



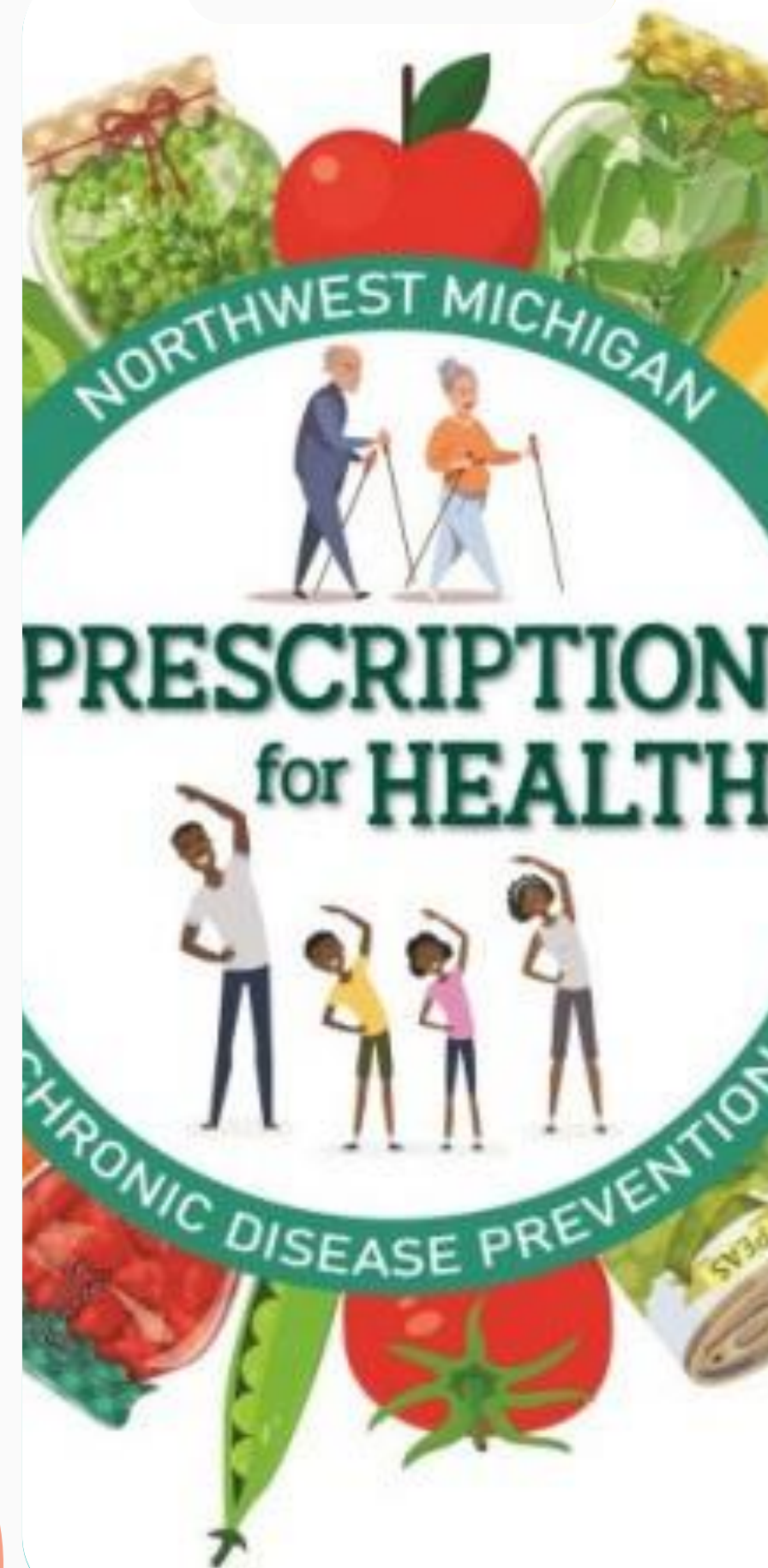
**District Health  
Department #10**  
*Healthy People, Healthy Communities*

# PRESCRIBING HEALTH IN RURAL COMMUNITIES:

The Power of Partnership in Advancing Access  
to Nutrition and Physical Activity

October 3, 2023

2023 Michigan Premier Public Health  
Conference



# Presentation Recognition

## **MICHIGAN HEALTH** **ENDOWMENT FUND**

The Prescription for Health project and this presentation were supported in part by the Michigan Health Endowment Fund. The Michigan Health Endowment Fund works to improve the health and wellness of Michigan residents and reduce the cost of healthcare, with a special focus on children and seniors. You can find more information about the Health Fund at [mihealthfund.org](http://mihealthfund.org).

The content of the presentation is that of the presenters and does not necessarily represent the views or opinions of the Health Fund.



# Prescription for Health Presenting Team



**Katie Miller**  
MPH, CHES®



**Katie Haner**  
BS, CHES®



**Maegan Sorenson,**  
BS

# Objectives

1. Describe 3-4 ways that “prescription” model programs can be adapted to meet the unique needs and assets of a community.
2. Define social determinants of health and equity as understood in a food and nutrition system.
3. Identify 3-5 challenges that “prescription for health/nutrition” model programs pose, as well as 3-5 ways that challenges can be addressed to improve reach and outcome measures.



# Alignment with Conference Objective

Identify models to empower community partnerships and lead innovations in public health services.



