



Nourishing Neighborhoods Across America

**Agriculture, Nutrition & Health:
“The Right to Bear Farms”**

WVU Health Sciences Center – Eastern Division

May 13, 2014

Schumacher Carrots - 1887



Schumacher Farm
Selling at New York City Farmers' Market
1887

Wholesome Wave Initiatives: Addressing Health in West Virginia

WW takes a holistic, community based approach to initiatives, working collaboratively with farmers, farmers markets, community leaders, healthcare providers, nonprofits and government entities



DOUBLE VALUE COUPON PROGRAM

Doubles the value of federal nutrition benefits when spent at farmers markets on locally grown fruits and vegetables



FRUIT AND VEGETABLE PRESCRIPTION PROGRAM

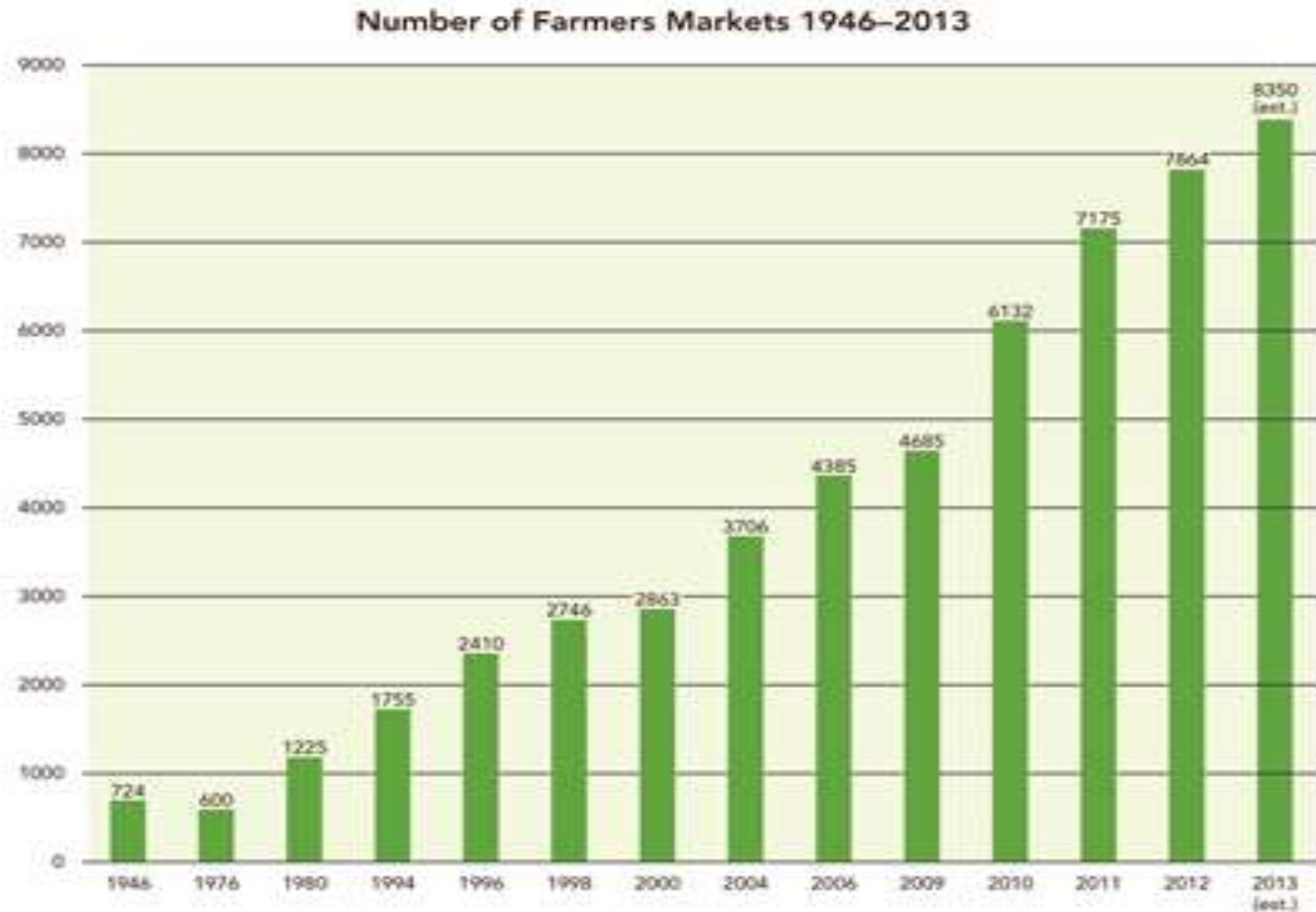
Provides families at risk of diet-related diseases with a prescription for fruits and vegetables to be spent at participating farmers markets and retail outlets

