

Produce Plus Update and Building Health Habits

Million Hearts Learning Collaborative
January 19, 2022

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❑ Welcome and Introductions

❑ Produce Plus 2022 Overview

- ❑ Objective: Understand how your organization can connect patients to Produce Plus, a farmers market incentive program for residents with or at risk for chronic conditions.

❑ Building Healthy Habits: Tips and Tricks for Patients

- ❑ Objective: Identify and apply practical tools to help explore basic nutrition awareness, share tips for navigating the grocery store and highlight tactics that may help increase comfort in the kitchen.

❑ Reminder: TA Available for you!

DC | **HEALTH**



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FRESHFARM

Produce Plus 2022 Overview

Contact: nick@ffm.org



Produce Plus Overview

- ❖ Simplified goals
- ❖ Program implementation overview
- ❖ Anticipated timeline
- ❖ Community Advisory Board
- ❖ Evaluation partner
- ❖ Q&A



Contact: nick@ffm.org

2022 Topline Goals

- ❖ Increase redemption rate
- ❖ Successfully implement digital incentive system
- ❖ Increase ease of program use for all stakeholders (customers, market managers, farmers, and partners)



Program Structure

- ❖ Tech platform: *Healthy Ways* from Merchant Source or new NovoDia Group product
- ❖ Each participant card remotely loaded with \$40* at beginning of month
- ❖ Spend with any approved farmer at participating farmers market / location across DC
- ❖ Card balance re-upped back to \$40 at beginning of next month*



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Program Structure

- ❖ Redemption of funds with approved farmers via app; scans card QR code or ID number
- ❖ Farmers equipped and trained to use app in pre-season
- ❖ All transactions accessible from admin backend*
- ❖ Administrator will reimburse farmers directly for accepted produce incentive dollars on a monthly basis**



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Program Structure

- ❖ Customers will have complete choice of produce items sold by approved farmers at any location*
- ❖ No by-site funding allotments
- ❖ Capacity to explore integration with federally-funded SNAP incentives, focus on DC Health-identified geographic priority areas (Wards 5, 7 and 8), etc.



Anticipated Timeline

- ❖ 2022:
 - January: CAB announced; monthly meetings follow
 - February: enrollment schedule publicized to partners and participants
 - March: program & enrollment structure finalized with CAB input
 - April: enrollment begins in partnership



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Anticipated Timeline

- ❖ 2022:
 - April and May: enrollment takes place with partners, marketing & outreach; tech training with partners and farmers
 - June: digital incentive management launches
 - June, July, August, September: program implementation, nutrition education activities



Community Advisory Board

- ❖ The new Planning Team
- ❖ Ideally around 15 members
- ❖ Made up of Produce Plus customers, volunteers, previous Produce Plus site managers, as well as clinicians or social service providers that also serve food-insecure DC residents
- ❖ Creation of a collaborative setting so that Freshfarm is able to best serve DC residents

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Community Advisory Board

- ❖ Commitments:
 - Minimum 1-2 hours per month from January through March to meet during business hours
 - Minimum 2-5 hours per month outside of meeting hours to prepare information for the CAB and aid in surveying partners, members of and organizations in their communities
 - April and May, 5-10 hours per month supporting program enrollment with partners
 - June through September, 10-15+ hours per month supporting program implementation and process improvement

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Evaluation Partner

George Mason University

- ❖ Working with Dr. Katie Kerstetter:
 - PhD in Sociology, Masters in Public Policy
 - Research Affiliate, Center for Social Science Research, George Mason University
 - Affiliate, Center for Population Studies, University of Mississippi
 - Evaluator for Produce Plus Direct 2021
 - Current FRESHFARM FoodPrints SNAP-Ed grant evaluator