# About Prescription for Health



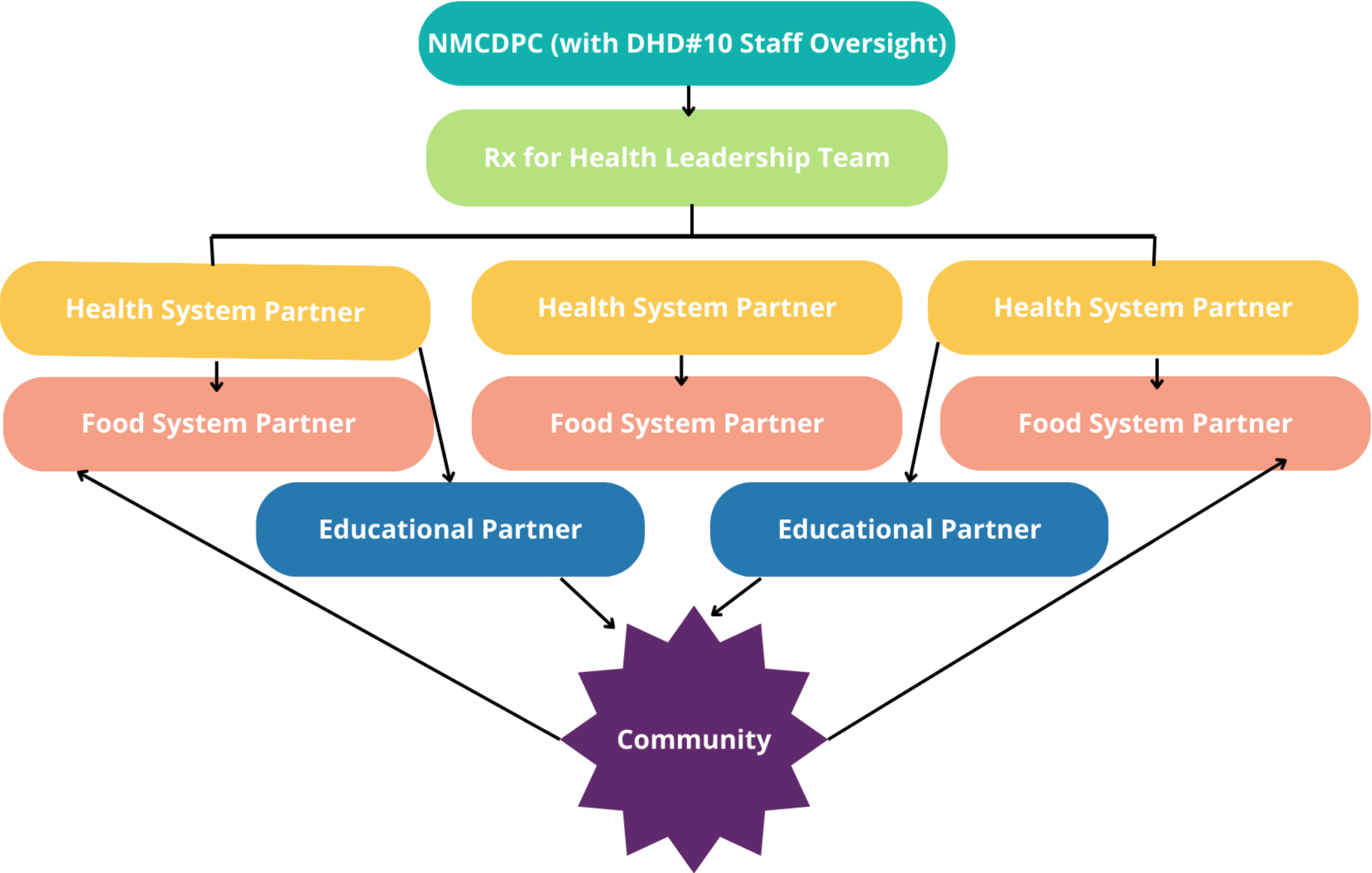
- Funding from the Michigan Health Endowment Fund, FY20-FY22 (no-cost extension due to COVID-19 Pandemic)
- Facilitated through the regional Northwest Michigan Chronic Disease Prevention Coalition (NMCDPC)
- District Health Department #10 Fiduciary
  - Subcontracts with health system partners

# Project Goals

**Through collaboration with healthcare facilities, food retailers, and additional community partners, the Prescription for Health program will be implemented and maintained in each of 10 counties in the jurisdiction to achieve the following:**

- Enroll at least 1,000 people who are at risk for chronic disease by Year 3.
  - At least 100 participants in each of the 10 counties will complete nutrition and physical education programming by Year 3.
  - At least 100 participants in each of the 10 counties will receive fruit and vegetable vouchers and redeem at local food retailer and/or farmers markets by Year 3.
- At least 10 retail food outlets in the DHD#10 jurisdiction will complete a food availability and affordability assessment, develop an Action Plan and implement at least one systems or environmental change strategy to increase healthy food access.







**Participant Enrolls**



**Participant Completes  
Education/Referred to  
Education**



**Participant Receives  
Voucher/Bagged  
Groceries after  
Completing Education**



**Participant  
Completes Program  
Evaluation (6-month  
Post Survey)**

# Rx for Health Partnerships



MICHIGAN STATE UNIVERSITY | Extension



**FAMILY FARE.**



**Hansen Foods**





# Rx for Health Project Outcomes



COVID-19

	<b># Enrolled</b>	<b># Received Education</b>	<b># Vouchers Dist</b>	<b># Bags Issued</b>
Sept-Nov 2019	n/a	n/a	n/a	n/a
Dec 2019-Feb 2020	n/a	n/a	n/a	n/a
March-June 2020	48	48	24	36
July-August 2020	232	341	364	n/a
Sept-Nov 2020	595	536	422	271
Dec 2020-Feb 2021	294	201	132	129
March-May 2021	315	321	348	103
June-Sept 2021	1,228	1,453	1,906	1,196
Oct 2021-Jan 2022	369	340	200	13
Feb-April 2022	312	181	68	167
May-Oct 2022	904	904	904	506
<b>TOTAL</b>	<b>4,297</b>	<b>4,325</b>	<b>4,368</b>	<b>2,421</b>

<b>Provider</b>	<b># Enrolled</b>	<b># Completed Education</b>	<b># Vouchers Distributed</b>
Baldwin Family Healthcare	903	913	935
Munson Manistee, Wexford, Missaukee	734	420	607
Munson Grayling	45	21	98
Spectrum Health Big Rapids	1,047	319	1,568
Spectrum Health Gerber	618	618	Bagged groceries
Spectrum Health Ludington	56	45	Bagged groceries
Mercy Health (Oceana)	308	217	217
MSU-E- Crawford, Kalkaska, Manistee, Mecosta, Missaukee, and Wexford	181	181	181
<b>DHD#10 Outreach</b>			
Kalkaska County (Farmer's Market, Council on Aging, MSU-E, MIHP)	162	162	162
Oceana County (New Era Farmer's Market, Telamon, Our Friend's House, Book Walk event)	114	114	114
Manistee County (SNAP-Ed "Linking Lessons" class)	32	32	32
Mason County (Bike Rodeo event, SNAP-Ed programming)	17	17	Bagged groceries
<b>TOTALS</b>	<b>4,215</b>	<b>3,057</b>	<b>3,912</b>



# MSU-E Post-Survey (n= 181)

- 48% reported increased participation in moderate physical activity
- 41% made small changes in their daily routine to be more active
- 49% planned meals in advance more often
- 46% reported an increase in fruit consumption
- 37% reported an increase in vegetable consumption



# DHD#10 Post-Survey

## (n= 122)



- 76% of participants reported adding more fruits and vegetables to their shopping list
- 43% have tried new fruits or vegetables
- 43% have tried new recipes
- 75% reported an increase in knowledge or motivation to eat more fruits and vegetables
- 56% noticed improvements in their health
  - 35% indicated losing weight as a result of participating





***This was a very impactful project that reached an impressive number of participants throughout our region. I know from hearing from participants that it was very meaningful to families and individuals.***

*For me, it served as a reminder of the things I already knew. But more importantly, it has motivated me to get back to work eating right and exercising again. In the short time I've been doing this, I feel better and see results already, so thank you for that.*

**The Prescription for Health project implemented in Oceana County was successful in connecting healthcare providers with nutrition educators, public health, and the food retail sector by creating community-clinical linkages and strengthening relationships to increase access to healthy food choices for low-income and populations living with or at risk for chronic disease.**

*Per a statement from an anonymous Tai Chi participant, “the anonymity of this program is part of its beauty. It has allowed those that I know for a fact would not have asked for help, to gain access to fresh fruits and vegetables. This, as well as its attachment as a reward for movement allows people to feel as though they have ‘earned it’.”*





# Promotional Reach



Reached an estimated total of  
**23,479**  
through boosted social media posts  
(January-July 2022)

# Food Retailer PSE Change

## 5 Reasons To Eat **THE RAINBOW**

**1 Power boost**  
Give your meals a vitamin and mineral power boost.



**2 Load up on the good stuff!**  
Free from trans-fat, cholesterol, and saturated fat.

**3 Weight management**  
High in fiber and water making you feel fuller for longer.



**4 All forms count!**  
Load up on fresh, frozen and canned fruits and veggies so you can enjoy some now and later.

**5 Prevention**  
Helps lower risk of heart disease, obesity, diabetes and some types of cancers.



## Reason to Eat the **RAINBOW**

### Make half your plate fruits and vegetables

- High in vitamins and minerals.
- Lowers risk of heart disease, obesity, diabetes and some types of cancers.

