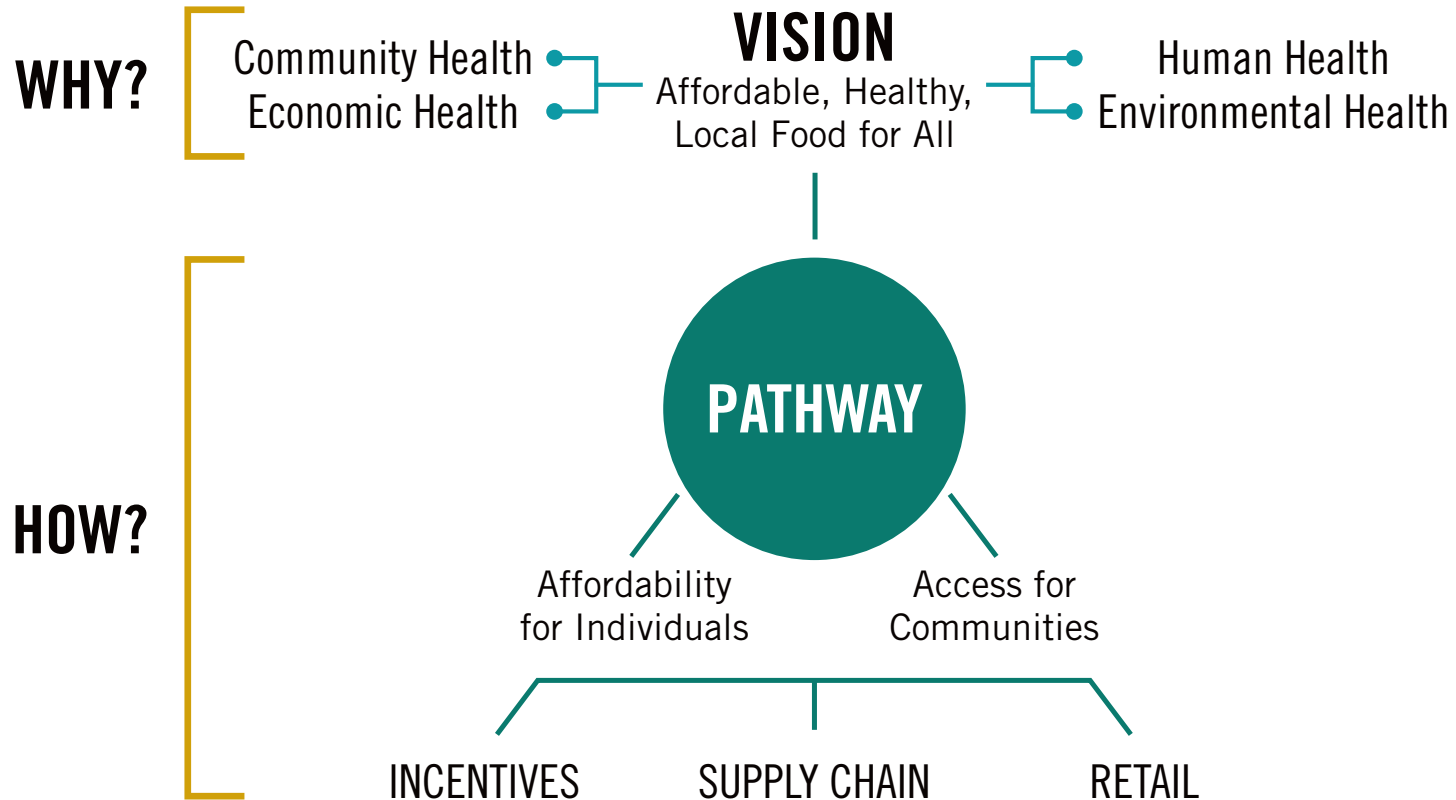


Healthy Neighborhoods Fund Learning Collaborative Meeting

November 12, 2015



OUR PATHWAY



FOOD SYSTEM CHANGE: ECONOMIC LEVERS

Significant economic opportunity –
shift the demand curve

SNAP:\$70B+/year

Total SNAP household grocery spend =
\$490/month (of which \$257/month is SNAP)¹

Obesity and diet-related diseases cost
\$182B+/year²

Hospitals spend **\$11B+/year**
on food and beverages³



Image courtesy of:
<https://publichealthonline.gwu.edu/cost-obesity-infographic-nphw/>