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Q&A

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Building Healthy Habits

Tips & tricks for Patients

Brandin Bowden, MSc

Senior Associate

Washington, DC

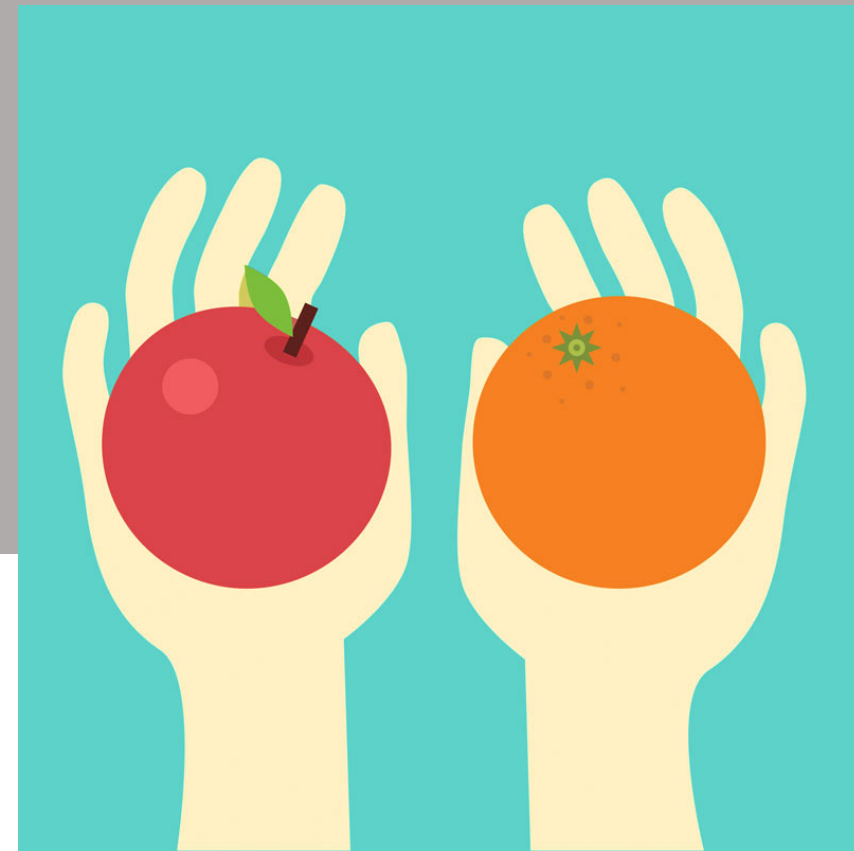
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*Which of the following
best describes your
eating habits?*



- Taste
- Personal and Social factors
- Employment Status
- Acculturation
- Access to personal transportation
- Time
- Knowledge, Skills, & Abilities
- Food Prices
- Food Access

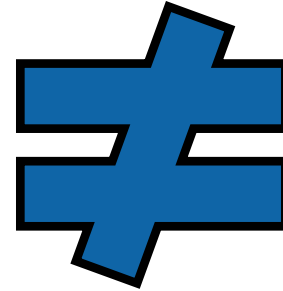


Committee on Examination of the Adequacy of Food Resources and SNAP Allotments; Food and Nutrition Board; Committee on National Statistics; Institute of Medicine; National Research Council; Caswell JA, Yaktine AL, editors. Supplemental Nutrition Assistance Program: Examining the Evidence to Define Benefit Adequacy. Washington (DC): National Academies Press (US); 2013 Apr 23. 4, Individual, Household, and Environmental Factors Affecting Food Choices and Access. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK206912/>



"A calorie is a calorie."

TRUE OR FALSE?



Ingredients: Orange

Micronutrients: Vitamin C, folate, thiamin, potassium, beta-carotene, fiber, magnesium, hesperetin, naringenin, anthocyanins, rutin, hesperidin, gallic acid, limonin, cyanidin-3-glucoside, nobiletin, hydroxycinnamic acid, etc.

Health impact: ↓ Inflammation, ↑ immune function, collagen production, antioxidant effects

Ingredients: Water, High Fructose Corn Syrup, Citric Acid, Sodium Polyphosphate, Artificial Flavors, Sodium Citrate, Sodium Benzoate, Natural Flavors, Acesulfame Potassium, Sucralose, Red 40, Yellow 6, Yellow 5, Blue 1