Be a produce master!



▲ Scan for a produce selection video guide

**We Welcome  
SNAP EBT  
Customers**

For information on applying for SNAP benefits, call 1-800-221-5689

**FAMILY FARE.**



# Snapshot Oceana County, Michigan



## Census at a Glance:

Population: 26,973

### Race:

- White, non-hispanic 81%
- Black 1.2%
- American Indian 1.5%

### Ethnicity:

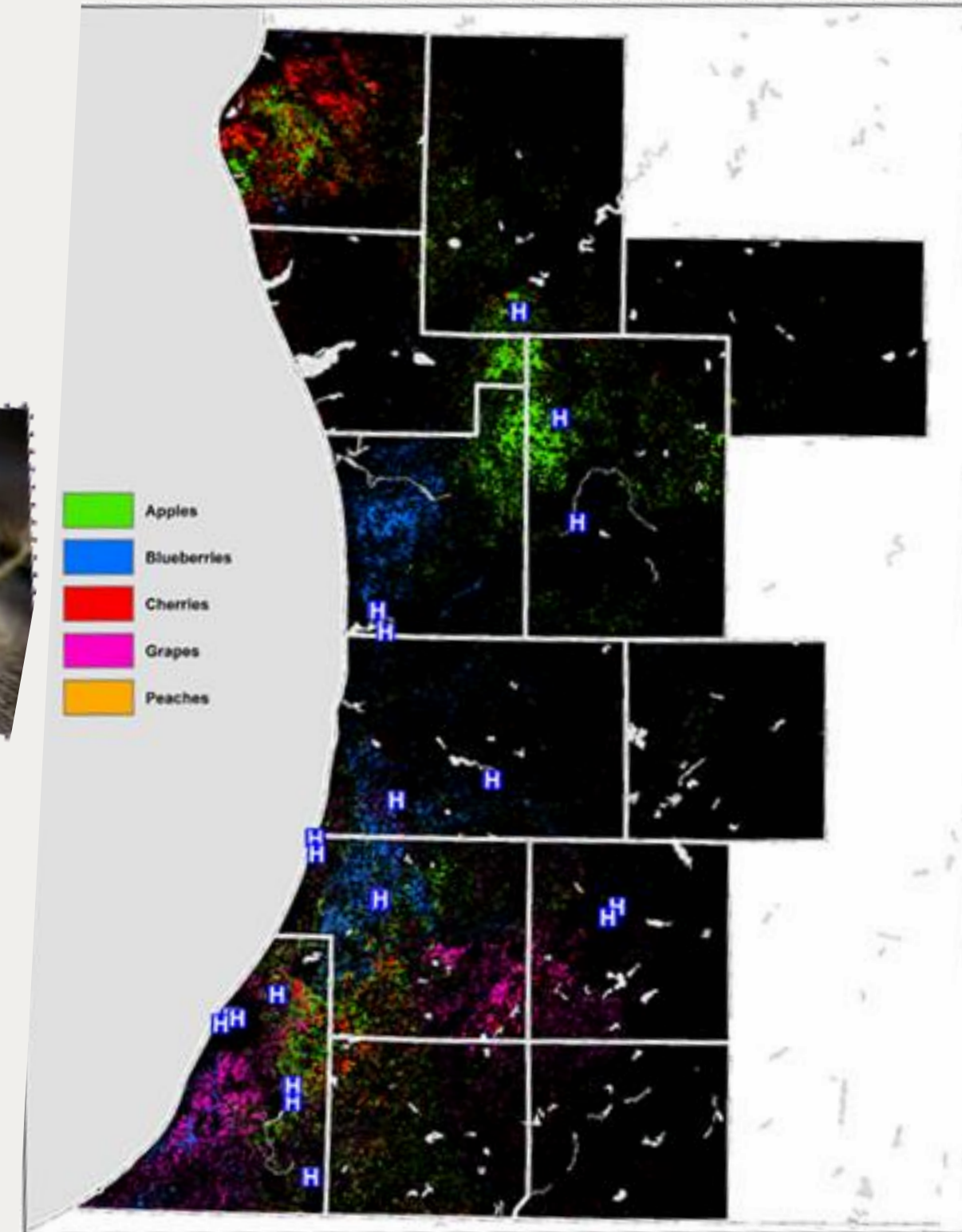
- Hispanic/Latino 15.5% (state average: 5.0%)

Percentage of Spanish-speakers: 11.0%

(state average: 8.9%)

## Top three areas of agriculture production (by volume of sales):

- Fruits, tree nuts, and berries
- Vegetables, melons, potatoes, and sweet potatoes
- Hogs and pigs







# Oceana County Strategy

DHD#10 partnered with the Health Project (Trinity Health) to implement the Prescription for Health Program in Oceana County.



Strategy 1: Increase consumption of fruits and vegetables **AND** increase physical activity opportunities for residents at high risk for chronic disease

Strategy 2: Increase access to fruits and vegetables and other healthy choices by creating and/or building upon business relationships

Strategy 3: Decrease rates of chronic disease and death and disability from chronic disease through intentional community partner collaboration

# Key Community Partners

Key people and organizations providing Oceana County residents educational programming:

- District Health Department #10
- Trinity Health Medical Group Primary Care - Shelby
- Michigan State University Extension
- Our Friends House
- Mary Ann Bush- Tai Chi for Health, Instructor
- Oceana County Council on Aging
- EnerG Fitness
- Lakeside Rehab Family Fitness





# Key Business Partners

Key businesses providing Oceana County residents with local produce:

- New Era Farmer's Market
- Hansen Foods
- Rennhack Orchards Market





# Promotional Activities:



**Press Releases**



**Radio Interviews**





**Social Media Posts**



**Flyers/Posters**



# Examples of Promotional Activities:

DHD#10 AND MERCY HEALTH URGE RESIDENTS OF OCEANA COUNTY TO PARTICIPATE IN THE PRESCRIPTION FOR HEALTH PROGRAM

February 16, 2022- District Health Department #10 (DHD#10) and Mercy Health are starting the New Year off on an exciting note: announcing that the Prescription for Health Program is now available in Oceana County!

Prescription for Health is a program that aims to increase fruit and vegetable consumption and support healthy lifestyle behavior change among people who are at an increased risk for chronic disease.

The goals of Prescription for Health are to:

1. Foster healthy behavior change in program participants by offering several opportunities for nutrition and physical activity education
2. Create strong partnerships between community health partners, health systems, and local businesses that increase awareness of the local food system, promote utilization of community resources, and support participant health improvement
3. Support development of the local food system and economy

In Oceana County, residents self-register into the program and participate by attending nutrition or physical activity education sessions provided by a Prescription for Health community health partner. English and select Spanish education sessions are available for participants to choose from.

