Available Resources and Next Steps



About GusNIP



From HIP to FINI to GusNIP

HIP Pilot: 2008



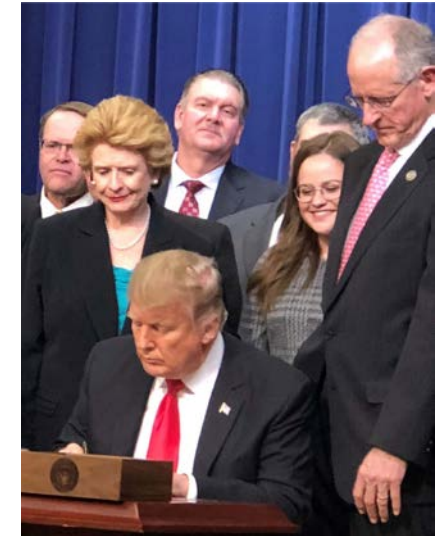
- \$4.4M
- 30 cents on the dollar

FINI: 2014



- \$100M over 5 years
- Requires a 1:1 non-federal match

GusNIP: 2018



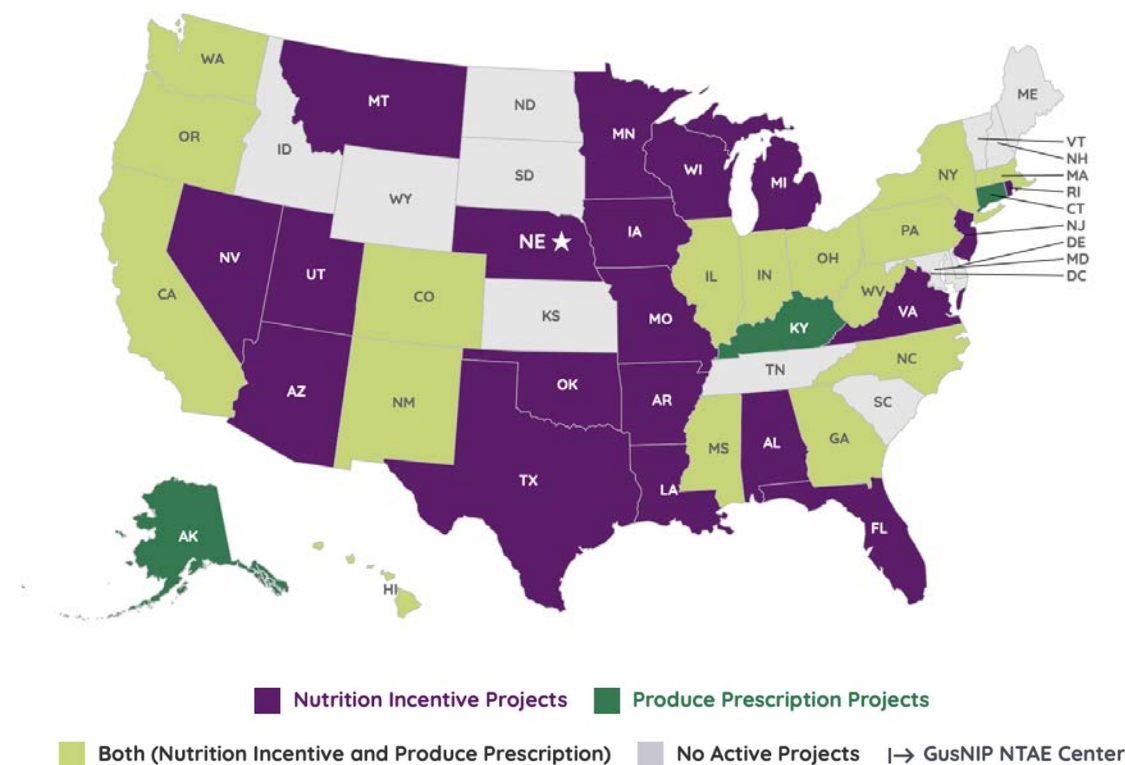
- \$250M budgeted over 5 years
- Requires a 1:1 non-federal match (for nutrition incentive programs)

Making a Nationwide Impact

GusNIP 2019-2021

- \$99.9M
- 115 grants
 - 51 Nutrition Incentives
 - 29 Produce Prescriptions
- 1 GusNIP NTAE Center

Active GusNIP Projects



GusNIP Project Types

Nutrition Incentive (SNAP Incentive)

Increase value of SNAP benefits at point of purchase often by providing “incentives” such as doubling the value of SNAP \$ when spent on fruits and vegetables

- Higher reach
- Operate at firm level
- **Benefits:**
 - Increased purchase/consumption FVs
 - Increased produce sales
 - Increased economic impact

Produce Prescription (PPR)

Allow healthcare professionals to prescribe fruits and vegetables for patients experiencing food insecurity and often chronic disease condition (e.g., Type 2 diabetes)

- Higher dose
- Operate in health care setting primarily
- **Benefits:**
 - Patient health improvement
 - Chronic disease reduction
 - Reduction in health care utilization

About the NTAE



Coalition of Partners

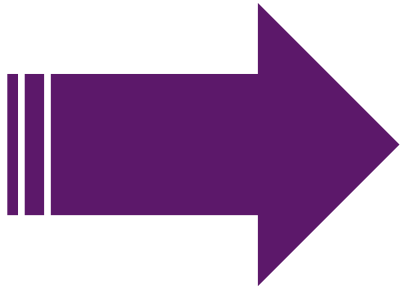
Gretchen Swanson Center for Nutrition

- Leading the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE)
- Leading reporting and evaluation
- Based in Nebraska

