

HEALTHY COMMUNITIES INITIATIVE: *FRESH RX for MOMs*

In 2018, Community Farmers Market (CFM), Community Farm Alliance (CFA), and WellCare Health Plans piloted a 21-week fruit and vegetable prescription (FV Rx) program for Mothers on Medicaid – Fresh Rx for MOMs.

Based upon the success of the Fresh Rx for MOMs Pilot, CFA led a successful application to the USDA Gus Schumacher Nutrition Incentive Program (GusNIP) to expand this program, both geographically and in duration to cover close to the full term of pregnancy, to positively impact health outcomes, through increased consumption of fresh, Kentucky-grown produce by expecting mothers with limited income.

“It has helped us have fresh meals when we otherwise wouldn’t be able to afford it.”

-2018 FRESH RX FOR MOMS PARTICIPANT



Over the 2020-22 grant period, the Kentucky Fresh Rx for MOMs will establish produce prescription programs at **eleven farmers markets** across the state, with strong local healthcare and community partnerships. to increase access to fresh, Kentucky-grown produce for expecting mothers, while supporting Kentucky farmers. Each week participants attend the market and receive **\$20 in tokens** to be spent on locally-grown produce, for **21 to 40 consecutive weeks**.



This project will provide a clear, standardized process by which farmers markets may implement a Produce Prescription program in their community and by which low-income community members may receive produce prescriptions.

In 2021 Community Farmers Market in Bowling Green, Lexington Farmers Market, Franklin Co. Farmers Market, and Perry Co. Farmers Market will offer a Fresh Rx program to reach 158 mothers. In addition to the incentives participants will receive nutrition education and advice from on-site dietitians, seasonal recipes, and cooking kits.



FRESH RX FOR MOMS
FOR MOTHERS-TO-BE ON MEDICAID

WEBSITE:

CFAKY.ORG/FRESHRX

PROGRAM DIRECTOR:

Brittany Steffey,
brittany@cfaky.org



“Good nutrition during pregnancy is important for the health of the mother and baby. Many women fall short on eating enough veggies and fruit. From a nutrition standpoint, the Fresh RX program will enable participating moms-to-be to have fresh, locally grown produce that will provide vitamins, minerals, fiber and other helpful plant compounds that are essential to a healthy diet.”

DIANE SPROWL, MED, RDN, LD



“Since the beginning of Fresh RX, we’ve noticed a significant increase in our weekly sales and the same families have been shopping with us week after week. The week-after-week nature of the Fresh RX allows us to build relationships with those families. We believe it gives them a powerful tool for building healthy eating habits. More families get access to the best local food and it puts more money in the pockets of local farmers. It’s a win-win.”

JACKSON ROLETT
STONEHOUSE MARKET FARM
ALLEN COUNTY, KY