Micronutrients: NONE

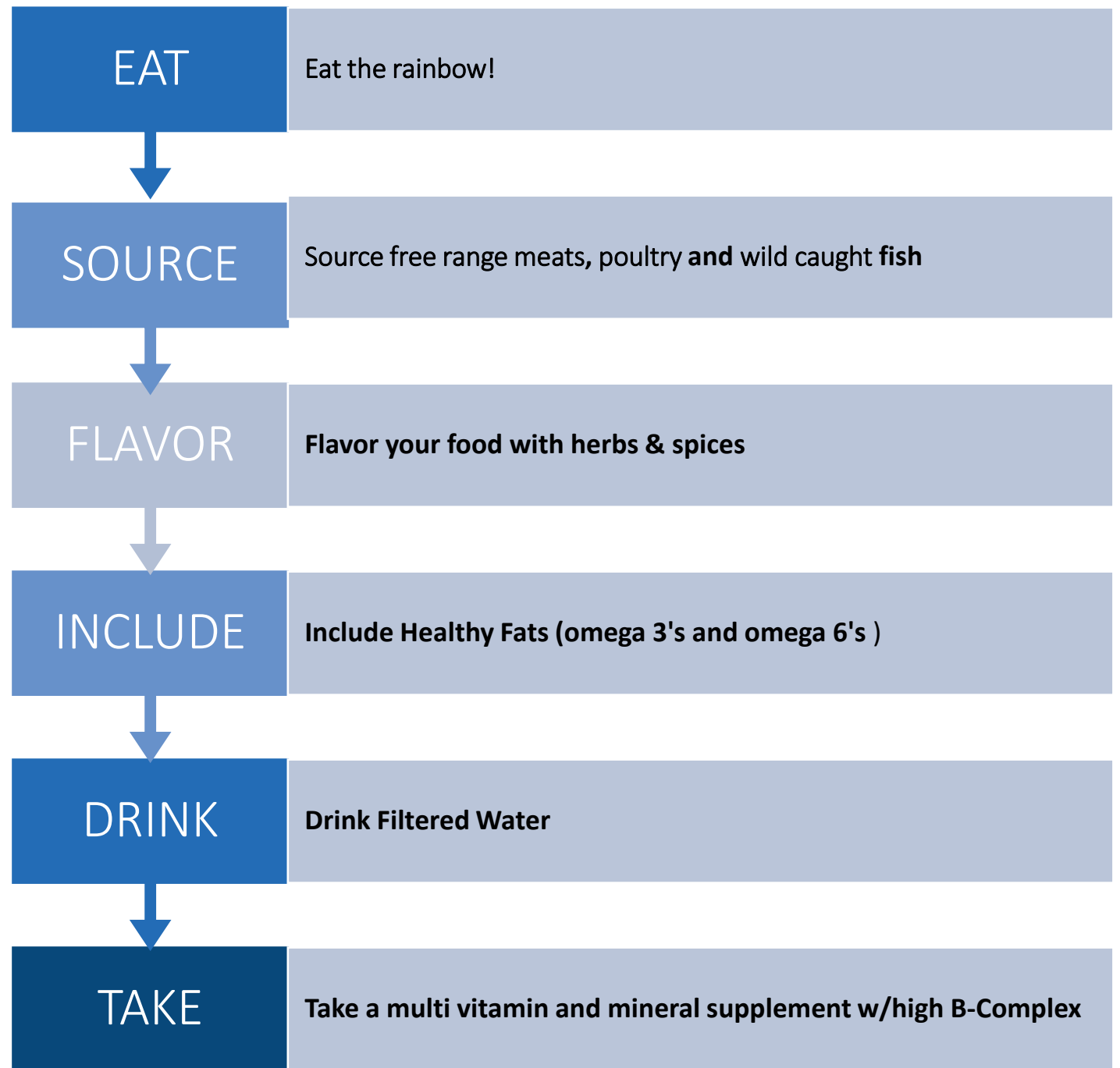
Health impact: ↑ Inflammation, ↑ blood sugar/insulin, attention/cognitive issues*

*Bateman (2004) *J. Arch Dis Child.* 89(6):506-11.



Avoid the “*low* _____ *diet*” philosophy
and
Adopt the “*Nutrient-dense*” lifestyle