Fair Food Network

- Leading technical assistance and fostering innovation
- Based in Michigan





R&E Building Capacity & Better Outcomes

The Reporting & Evaluation team helps grantees to:

- Locate and apply for Institutional Review Board (IRB)
- Reach sample sizes
- Utilize the portal for firm-level reporting
- Tailor measures for outcomes of interest
- Develop substudies beyond core metrics
- Navigate reporting and evaluation during COVID-19



- Grantees learn about individual project progress
- The field learns about aggregate impact

TA&I Building Capacity & Better Outcomes

Through expert coaching,
the Technical Assistance
& Innovation team
addressed and resolved
1,000+ TA requests with
over 500 hours of support
to 200+ practitioners.



**Nutrition
Incentive Hub**

CREATED BY GUSNIP NTAE CENTER

Making a Case for Incentives



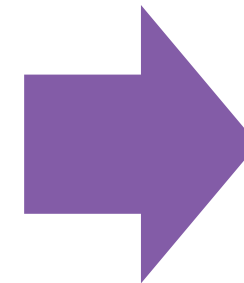


What do we know so far about the impact of nutrition incentive programs on Americans' fruit and vegetable intake?

Impact on Dietary Intake – Nutrition/SNAP Incentive

SELECTED RESEARCH STUDIES

Title	Author(s) (Year)	Type
<i>Ladder for Growth: A National Network to Build Capacity and Test Innovative Strategies for Healthy Food Initiatives, Final Grant Report</i>	Karpyn A., et al. (2020)	RCT
<i>The Evaluation of Food Insecurity Nutrition Incentives (FINI) Interim Report</i>	Vericker, T., et al. (2019)	Matched control
<i>Multilevel Approaches to Increase Fruit and Vegetable Intake in Low-income Housing Communities: Final Results of the 'Live Well, Viva Bien' Cluster-randomized Trial</i>	Gans, K. M., et al. (2018)	Cluster RCT
<i>Financial incentives increase fruit and vegetable intake among Supplemental Nutrition Assistance Program Participants: A Randomized Controlled Trial of the USDA Healthy Incentives Pilot</i>	Olsho, L.E., et al. (2016)	RCT
<i>Effects of Subsidies and Prohibitions on Nutrition in a Food Benefit Program: A Randomized Clinical Trial</i>	Harnack, L., et al. (2016)	Factorial RCT

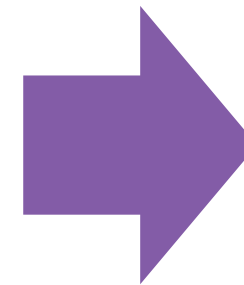


For 4 studies,
FV intake
increased from
1/5- 2/5 cups per
day

1 study (Vericker)
found no
significant
increases in FV
intake

Impact on Dietary Intake – Nutrition/SNAP Incentive REVIEWS

Title	Author(s) (Year)
<i>Fruit and Vegetable Incentive Programs for Supplemental Nutrition Assistance Program (SNAP) Participants: A Scoping Review of Program Structure</i>	Engel, K. & Ruder, E. (2020)
<i>Interventions Targeting Diet Quality of Supplemental Nutrition Assistance Program (SNAP) Participants: A Scoping Review</i>	Vergheze, A., et al. (2019)
<i>Healthy Pricing Incentives</i> <i>**a subset of SNAP incentive sites</i>	Healthy Food America. (2019)



Nutrition/SNAP incentive programs show a modest improvement in FV intake

Importance of Shared Measures & Aggregate Data



Reporting & Evaluation Helps Demonstrate Project Impact

GusNIP NTAE Center was established to:

- Develop a cohesive, robust, representative, and shared dataset to better understand the impact of financial incentives on FV intake across **all** GusNIP-funded projects.
- Evaluate aggregate outcomes (e.g., FV purchasing and intake, food insecurity) across **all** GusNIP-funded projects.

Shared Measures: An Example

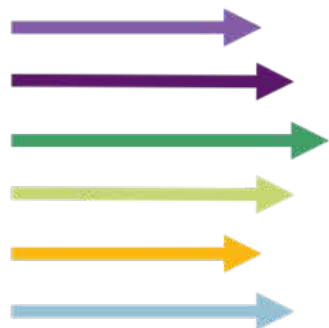
Multiple Screeners to Assess Fruit/Vegetable Intake

- 2-item
- 10-item
- 24-hour recall

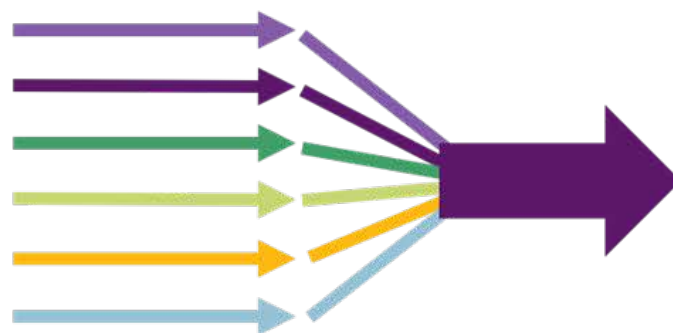
Selecting a Screener

- Assess burden and feasibility
- Desired output (snapshot, cups vs. portion size)
- Validity of measures