"Once a participant has completed an education session, they will receive program vouchers worth \$20 to purchase fresh, frozen, or canned fruits and vegetables at Hansen Foods in Hart," said Catalina Burillo, Oceana County Prescription for Health Coordinator. "Participants can join as many classes as they like and can earn up to \$120 in vouchers."

If interested in the Prescription for Health program, individuals must enroll using the referral form. The English referral form is available at: <https://tinyurl.com/f5kw4d43> and the Spanish referral form at: <https://tinyurl.com/2wbcpwpu>.

For specific questions about the program, please contact Catalina Burillo at 231-672-3365 or [Catalina.Burillo@mercyhealth.com](mailto:Catalina.Burillo@mercyhealth.com).

###

Prescription for Health Social Media Ads Below

**MEDIA CONTACT**  
Jeannine Taylor  
Public Information Officer  
O: 231-876-3823  
C: 231-920-4998  
E: jtaylor@dhd10.org

**COUNTIES SERVED:**  
Crawford  
Kalkaska  
Lake  
Manistee  
Mason  
Mecosta  
Missaukee  
Newaygo  
Oceana  
Wexford

[www.dhd10.org](http://www.dhd10.org)

[www.facebook.com/DHD10](https://www.facebook.com/DHD10)

Press release #1



**Do you need help eating more fruits and vegetables?**

**TRY THE PRESCRIPTION FOR HEALTH PROGRAM!**

Receive a voucher worth \$20 to purchase fresh, frozen or canned fruits and vegetables for each nutrition education session attended.

**EARN UP TO \$120**

**How does the program work?**

- You must attend a nutrition education session
- You will get a voucher worth \$20 for each session you attend
- You buy fruits and vegetables with the voucher(s) you get from the education sessions

**How do I Register?**

Complete the referral form at [tinyurl.com/f5kw4d43](https://tinyurl.com/f5kw4d43) or scan the QR code. Then the Rx for Health coordinator will contact you about upcoming nutrition education sessions.

**Where can I use the vouchers?**

Hansen Foods  
3750 W Polk Rd, Hart, MI 49420  
Mon-Sat 8am-8pm, Sun 8am-7pm

**How do the vouchers work?**

- Vouchers come in \$5 amounts
- You can only use them at participating locations (Hansen Foods)
- You have to spend all \$5 at one time - you will not get cash back
- You can only buy fruits and vegetables (fresh, frozen, or canned)
- You have to use all of your vouchers before 09/30/22

**How can I get vouchers?**

- Fill out and sign the referral form
- The referral form will be sent to the Prescription for Health Coordinator who will contact you about upcoming nutrition education sessions
- Attend one (or more) education sessions



**For more information, contact Catalina Burillo**  
231.672.3365 or [Catalina.Burillo@mercyhealth.com](mailto:Catalina.Burillo@mercyhealth.com)







Poster

DHD#10 AND TRINITY HEALTH ANNOUNCE ADDITIONAL FOOD VOUCHER LOCATIONS IN OCEANA COUNTY

July 27, 2022 - District Health Department #10 (DHD#10) and Trinity Health are pleased to announce two new locations, in addition to Hansen Foods, accepting Prescription for Health vouchers in Oceana County.

Prescription for Health vouchers are now accepted at:

- **Hansen Foods:** 3750 W. Polk Rd., Hart, open Monday-Saturday 8:00am-9:00pm and Sunday 8:00am-8:00pm
- **New Era Farmers Market:** 1820 Ray St., New Era, open on the 2<sup>nd</sup> and 4<sup>th</sup> Tuesday through September 13, 4:00-7:00PM
- **Rennhack Orchards Market:** 3731 W. Polk Rd., Hart, open Monday-Saturday 8:00am-6:00pm

Prescription for Health is a program that aims to increase fruit and vegetable consumption and support healthy lifestyle behavior change among people who are at an increased risk for chronic disease. In Oceana County, residents can self-register into the program and participate by attending nutrition or physical activity education sessions provided by a Prescription for Health community health partner.

"Once a participant has completed an education session, they will receive program vouchers worth \$20 to purchase fresh, frozen, or canned fruits and vegetables at one of our three participating locations," said Catalina Burillo, Oceana County Prescription for Health Coordinator. "Participants can join as many classes as they'd like before the program ends on September 30 and can earn up to \$120 in vouchers."

If interested in the Prescription for Health program, individuals must enroll using the referral form. The English referral form is available at: <https://tinyurl.com/f5kw4d43> and the Spanish referral form at: <https://tinyurl.com/2wbcpwpu>.

For specific questions about the program, please contact Catalina Burillo at [Catalina.Burillo@mercyhealth.com](mailto:Catalina.Burillo@mercyhealth.com).

Prescription for Health Social Media Ads Below

**MEDIA CONTACT**  
Jeannine Taylor  
Public Information Officer  
O: 231-876-3823  
C: 231-920-4998  
E: jtaylor@dhd10.org

**COUNTIES SERVED:**  
Crawford  
Kalkaska  
Lake  
Manistee  
Mason  
Mecosta  
Missaukee  
Newaygo  
Oceana  
Wexford

[www.dhd10.org](http://www.dhd10.org)

[www.facebook.com/DHD10](https://www.facebook.com/DHD10)

Press release #2



# Examples of Promotional Activities:



**Do you need help eating more fruits and vegetables?**

**EARN UP TO \$120**

Read the info below to find out how!

For more information, contact Catalina Burillo  
231.672.3365 or Catalina.Burillo@mercyhealth.com




Social media posts



**Do you need help eating more fruits and vegetables?**

**EARN UP TO \$120**

**TRY THE PRESCRIPTION FOR HEALTH PROGRAM!**

Receive a voucher worth \$20 to purchase fresh, frozen or canned fruits and vegetables for each nutrition education session attended.

For more information, contact Catalina Burillo 231.672.3365 or Catalina.Burillo@mercyhealth.com



<p><b>How does the program work?</b></p> <ul style="list-style-type: none"> <li>You must attend a nutrition education session</li> <li>You will get a voucher worth \$20 for each session you attend</li> <li>You buy fruits and vegetables with the voucher(s) you get from the education sessions</li> </ul>	<p><b>Where can I use the vouchers?</b></p> <p><b>Hansen Foods</b> 3750 W Polk Rd, Hart, MI 49420 Mon-Sat 8am-9pm, Sun 8am-8pm</p> <p><b>Rennhack Orchards Market</b> 3731 W Polk Rd, Hart, MI 49420 Mon-Sat 8am-6pm</p> <p><b>New Era Farmers Market</b> 820 Ray St, New Era, MI 49446 2nd and 4th Tuesdays 4pm-7pm</p>
<p><b>How do the vouchers work?</b></p> <ul style="list-style-type: none"> <li>Vouchers come in \$5 amounts</li> <li>You can only use them at participating locations Hansen Foods, Rennhack Orchards Market, New Era Farmers Market</li> <li>You have to spend all \$5 at one time - you will not get cash back</li> <li>You can only buy fruits and vegetables (fresh, frozen, or canned)</li> <li>You have to use all of your vouchers before 09/30/22</li> </ul>	<p><b>How do I register and receive vouchers?</b></p> <ul style="list-style-type: none"> <li>Complete the referral form at <a href="https://tinyurl.com/f5kw4d43">tinyurl.com/f5kw4d43</a> or scan the QR code.</li> <li>The referral form will be sent to the Prescription for Health Coordinator who will contact you about upcoming nutrition education sessions</li> <li>Attend one (or more) education sessions</li> </ul>



**¿Quiere comer más frutas y verduras?**

**PUEDA GANAR HASTA \$120**

**PRUEBE EL PROGRAMA DE RECETA PARA LA SALUD**

Reciba un cupón de \$20 para la compra de frutas y verduras (frescas, congeladas o enlatadas) por su participación en cada clase de nutrición.