¹ <http://farmpolicy.com/2015/03/03/usda-ers-amber-waves-nutrition-articles/>

² http://www.stopobesityalliance.org/wp-content/themes/stopobesityalliance/pdfs/Heavy_Burden_Report.pdf

³ <http://www.hhnmag.com/articles/5977-hospital-food-that-heals>

VISION IN ACTION

95+ Partner Organizations

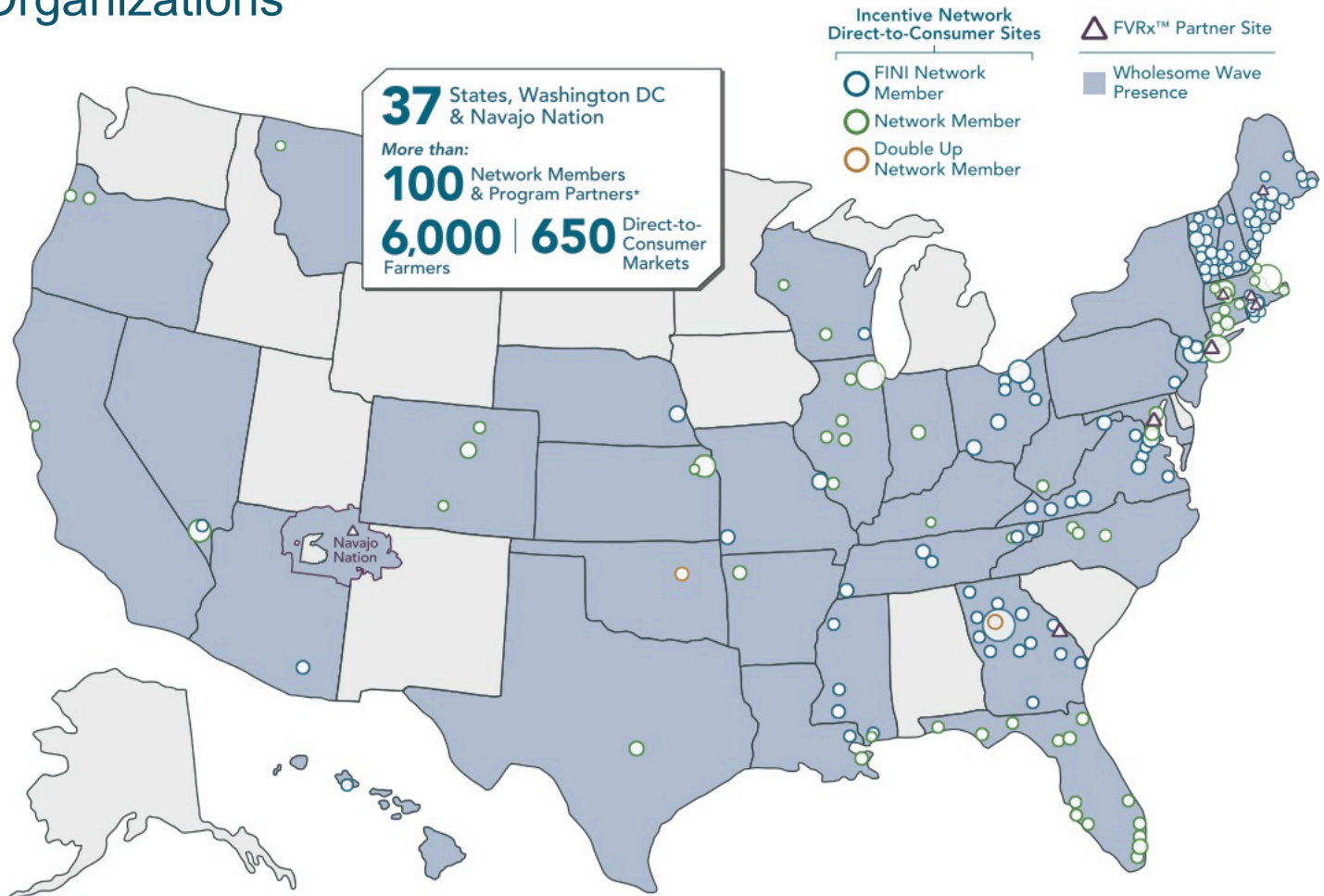
Direct-to-retail
Markets

Grocery Stores

Hospitals

Community
Health Clinics

Food Hubs



*Community-based Organizations, Farmers Markets, Healthcare Centers, Hospitals, and Retail Outlets

SCALE AND POLICY CHANGE

Fruit & Vegetable Prescription Program (FVRx)

Scales through networking and healthcare policy (1115 waivers, DSRIP, CMMI, IRS/anchor institution requirements)

Pathways:

- Billing codes
- Meal home delivery



FVRx 2014 NYC RESULTS



FVRx patients realize positive health-related outcomes during the 4-month FVRx season.