The Power of Shared Measures



**Individual NI & PPR
Program Impact**



**Aggregate
Program Impact**



Increased purchase
and intake of FV's



Decreased food insecurity



Improved health outcomes



Decreased healthcare
use and costs

GusNIP Year 2 Impact Findings





Year 2 Results

September 1, 2020 - August 31, 2021

Nutrition incentive and produce prescription projects contribute two primary types of data



Participant-level

Participants: Individuals participating in GusNIP nutrition incentive or produce prescription programs



Food Security
Fruit and Vegetable Intake



Firm-level

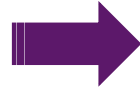
Firms: Sites administering GusNIP projects including food retail outlets (e.g., grocery stores, farmers markets, and clinics)



Sales and Transactions
Economic Impact

Year 2 Data Collected 2021-2021

30 grantees*



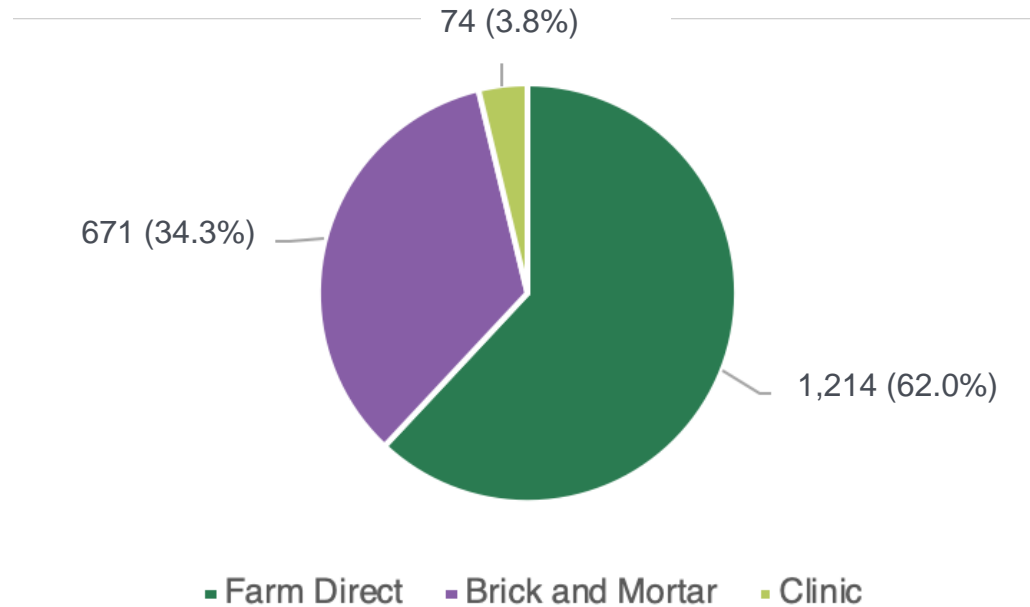
1,959 firms

Over 10,000 participant-level surveys collected

*Including 2 GusNIP Pilot Projects (FPP),
10 GusNIP Projects (FIP),
8 GusNIP Large Scale Projects (FLSP), and
10 GusNIP Produce Prescription Projects (PPR);
Not including GusCRR or FINI

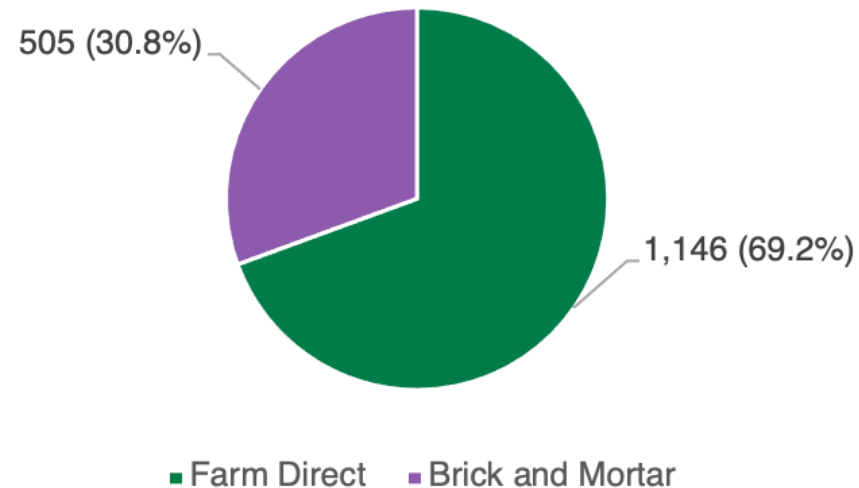
Year 2 Results: Total Firms

Total Firms Offering Incentives by Type
(2020-2021; n=1,959)