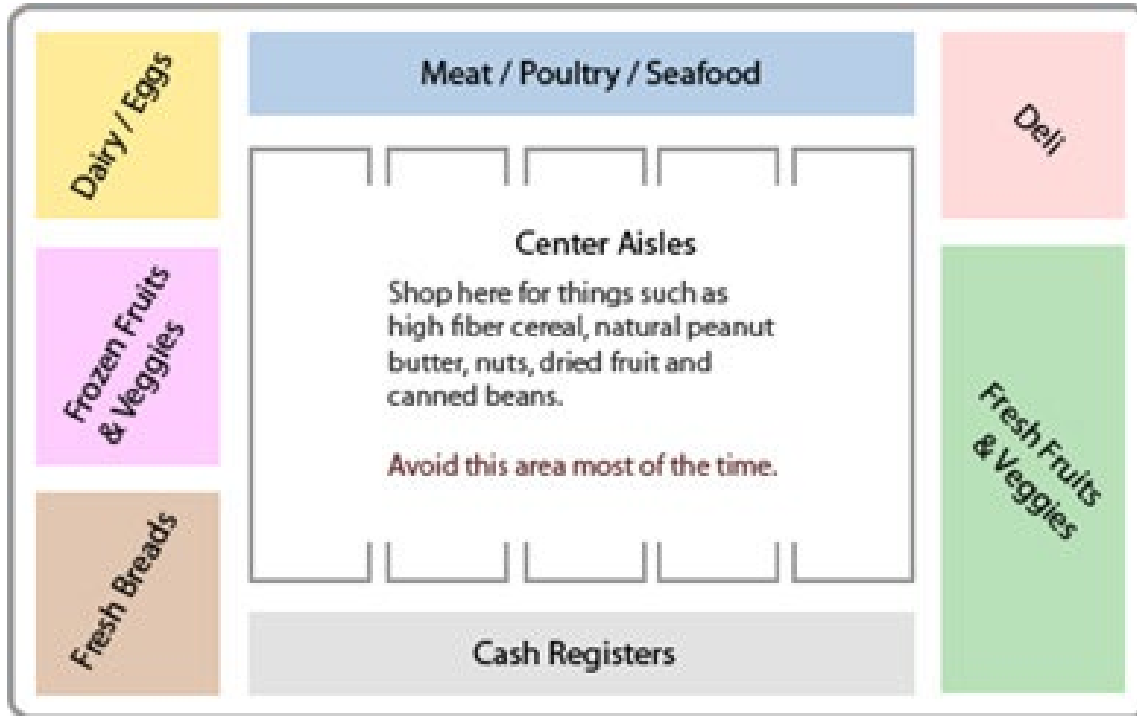
SUPPORTING A RESILIENT BODY





What is the biggest barrier to healthy home cooking?

1. SHOP THE PERIMETER



2. CHECK UNIT PRICES

A.



6 OZ LOWFAT YOGURT	
Unit Price	You Pay
\$0.12	\$0.72
Per oz	

B.



32 OZ LOWFAT YOGURT	
Unit Price	You Pay
\$0.05	\$1.62
Per oz	

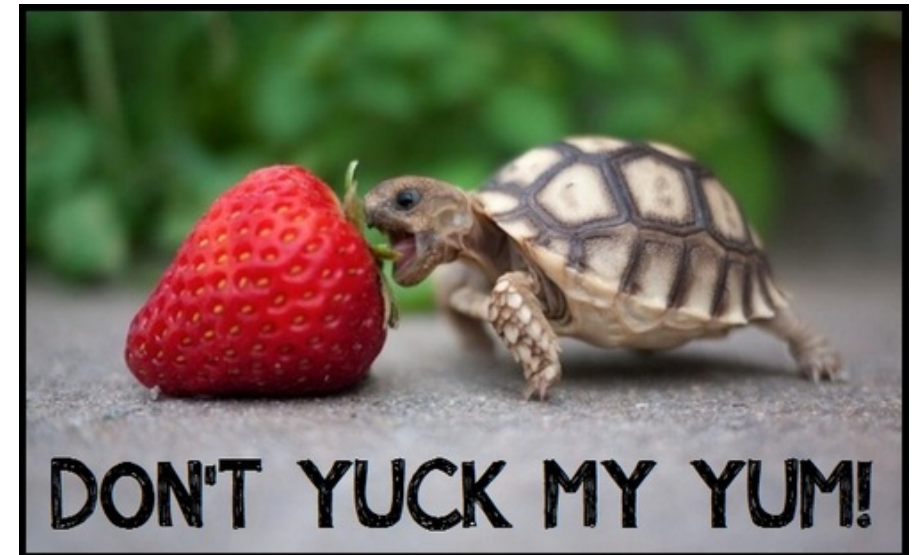
- Cook In Bulk
- Prep In Advance
- Buy pre-Cut veggies/frozen veggies
- Healthy Snacks
- Health Meal delivery Services
- Cook with Family or Friends





- Shop sales
- Buy in Bulk
 - Meats, Vegetables, grains, seeds, legumes etc.
- Buy inexpensive cuts of Meat
 - Chicken Thighs, ground beef, chuck roast
- Use meat as flavor
- Prioritize health effects of purchases
 - Grass Fed, Pasture Raised, Wild Caught
 - “Dirty Dozen” & “Clean 15”
- Cook with Family or Friends

- Gradually decrease sugar and salt
 - Substitute natural sweeteners for artificial sweeteners
- Add flavor with spices and herbs
- Caution with Substitute foods
- Get creative with food prep to avoid monotony
 - Zoodles, cauliflower rice, Roasted Sweet Potato Sliders





- Organize your Kitchen
 - Store like items near each other
 - Store items where you'll need to use them
 - Use equipment to keep things orderly
 - Use space on walls and inside doors
- Your freezer is your friend
 - Make Meal Packs
 - Portion single servings of meals
 - Buy in Bulk and freeze (fresh veggies or sauces)
- One Pot Meals and Slow Cookers
 - Protein + Whole Grain + Vegetables
- Play with flavors and **KEEP TRYING!**

ONE POT WONDERS



PROTEIN + WHOLE GRAINS + VEGETABLES

1. Prep your protein
2. Add in your whole grain and simmer until almost cooked through
3. Add in vegetables, seasonings, sauce and cook until done
4. Enjoy!