Para más información comuníquese con Catalina Burillo 231.672.3365 o catalina.burillo@mercyhealth.com



<p><b>¿Cómo funciona el programa?</b></p> <ul style="list-style-type: none"> <li>Debe participar por los menos en una sesión de nutrición educativa</li> <li>Recibirá un cupón de \$20 por cada sesión asistida</li> <li>Se compran frutas y verduras con los cupones de estas sesiones</li> </ul>	<p><b>¿Dónde puede usar los cupones?</b></p> <p><b>Hansen Foods</b> 3750 W Polk Rd, Hart, MI 49420 lunes-sábado 8am-9pm, domingo 8am-8pm</p> <p><b>Rennhack Orchards Market</b> 3731 W Polk Rd, Hart, MI 49420 lunes-sábado 8am-6pm</p> <p><b>New Era Farmers Market</b> 820 Ray St, New Era, MI 49446 2<sup>da</sup> y 4<sup>ta</sup> martes 4pm-7pm</p>
<p><b>¿Cómo puedo usar los cupones?</b></p> <ul style="list-style-type: none"> <li>Vienen en cantidades de \$5</li> <li>Sólo se pueden usar en Hansen Foods, Rennhack Orchards Market, New Era Farmers Market</li> <li>Tiene que gastar los \$5 por completo. No se le devuelve el cambio</li> <li>Sólo se puede comprar frutas y verduras (frescas, congeladas o enlatadas)</li> <li>Los cupones se vencen el 30/09/2022</li> </ul>	<p><b>¿Cómo puedo registrarme y recibir cupones?</b></p> <ul style="list-style-type: none"> <li>Completa y firme el formulario en la página: <a href="https://tinyurl.com/2wbcwpwu">https://tinyurl.com/2wbcwpwu</a> o escanee el código QR</li> <li>Luego, el coordinador de Receta para la Salud se comunicará con usted sobre las próximas sesiones de educación nutricional</li> <li>Asista a una (o más) sesiones educativas</li> </ul>





# Registration Process

The Health Project took the template for the Prescription for Health Referral form that DHD#10 provided and turned it into a google form so people could self-refer themselves into the program. Due to the nature of our county, the form was also translated and placed online in Spanish.

English

## Prescription for Health Self-Referral Form

Prescription (Rx) for Health is a program that refers you to nutrition education programs and gives you vouchers to buy fruits and vegetables at participating locations. \*\*Disclaimer: participation in Rx for Health is not income based.

Email \*

Valid email

This form is collecting emails. [Change settings](#)

## Registro para el Programa de Receta para la Salud

El programa de Receta para la Salud ("Prescription for Health" en inglés) le refiere a clases y discursos sobre la formación de nutrición y Ud puede recibir cupones de \$20.00 para comprar frutas y verduras al asistir cada sesión .

Spanish

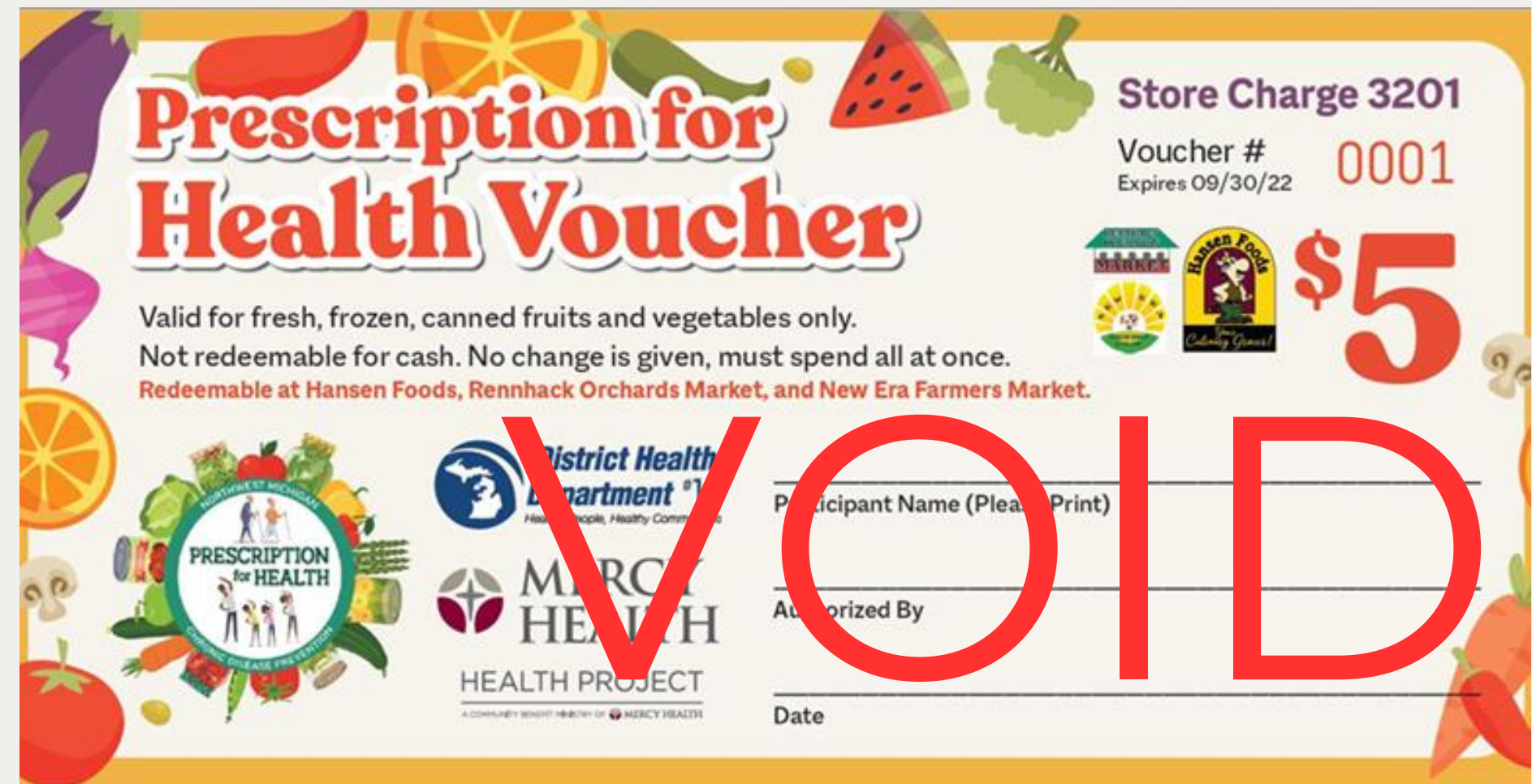


# Redeemable Vouchers

Those who enrolled in the program and attend evidenced-based nutrition education and/or exercise programming were able to earn vouchers to purchase fresh, canned, or frozen fruits and vegetables.