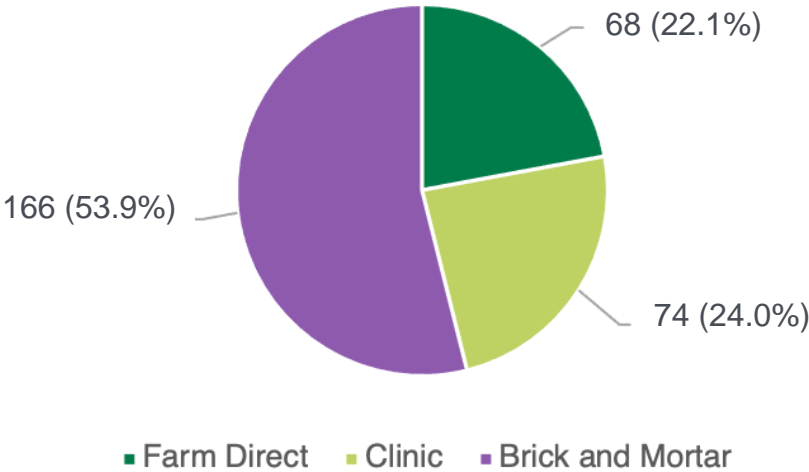
Year 2 Results: Nutrition Incentive Firms

Nutrition Incentive Project Firm Types
(2020-2021; n=1,651)

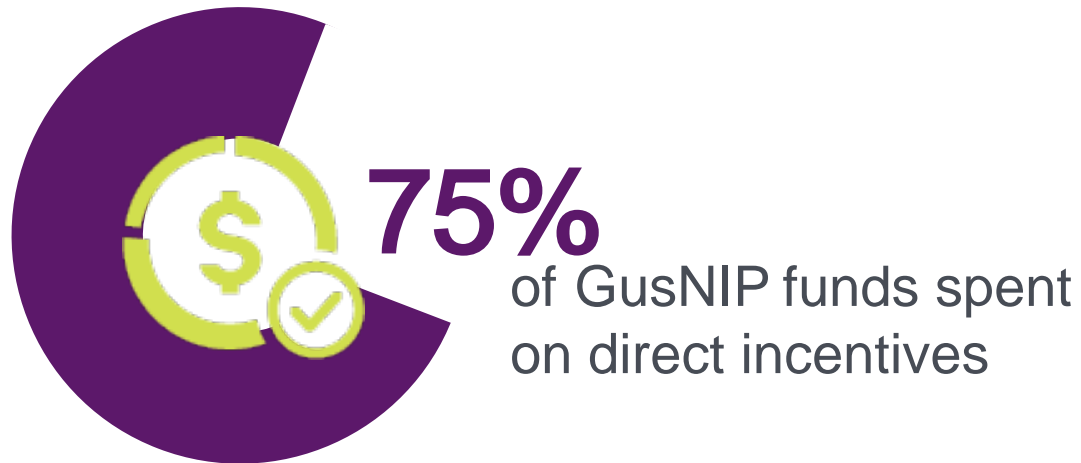


Year 2 Results: Produce Prescription Firms

Produce Prescription Project Firm Types
(2020-2021; n=308)



Sales and Transactions



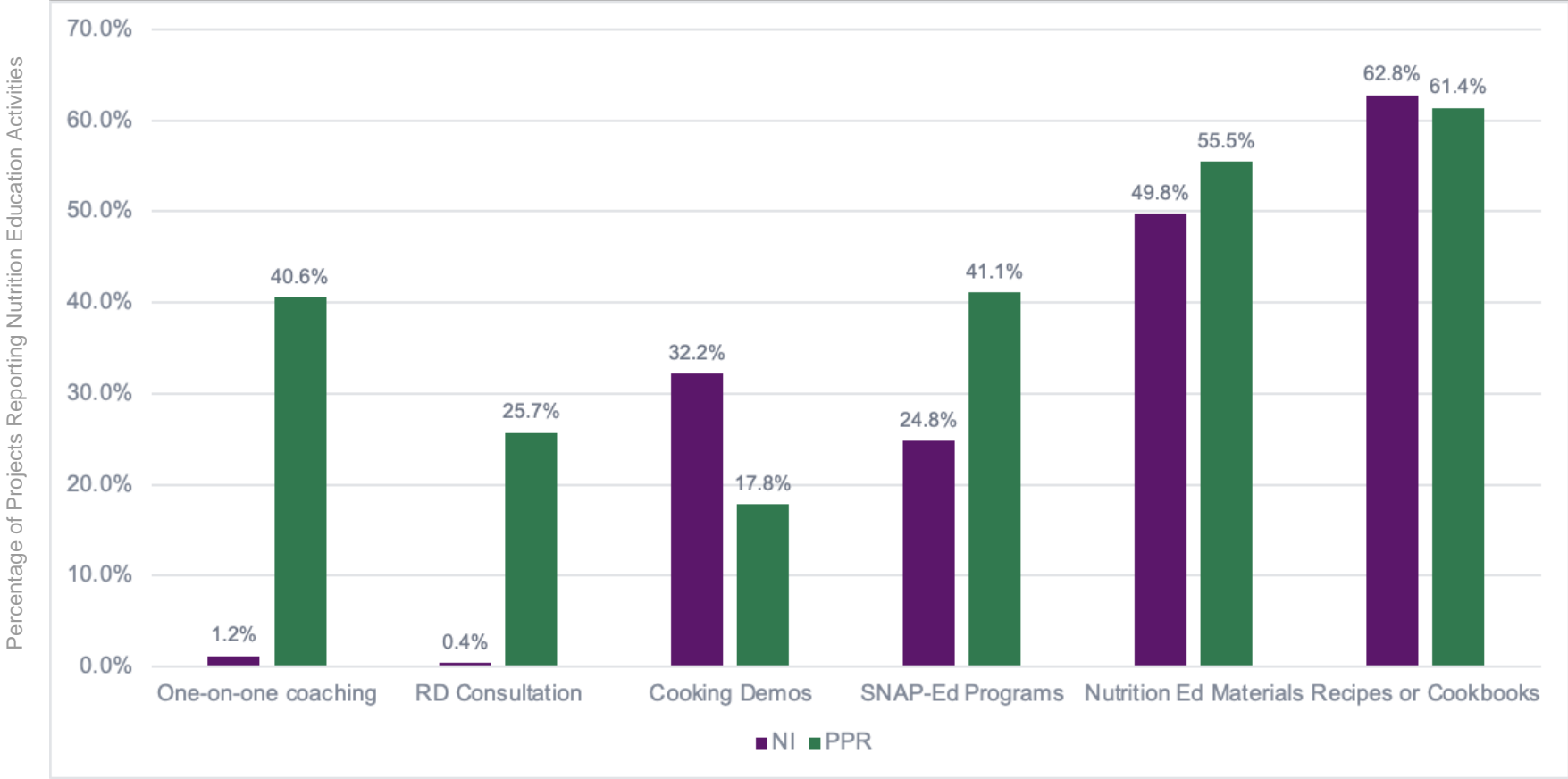
\$17M more incentives redeemed between Y1 and Y2