A Healthy, Sustainable Food System In West Virginia

A Healthy, Sustainable Food System featuring:

- *Sustainable Food*: “food grown that protects water, soil and air”
- *Healthy Food*: “food that won’t make you sick”
- *Affordable food*: “Food that is accessible and available to all Americans”
- *Fair Food*: “food grown, picked and processed by workers with livable wages”

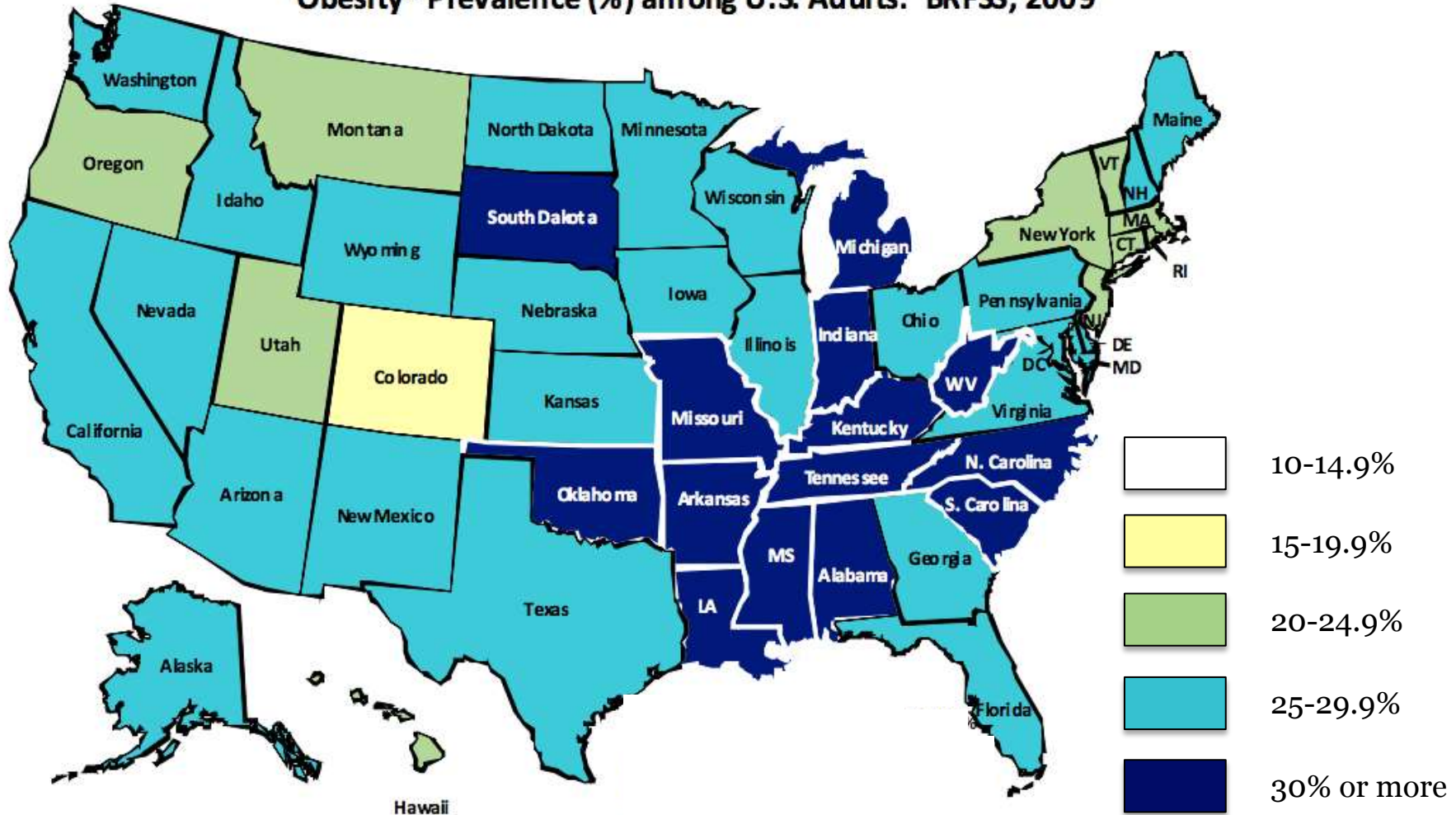
Growth in Farmers Markets



Obesity Prevalence in the US

Fig. 2

Obesity* Prevalence (%) among U.S. Adults: BRFSS, 2009



Source: West Virginia Department of Health & Human Resources, Bureau of Public Health
<http://www.wvdhhr.org/bph/hsc/pubs/other/obesityreport2011/obesityreport2011.pdf>

Obesity Prevalence in West Virginia

Fig. 3. Prevalence (%) of Obesity (BMI 30+) West Virginia and United States BRFSS, 1995-2009

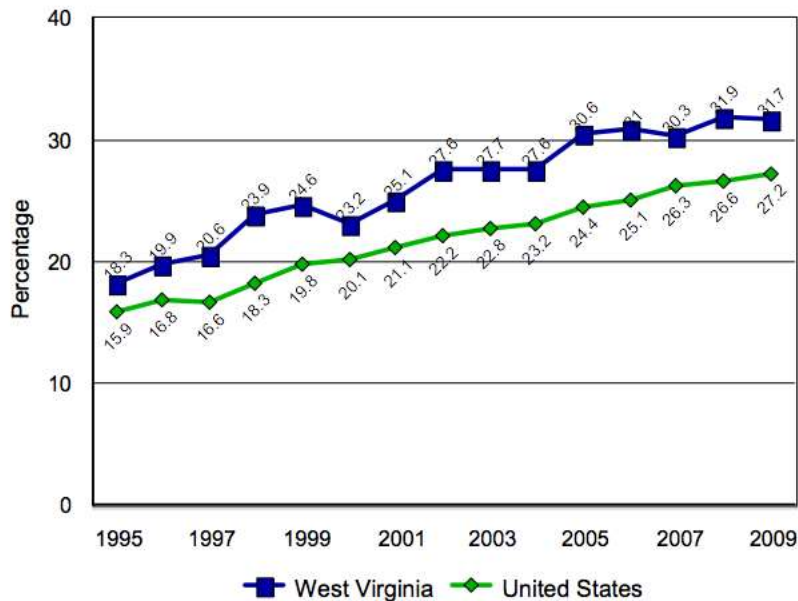


Fig. 18. Prevalence (%) of Having Diabetes* By Weight Category** West Virginia BRFSS, 2009