We chose to have our vouchers be in \$5 increments for easy spending.

Participants could join as many classes as they'd like, but could only earn up to \$120 in vouchers.





# COVID-19 Challenges

The pandemic threw us into a world of unknowns:

- The first two years were drastically impacted as priorities for our health care partners shifted into survival mode. The program was finally implemented beginning in January 2022.
- In-person classes had to pivot into online classes.
- Annual outreach screening events did not take place.







# Oceana County Participant Testimonial

TO: Prescription for Health Grant

DATE: 1/13/2023

RE: Program success

I am a recipient of Prescription for Health funding. I completed an eight-week Balance class offered by Oceana's Council on Aging. As the result of my participation, I was awarded \$120.00 in Prescription for health dollars distributed by Mercy Health Project.

Prescription for Health was a gift. As an individual living with a chronic disease, I must practice diligence in what I consume. I do not qualify for food assistance, yet rising prices adversely affected my food budget.

Prescription for Health allowed me to shop at my favorite community farmer's markets and fruit/vegetable stands. Due to the certificates being released at the beginning of summer, I was able to purchase locally grown produce in season when it was fresh and abundant (cheap). I preserved fruits and vegetables for the winter by canning and freezing. I know where my food came from and, because I control the recipe, what's in it (no sodium).

For example, towards the end of the season tomatoes were \$12.50 a half bushel. I produced Quarts of whole tomatoes and tomato juice. I made pints of tomato soup and salsa. I always keep a quart or pint on the shelf for entry in the county fair the following year!

I love that Prescription for Health not only impacted Senior Citizens, but the local agricultural and retail communities profited as well. I also appreciated that the coupons could be used for frozen or canned fruits and vegetables should one be unable to process their own fresh produce.

This program was *genius* and went far in putting knowledge and healthy eating into the consciousness of local seniors.

# Snap Shot

## Kalkaska County

### Census at a Glance

- Population: 17,725
- Poverty Rate: 16.4%
- Lack of Adequate access to healthy foods: 15.6%
- Race: White alone, not Hispanic or Latino- 92.4%
- Hispanic or Latino: 2.8%

\*Data from DataUSA  
2020 Census



### Top 3 Agricultural Products

- Poultry and eggs
- Vegetables
- Hay







# Kaskaska County Strategy

DHD#10 staff partnered with the staff at Kaskaska Farmer's Market to provide direct education to participants while simultaneously encouraging the consumption of local fruits and vegetables.



# Examples of Promotional Materials



Thank you for your interest in the Prescription for Health Program! Through this program, you are eligible to receive up to **xx** in vouchers to buy fruits and vegetables.

#### How does the program work?

- You must attend a nutrition education session
- You will get a voucher worth **xx** for each session you go to
- You buy fruits and vegetables with the voucher(s) you get from the education sessions

#### Where can I use the vouchers?

- (location) - (address) - (days/times open)
- (location) - (address) - (days/times open)

#### How do the vouchers work?

- Vouchers come in **\$xx** amounts
- You can only use them at participating locations (locations)
- You have to spend all **\$xx** at one time - you will not get cash back
- You can only buy fruits and vegetables (fresh, frozen, or canned)
- You have to use all of your vouchers before (expiration date)

#### How can I get vouchers?

- Fill out and sign the referral form
- The referral form will be sent to the Prescription for Health Coordinator who will contact you about upcoming nutrition education sessions
- Attend one (or more) education sessions

#### What kinds of nutrition education classes will the Prescription for Health Coordinator refer me to?

- (name of class - short description)
- (name of class - short description)

For more information, contact the Prescription for Health Coordinator at (phone) or (email)

LOGOS



## DHD#10 AND KALKASKA FARMERS MARKET ENCOURAGE RESIDENTS OF KALKASKA COUNTY TO PARTICIPATE IN THE PRESCRIPTION FOR HEALTH PROGRAM

July 7th, 2022- District Health Department #10 (DHD#10) and Kalkaska Farmers Market is announcing the Prescription for Health Program in Kalkaska County!

Prescription for Health is a program that aims to increase fruit and vegetable consumption and support healthy lifestyle behavior change among people who are at an increased risk for chronic disease.

In Kalkaska County, residents register into the program and take part by visiting Maegan Sorenson, Public Health Educator, with District Health Department #10 at the Kalkaska Farmers Market on Tuesdays from 2:00pm-6:00pm at the Railroad Square Pavilion. By visiting Maegan, participants will listen to a short nutrition lesson on fruits and vegetables, then receive some prizes. First-time participants will receive a reusable thermal shopping tote with kitchen tools inside. In addition, to receiving \$20 worth of vouchers for fresh fruits, vegetables, or vegetable plants at the Kalkaska Farmers Market.

Residents can receive additional vouchers by registering and attending an online virtual class through MSU-Extension. To register, contact Terra Bogart at 231-922-4630, or at [bogartte@msu.edu](mailto:bogartte@msu.edu). Participants can attend as many classes as they would like and earn up to \$100 worth of vouchers.

"The Prescription for Health program has been so wonderful for our Market, added Market Master, Renee Penny. "Participating in the program is something we're proud to offer, so more families can enjoy fresh fruits and vegetables. Especially early in the season when other programs like Senior Project Fresh and WIC Project Fresh Coupons are not open yet. It's a bonus when they are able to buy it directly from the farmer and learn more about how their food is grown. I really loved seeing folks get excited about the cooking demo last week, then be able to immediately go buy kale and greens after participating in the Nutrition Program and Demo."

For more information about the program, please contact Maegan Sorenson at 231-876-3811 or [msorenson@dhd10.org](mailto:msorenson@dhd10.org)



**MEDIA CONTACT**  
Jeannine Taylor  
Public Information Officer  
O: 231-876-3823  
C: 231-920-4998  
E: [jtaylor@dhd10.org](mailto:jtaylor@dhd10.org)