Y1	Y2
\$4,061,755	\$20,920,429
Across 588 firms	Across 1,876 firms

Nutrition Education

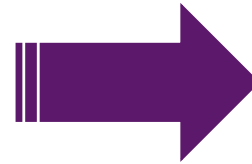
Nutrition Education Activities Offered by Project Type (2020-2021)



How Many Participants?



Total Participants: 10,096



Nutrition incentive: 8,699



Produce prescription: 1,201

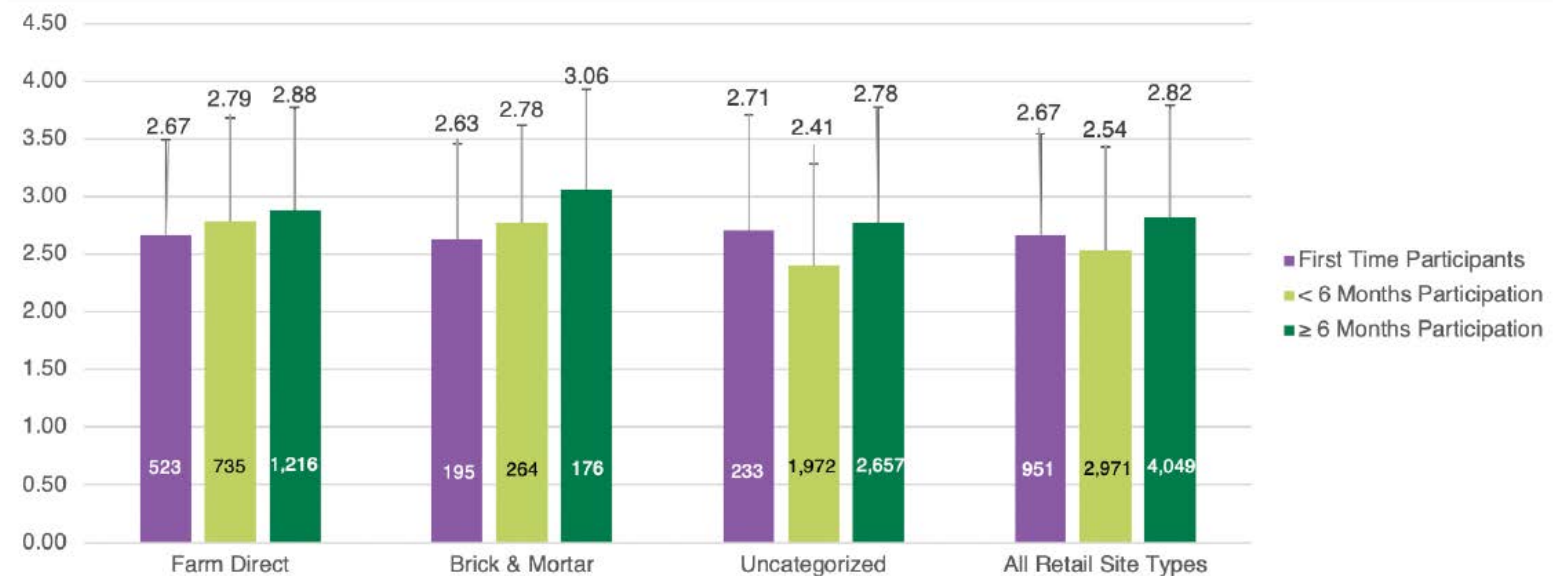
Baseline: 1,201

Baseline and Post: 196

Year 2 Results: NI Fruit and Vegetable Intake

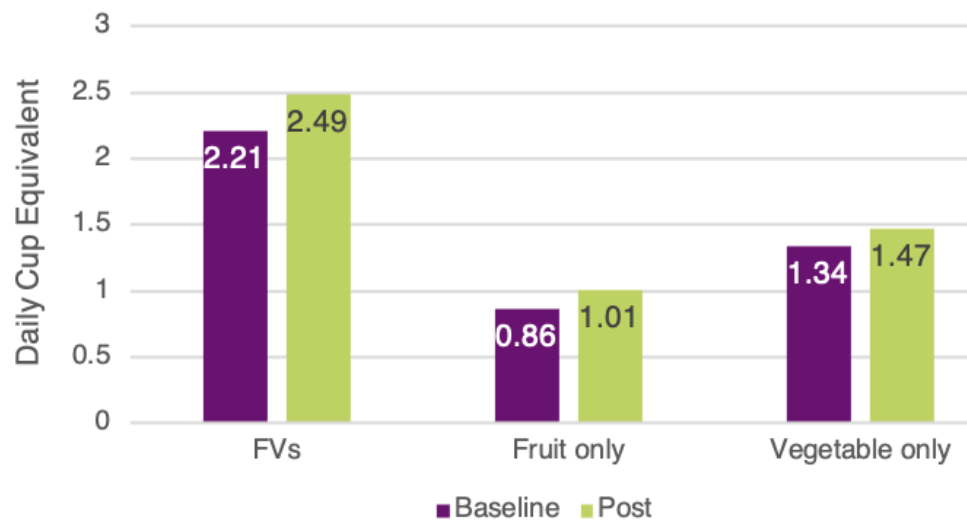
Longer participation associated with higher fruit and vegetable intake

Average Daily Fruit and Vegetable Cup Equivalents Among Nutrition Incentive Participants by Firm Type (2020-2021; n=8,699)