*Ever told by a health professional that they had diabetes

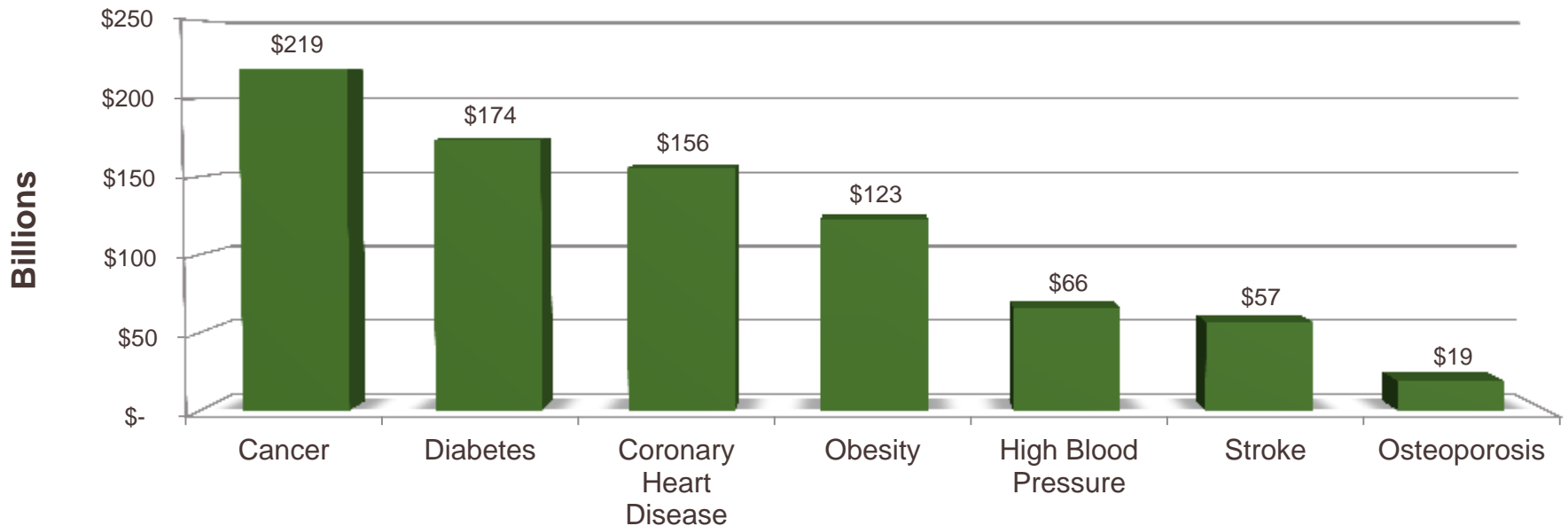
** Healthy weight = BMI 18.5-24.9; Overweight = BMI 25-29.9; Obese = BMI 30+

Source: West Virginia Department of Health & Human Resources, Bureau of Public Health
<http://www.wvdhhr.org/bph/hsc/pubs/other/obesityreport2011/obesityreport2011.pdf>

Which Policies Should We Look To?

Health Care Policies

Costs of Diseases to Which Diet and Inactivity are Major Contributors



National Alliance for Nutrition and Activity (2010) National Health Priorities: Reducing Obesity, Heart Disease, Cancer, Diabetes, and other Diet- and Inactivity-Related Diseases, Costs and Disabilities, http://www.cspinet.org/new/pdf/cdc_briefing_book_fy10.pdf