Families reported a significant increase in household food security.



78% of participants who completed the program at Harlem Hospital Center increased fruit and vegetable consumption.



Shopping behaviors are changed and knowledge about local and healthy foods is improved.



Participants significantly increased their knowledge about their neighborhood farmers markets, where to buy locally grown produce, and the importance of fruits and vegetables in their diet.



FVRx empowers patients and providers to act on recommendations.



99% of participants agreed that they were happier with their healthy weight management program due to their participation in FVRx.

FVRx TOOLKITS

5 Fundamental Phases of Programming

Pre-Planning

Planning

Implementation

Evaluation

Scaling &
Advocacy



SCALE AND POLICY CHANGE

National Nutrition Incentive Network

Scales through networking and policy

Policies:

- Food Insecurity Nutrition Incentive program
- Child Nutrition Act



NATIONAL NUTRITION INCENTIVE NETWORK



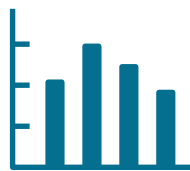
**TOOLS AND TECHNICAL
ASSISTANCE**



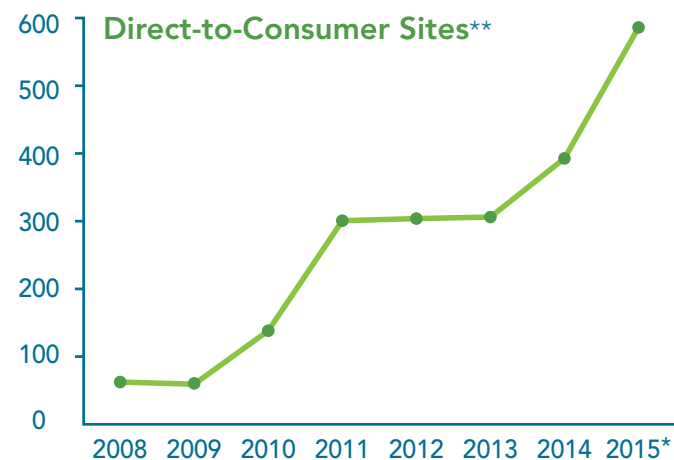
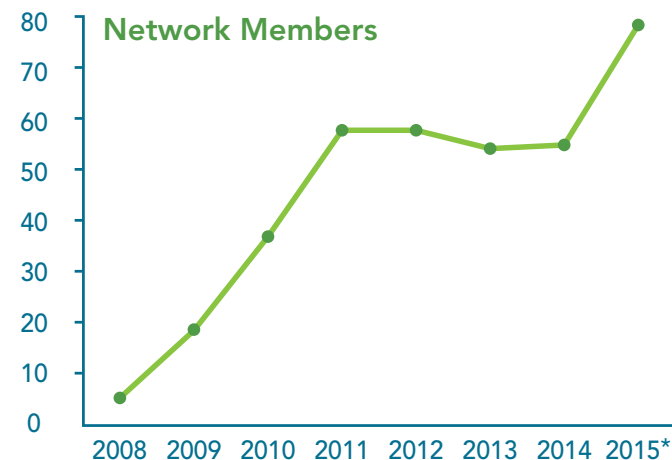
**ADVOCACY
AND EDUCATION**



**COMMUNITY
OF PRACTICE**



**DATA COLLECTION
AND EVALUATION**



SCALE AND POLICY CHANGE

Healthy Food Commerce Investments (Food Hubs)

Scales through the market

Policies and tools:

- AgLearn
- Rural Development



HFCI IMPACT AND RESULTS

DRIVING INVESTMENT

\$4 million in investment
triggered by HFCI in 2013
in 5 regional food hubs that:

- Aggregated food from over **350** farmers and fisherman
- Created or supported over **50** jobs in 2013, with over **80** new jobs expected in 2014
- Paid over **\$7 million** to local food producers



SHARING KNOWLEDGE

Trained over **450** people on how to understand and assess food hub businesses using the HFCI Food Hub Business Assessment Toolkit

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