PROTEIN	lean pork, lean beef, chicken, turkey, fish, shrimp, legumes, tofu
WHOLE GRAINS	brown, rice, quinoa, barley, whole wheat pasta, whole wheat couscous
VEGETABLES	spinach, kale, collard, greens, potatoes, sweet potatoes, carrots, string beans, tomatoes, corn, cauliflower, broccoli, mushroom, onions, garlic, cabbage, peas, turnips, celery, squash, chard beets

CLEAN AS YOU GO

When you have spare time while cooking:

- Put away anything you won't be using again
- Quickly rinse any equipment you will use again
- Wash dirty dishes or put them in the dishwasher
- Wipe the countertop, stove, and sink

10 Tips- Keeping the Kitchen Clean as You Go

1. Start with a plan. Read your recipe and create a start to finish plan in your head before you begin
2. Set all of your utensils and appliances out before you begin
3. Practice mis en place -- do all of your chopping and measuring first to streamline the whole process
4. Use garbage and/or compost bowls to collect items you will dispose of, then toss them out all at once
5. Tuck a kitchen towel in your apron or over your shoulder so it's on hand whenever you need it
6. To pre-clean a pan on the stove keep the heat on, add some water, and scrape off anything crusted on
7. Make a place for dirty dishes and stack them there as soon as you're done with them
8. Keep a simmering pot of water on the stove to rinse and sanitize utensils instead of getting new ones
9. Measure things over the sink so that extras fall there instead of onto the counter
10. Fill a spray bottle with warm, soapy water and give messes a squirt right away, before they dry and harden

A collection of fresh ingredients including salmon, eggs, broccoli, tomatoes, spinach, nuts, and spices on a wooden surface. The ingredients are arranged on a dark wooden background. In the foreground, there is a wooden cutting board with a piece of salmon, a green bell pepper, and a small glass bottle with a white cap. To the right, there is a bowl of cooked shrimp, a small bowl of yellow powder, and several walnuts. In the background, there are cinnamon sticks, a head of broccoli, and several red tomatoes. Spinach leaves are scattered around the ingredients.

Reframing Your Relationship with Food

1. Food is information
2. Listen to your body
3. Lifestyle Changes > Diets
4. Start with 1-Thing
5. Be gentle with yourself

Limited time in most clinical settings, realistic options:

- Convey flexibility in patient choices & avoid dietary ideology
 - Nutrition is not “one size fits all”; many nutrient-dense ways to eat
 - Elimination/avoidance tactics limit long-term adherence & patient ownership in process
- Provide patient with a one-page resource sheet
 - Basics on overcoming barriers to healthy eating
 - Website links (blogs, YouTube channels, etc.)
- Develop referral network of *quality* nutrition professionals
 - Certified Nutrition Specialists (CNS)
 - Registered dietitians (RD)
 - Licensed naturopathic doctors (ND)



- ✓ Questions
- ✓ Challenges
- ✓ Share your experiences

1. To what extent did the session meet the stated objectives?
(1-not at all to 5-met all objectives)
 - a) Understand how your organization can connect patients to Produce Plus, a farmers market incentive program for residents with or at risk for chronic conditions.
 - b) Identify and apply practical tools to help explore basic nutrition awareness, share tips for navigating the grocery store and highlight tactics that may help increase comfort in the kitchen.

2. How would you rate the session overall?
(from 1-5, where 1 is poor and 5 is excellent)

We are here to help you !

- ✓ One on one coaching, review of workflows/policies, measurement-based tool development, team/clinic trainings, evaluation plan and CIF assistance
- ✓ Recorded trainings and tools: <https://livingwell.dc.gov/page/clinical-partners>
- ✓ Other questions or ideas? Please reach out:
 - Mary Kate Brousseau – mbrousseau@healthmanagement.com
 - Direct: (202) 601-7757 | Mobile: (541) 231-3717



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