Year 2 Results: PPR Fruit and Vegetable Intake

Daily Fruit and Vegetable Intake Among Produce Prescription Project Participants
2020-2021
N = 1,201 baseline, N = 196 post



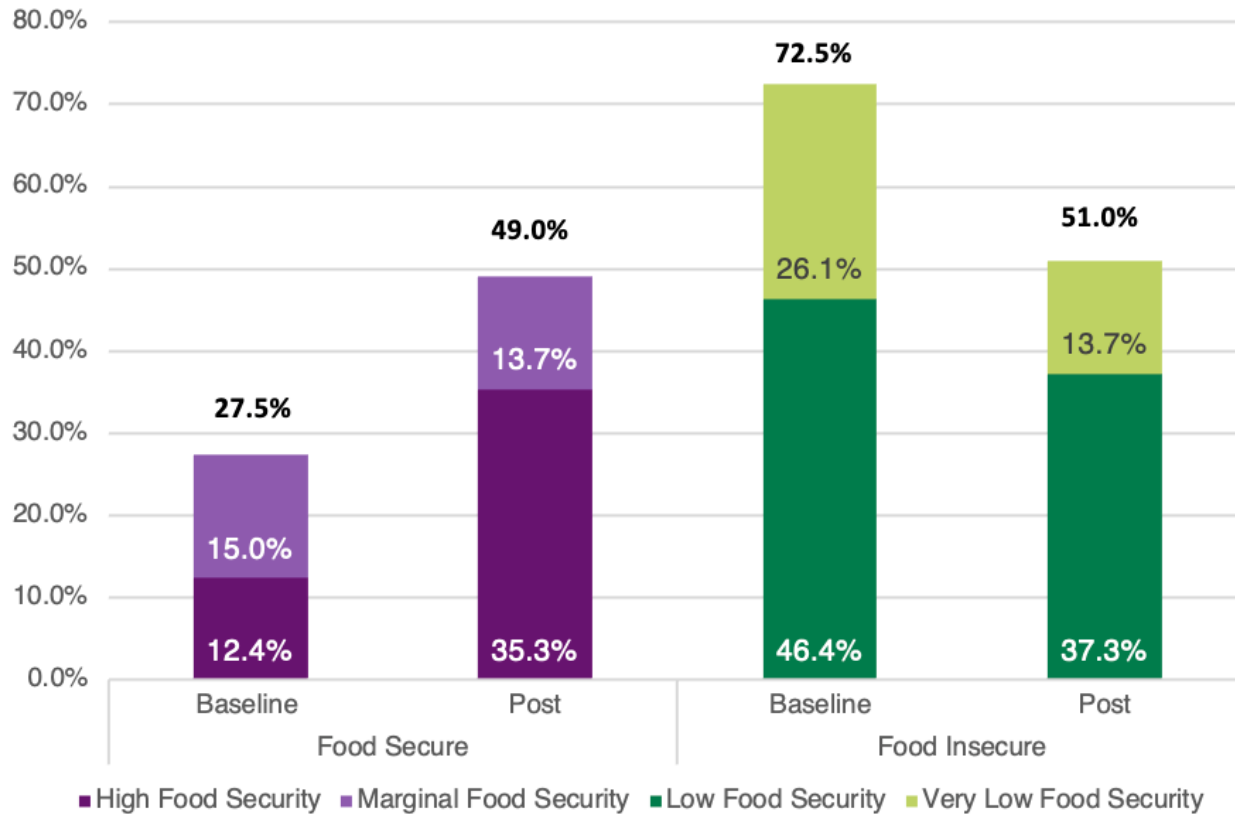
Produce prescription participants reported increased fruit and vegetable consumption compared to baseline

Year 2 Results: PPR Food Security

Food Security Baseline- Post for Produce Prescription Projects

2020-2021

N = 1,201 baseline, N = 196 post



Produce prescription participants reported reduced food insecurity compared to baseline