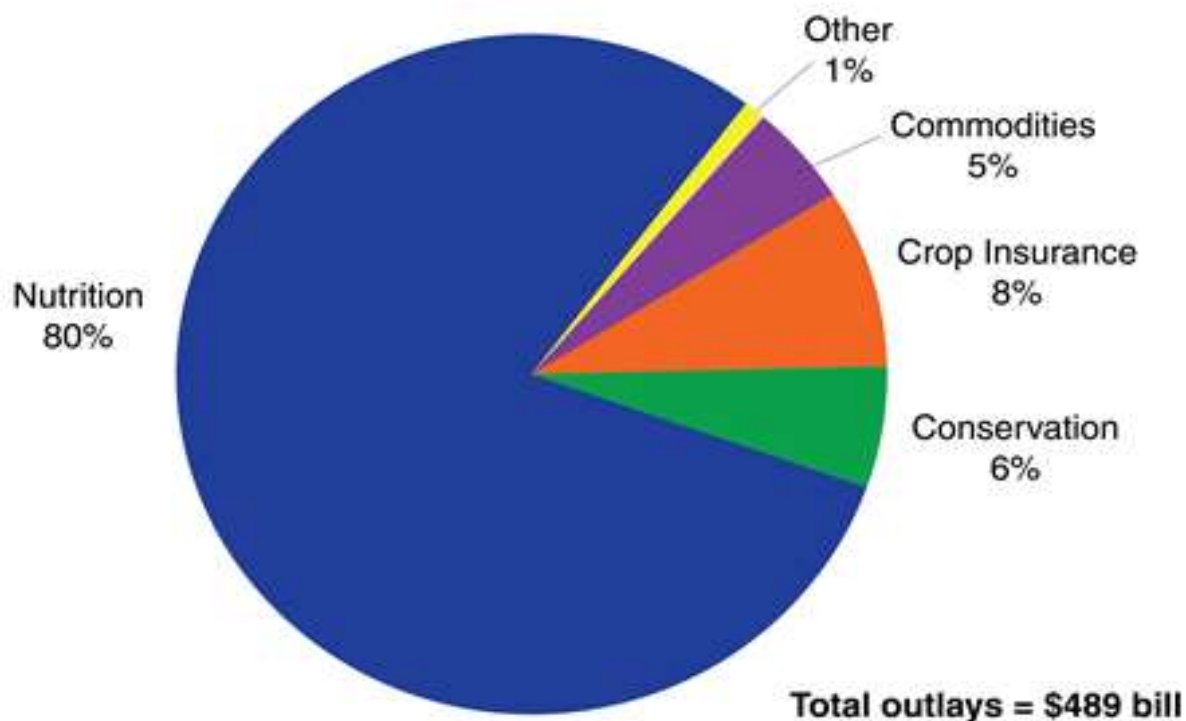


Food & Farm Policies

Farm Bill

- SNAP (food stamps)
- Farmers Market Nutrition Programs: Seniors and Women, Infant and Children
- Nutrition Incentives