**COUNTIES SERVED:**  
Crawford  
Kalkaska  
Lake  
Manistee  
Mason  
Mecosta  
Missaukee  
Newaygo  
Oceana  
Wexford



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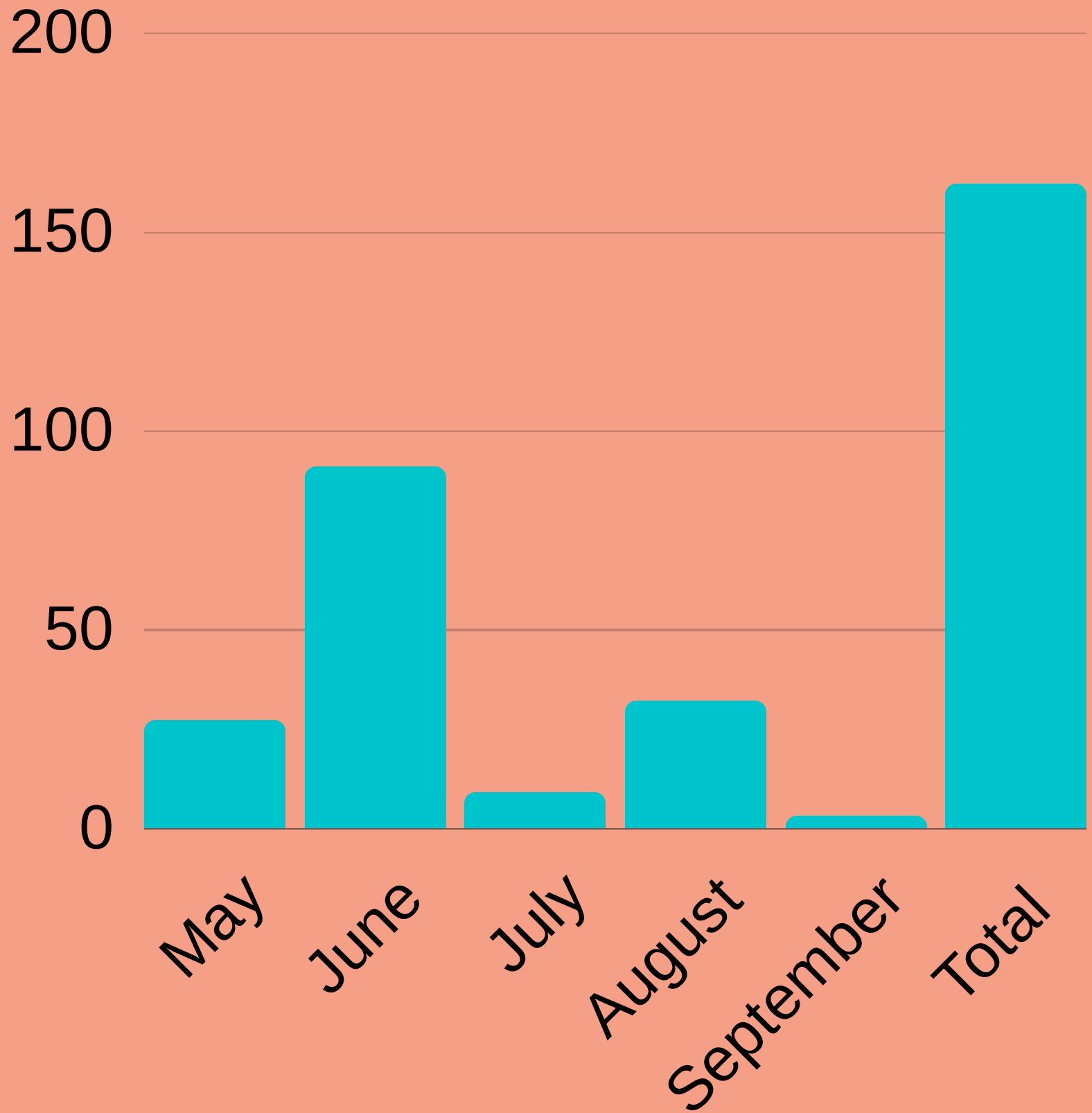
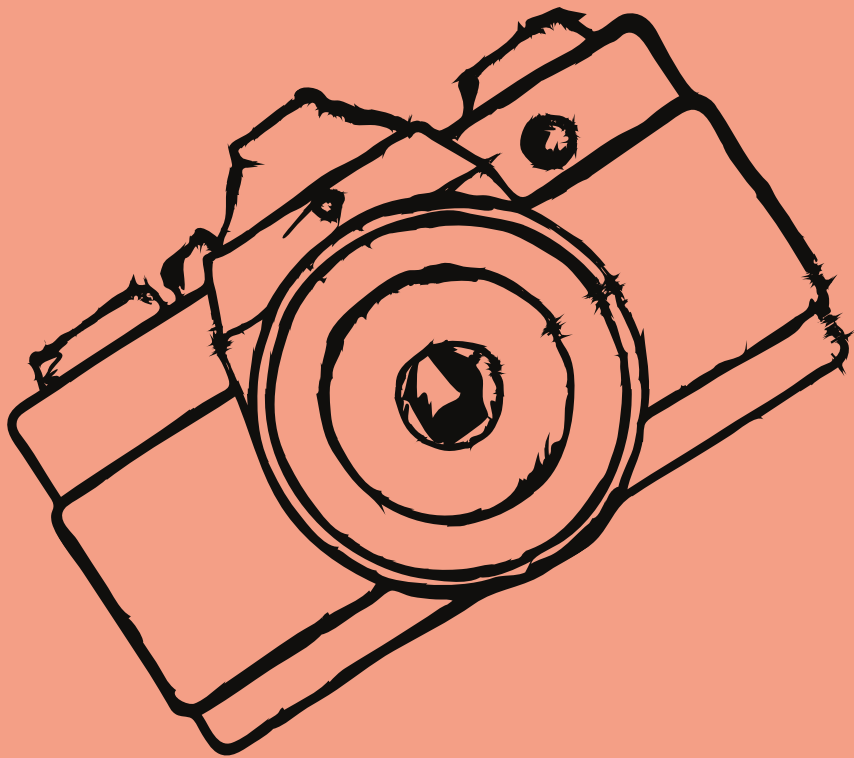
# Registration and Implementation

## Educational Components:

- Eat the rainbow- White, Yellow, Red, Purple/Blue, Green
- Featured items of the week lesson
- Recipe Demonstration once a month
- How the different nutrients in fruits and vegetables benefit the body



# Kalkaska County Participant Snapshot





# Activity #1

## Taking home Rx

*What are some ways that you could adapt a prescription model nutrition program in your community?*