Grantee Spotlights





The Food Trust (PPR)

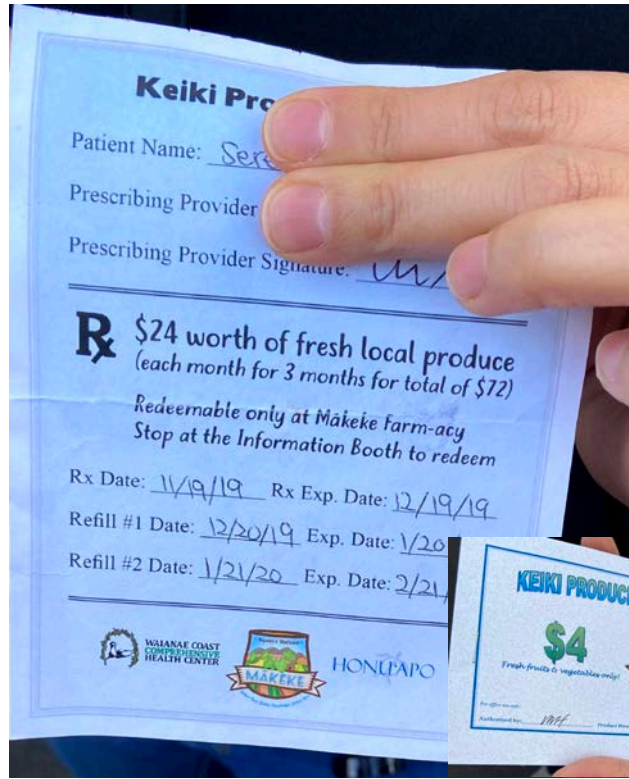
Expanding Food Bucks Rx with multiple healthcare partners across Pennsylvania and New Jersey, engages doctors and other health professionals in Pennsylvania and New Jersey to provide prescriptions for their patients that are redeemable at participating supermarkets, corner stores and farmers/mobile markets for fresh produce.





The Food Basket Hawai'i Island's Food Bank (NI)

Large Food Bank working to expand DA BUX (a Double Up Food Bucks Program) Incentive program for SNAP-EBT cardholders to buy more Hawai'i Island grown produce across all islands



A decorative vertical banner on the left side of the slide. It features a purple background with a vertical line down the center. To the left of the line are stylized fruit slices: a kiwi slice at the bottom, a lime slice above it, and a lemon slice above that. To the right of the line are more stylized fruit slices: a lemon slice at the top, a kiwi slice below it, and a lime slice below that. The slices are surrounded by concentric circles in various colors like green, yellow, and orange.

Yukon-Kuskokwim Health Corporation (PPR)

Produce Prescription Project based in Bethel Alaska. Recruiting adult patients with prediabetes or diabetes who through their clinics who are enrolled in Medicaid. Working with grocery stores, other small stores and other partners to provide fruits and vegetables throughout the year



Available Measures & Resources



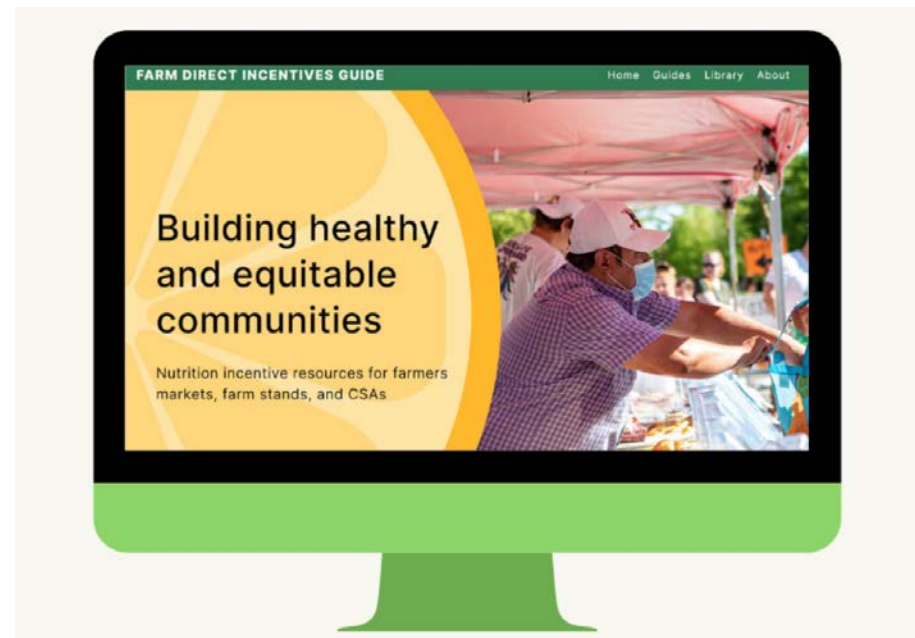
Notable Resources & Support

- **Online topical Communities of Practice** (produce prescription, nutrition education, corner store, local/regional sourcing, DEI, external evaluators)
- **HIPAA resource briefs:** Developed in partnership with CHLPI
- **Making the case for PPR programs within the clinic**
- **Coming Soon:**
 - Nutrition Incentive Theory of Change
 - Produce Prescription Theory of Change
 - Searchable Resource Library and online discussion groups