Projected Outlays under the 2014 Farm Act, 2014-2018



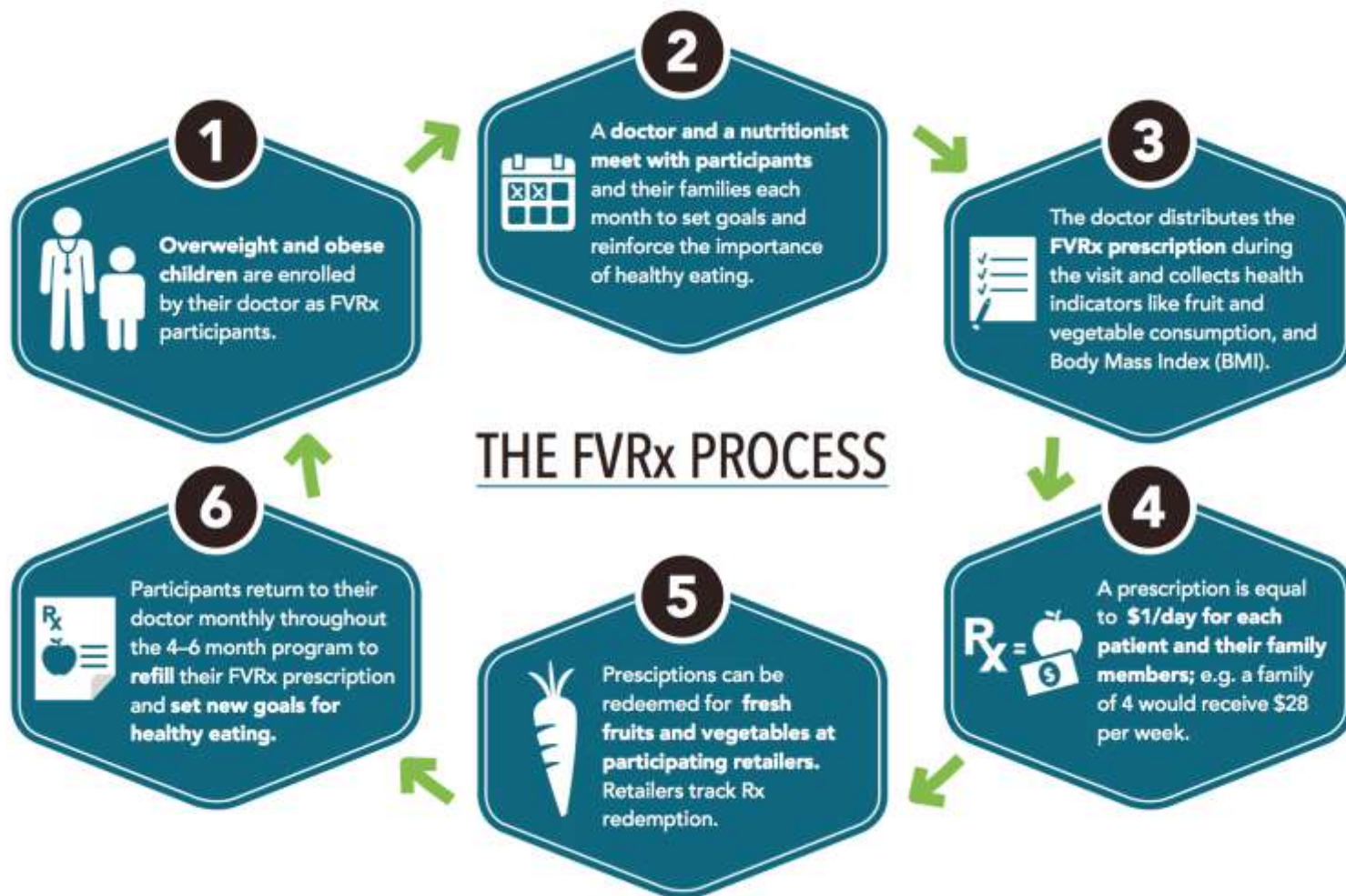
Source: USDA Economic Research Service using data from Congressional Budget Office, Cost Estimates for the Agricultural Act of 2014, Jan 2014.