*Which partners would you engage and why?*

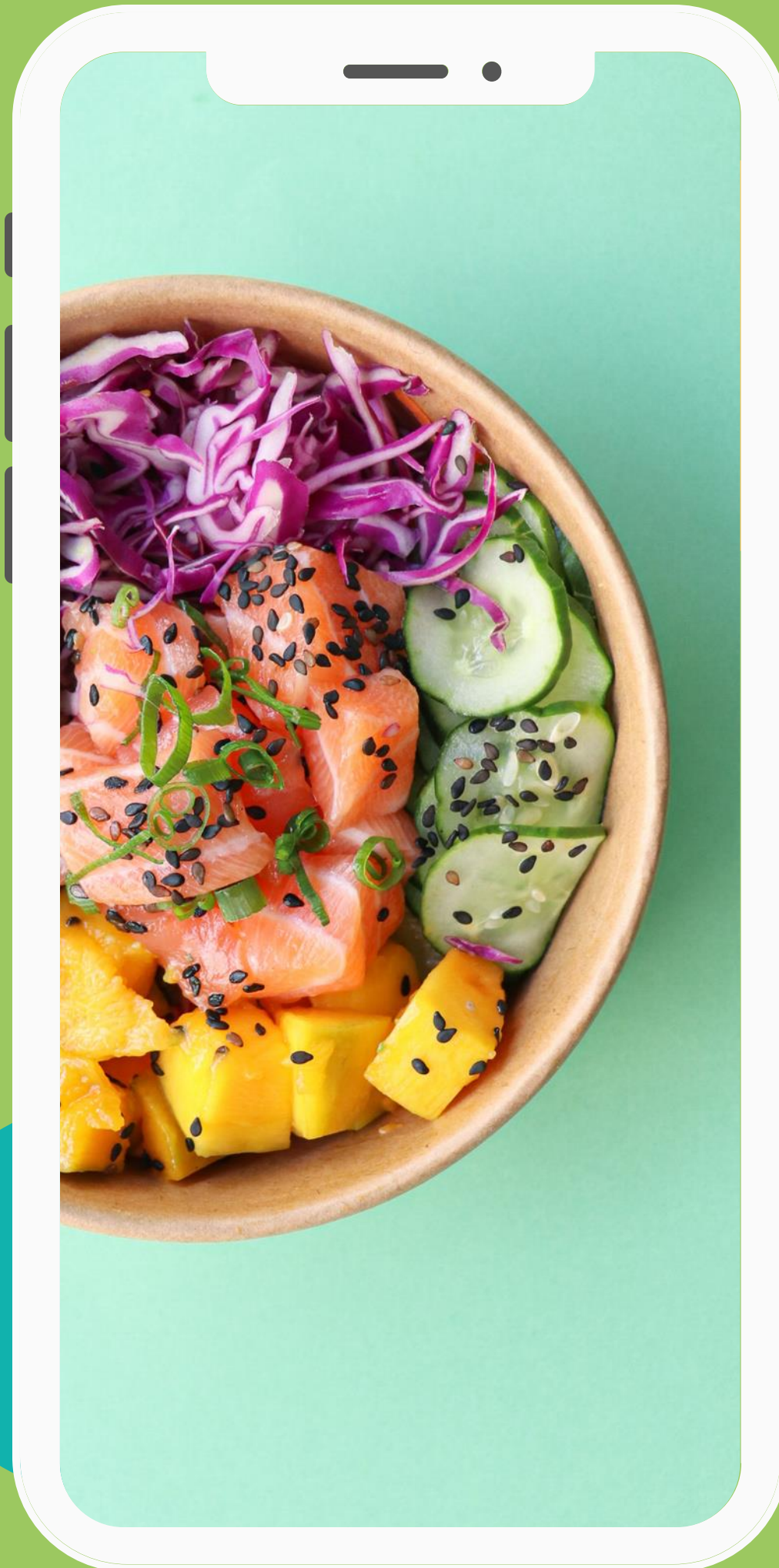




**District Health  
Department #10**  
*Healthy People, Healthy Communities*

# Activity #2

## Referrals



*What changes  
would you make?*

*Is there a way to  
improve upon the  
referral form or  
process?*



# Project Challenges

- **Complexity of Project**
  - *County- and provider-specific modifications*
- **COVID-19 Impact**
  - *Delayed start and drop-off for specific communities/partners*
- **Sustainability of the Program**
- **Project Capacity & Maintenance**
  - *Staffing turnover and changes throughout project; changes with staff processes*
  - *Illegible or incomplete enrollment forms*
  - *Low response rate for post-survey*



# Addressing Challenges to Improve Outcomes



- **Complexity:** *maintaining communication and oversight structure*
- **COVID-19 impact:** *adapt to virtual programming, self-enrollment*
- **Sustainability:**
  - *Example: CDC REACH Grant*
- **Capacity and maintenance:** *staff training, partner resources and support; process and evaluation adjustments*

**Be flexible, be kind, and celebrate successes!**

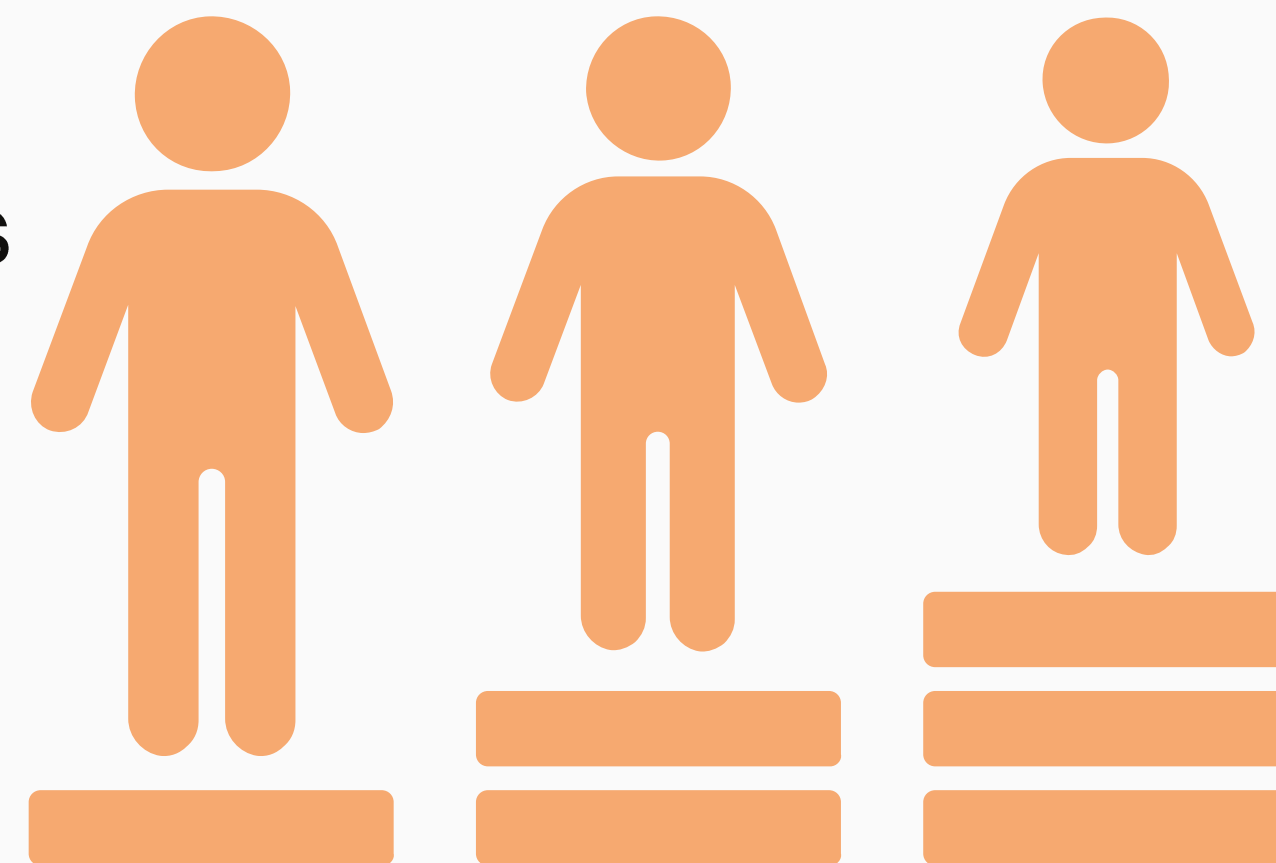




# Lessons Learned: SDoH and Equity Considerations in a Food System

## What are the SDoH impacting food access?

- Rural communities → food deserts
- Transportation challenges
- Internet access
- Language barriers and limitations
- Healthcare access and provider shortages
- Accessibility for disabilities
- Systemic injustices
- *Others?*





# What could food system equity look like?





# QUESTIONS





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