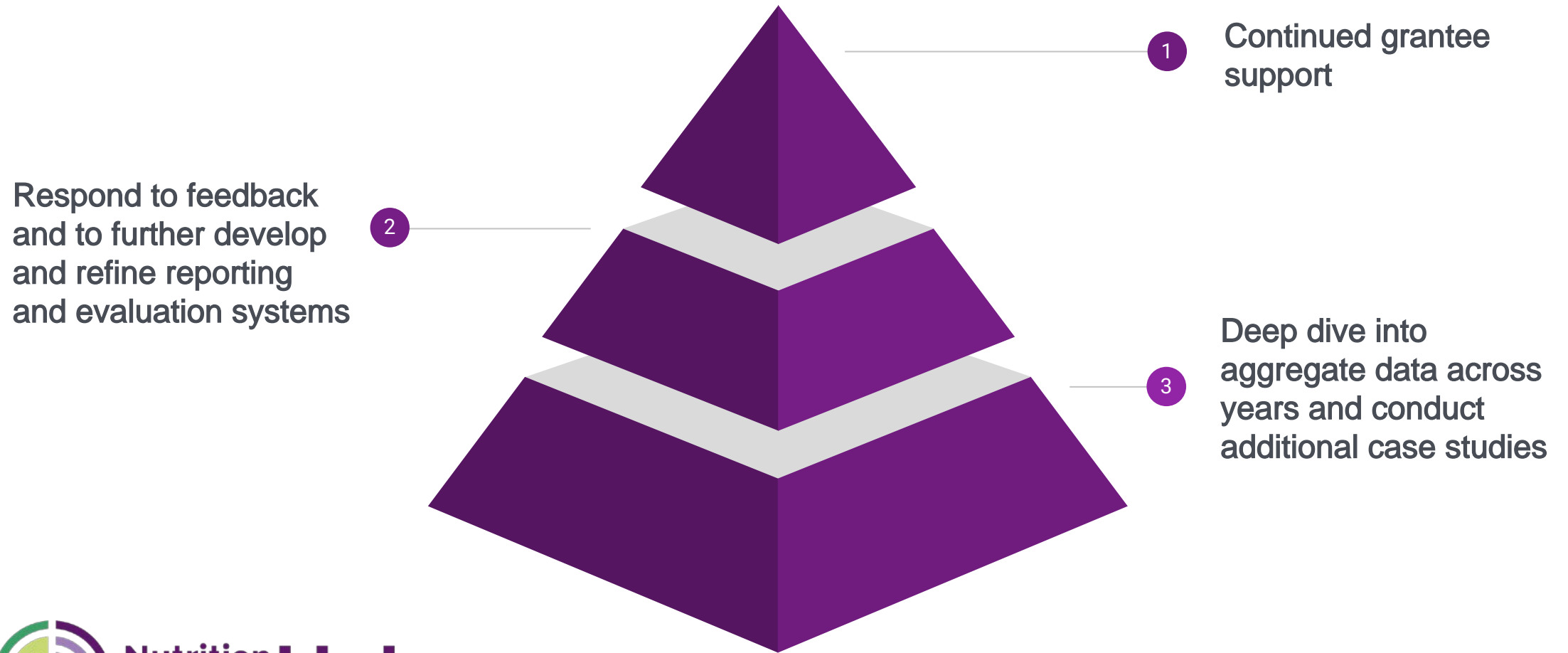
Farm Direct Guide Site

A comprehensive library with hundreds of resources for operators running SNAP/EBT and nutrition incentives through farmers markets, CSAs, farm stands and mobile markets

<http://farmdirectincentives.guide>



What's Next for Year 3?





Questions?

Stay in Touch

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Q & A

HELP SUPPORT FRUIT & VEGGIE CONSUMPTION!

If you enjoyed today's Health & Wellness webinar and would like to support our overall mission of increasing fruit and vegetable consumption, we encourage you to make a **tax-deductible donation** today.

As a 501(c)3 non-profit organization, your donation helps us deliver programing, including our monthly health and wellness webinars, actionable research, future-focused education, a comprehensive digital ecosystem, and inspirational resources that helps millions discover the joy of eating fruit and vegetables each and every day.

TOGETHER – with your support – we are creating happier, healthier lives!

To donate, add the Donations app to Zoom: <https://pldg.to/RiLcYw>

Or donate with your phone: Text **HAVEAPLANT** to **707070** (US only)

JOIN THE MOVEMENT



Show your support by joining the Have A Plant® community at fruitsandveggies.org/jointhenetwork

While you're there, check out our useful resources, continuing education opportunities to enhance your nutrition knowledge and tools that support you in empowering consumers at fruitsandveggies.org/educational-resources

And don't forget to follow PBH's social channels to keep up to date on all the insights and inspiration! #haveaplant



September is National Fruits & Veggies Month and each year we celebrate Have A Plant® during this monumental moment as a way to elevate fruit and vegetable consumption to a national priority.

Keep an eye out for the 2022 National Fruits & Veggies Month toolkit in early July with turnkey resources to make sharing the #haveaplant love deliciously easy!

Start planning for September today! #NFVM2022

A catalog of PBH's past webinars is available at fruitsandveggies.org/expert-professionals/webinars.

Continuing professional education units (CPEU) are available for live and pre-recorded webinars.



THANK YOU!

We live at the center of produce,
partnership and passion.

**WE ARE SO HAPPY
YOU'RE WITH US!**

