

# Improving Community Health through a Produce Prescription Initiative



## Program Initiative

Combined produce vouchers with public health-based nutrition education programs.

## Vouchers

Most program participants were provided with four \$5 vouchers.

## Participants

A majority of participants were female, African American & food insecure.

## Voucher Redemption Rate

The overall voucher redemption rate was 18%.

## Outcomes

Many participants indicated they visit farmers' markets more now than before and that they tried a new farmers' market because of the produce prescription initiative. All who participated in the first year of the program stated they would participate again.



Source: Lyonnais, MJ; Kaur, AP; Rafferty, AP; Johnson, NS; Jilcott Pitts, S. A Mixed-Methods Examination of the Impact of the Partnerships to Improve Community Health Produce Prescription Initiative in Northeastern North Carolina, *J Public Health Manage Pract.* May 2022, 28.3, 233-242 doi: 10.1097/PHH.0000000000001490