

# Healthy Families Produce Rx

## PROVIDING FRUITS AND VEGETABLES TO CHILDREN AND FAMILIES IN RURAL LOUISIANA



### IMPROVING HEALTHY FOOD ACCESS

**Healthy Families Produce Rx (HFPRx)** is an innovative food access program providing eligible families with \$40 per month for six months to purchase fresh fruits and vegetables at select local farmers markets and grocery retailers in St. Helena, Tangipahoa and Washington parishes. Starting in early 2022, **HFPRx**, will begin enrolling families in select communities across rural Louisiana.

**Partners:** Aetna Better Health of Louisiana, Share Our Strength's No Kid Hungry campaign, Vouchers4Veggies, and LSU Ag Center. Funding provided by the USDA's Gus Schumacher Nutrition Incentive Grant Program (GusNIP).

### Program Goals

- Enroll 500 households with a child aged 3-17 who has a risk for overweight or obesity as identified by a participating medical provider.
- Improve child and household food security and dietary health.
- **Distribute up to \$120,000 worth of vouchers in Northshore region.**

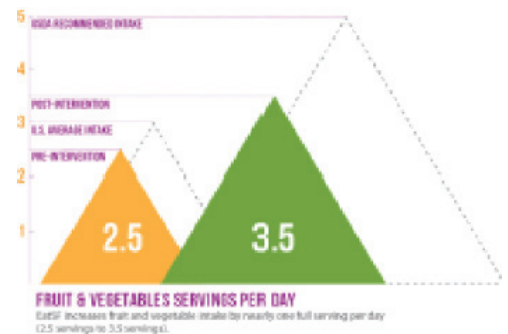
### Participating Retailers

- Must stock a variety of fruits and veggies, which are restocked at least twice per week at grocers open on weekdays.
- Must be willing to accept vouchers in accordance with program instructions. Training provided for retailer and its employees.
- Will be reimbursed by check or direct deposit after vouchers are returned for processing.
- Will be promoted in program marketing materials.



### PAST RESULTS

In Vouchers4Veggies program created and operated by EatSF, participants increased their daily fruit and vegetable (F&V) intake by one serving - enough for immediate health impacts - and became more confident in making healthy food choices on a budget (98%). **Stores reported selling more F&Vs (89%) and having more customers (78%).** One out of every two stores reported displaying or stocking more F&Vs as a result of the program.



Contact HFPRx Local Coordinator Katrina Scott at 225-243-3669.