Healthy & Affordable Food: Fruit and Vegetable Prescriptions

- The Fruit and Vegetable Prescription Program measures health outcomes linked to increased fruit and vegetable consumption.
- FVRx promotes innovative partnerships between healthcare providers, farmers markets and families with diet-related diseases.
- The four to six month program is designed to provide assistance to overweight and obese children.
- FVRx is also expanding to target community members with Type 2 diabetes and other diet-related diseases.



Healthy & Affordable Food: Fruit and Vegetable Prescriptions



Impact of FVRx™ on Communities, Clinicians, Patients, and their Families



FVRx patients realize positive health outcomes during the FVRx season

- 41.6% of child participants decreased BMI
- 54.9% of patients who completed the program increased their consumption of fruits and vegetables. The average increase was 2 cups.



Shopping behaviors are changed and knowledge about local and healthy foods is improved.

- During the FVRx season, participants made an average of:
 - 12 visits to the farmers market
 - Spent an average of \$366 per household



FVRx empowers patients and providers to act on recommendations.

- 96% of participants reported being told about the importance of fruits and vegetables by their healthcare provider at every visit
- 61% made monthly visits to their healthcare provider
- 96% agreed they were happier with their healthy weight management program due to their participation in FVRx

Healthy & Affordable Food: Nutrition Incentives

2014 Farm Bill: \$100 Million for Nutrition Incentives



DVCP Expands
Access to Affordable
Healthful, Local Foods



DVCP Increases
Fruit and Vegetable
Consumption



DVCP Enhances Local
Economies, Market and
Farm Viability



DVCP Delivers
Consumer Impact

- 305 markets in 24 states & DC
- 35,851 DVCP participants
- 3,500 farmers
- \$2.45 million in revenue from DVCP and federal nutrition benefits



Hospitals and Community Benefit In West Virginia

Hospital Community Benefit Funding in West Virginia:

- *Treatment vs Wellness and Prevention*
- *IRS Pending New Regulations on Wellness/Prevention*
- *990-H- IRS Annual Community Benefit Reporting*
- *Impact of 8 million insured patients under the new Affordable Health Care Act and impact on Community Benefit Funding for Wellness and Prevention by Hospitals and Clinics.*

“The administration of the regional SNAP farmers market programs, along with money to provide a weekly \$10 match

Hospitals and Community Benefit In West Virginia

Hospital Community Benefit Funding in Central Virginia:

“The administration of the regional SNAP farmers market programs, along with money to provide a weekly \$10 match to families who spend their SNAP benefits at the markets, is supported this year by a \$20,000 grant from the Mary Washington Healthcare Community Benefit Fund”

A Healthy, Sustainable Food System For West Virginia

A Food System for West Virginia Supporting:

- *USDA Nutrition Incentive “Fresh Checks” for Families on EBT SNAP Food Stamp Benefits at farmers markets*
- *West Produce Plus “Fresh Checks” to all families on WIC, TANF and Medicaid and WIC Cash Value Vouchers eligible at all West Virginian Farmers Markets.*
- *A West Virginian Veterans Farmers Market Nutrition Program with Fruit and Vegetable Nutrition Vouchers for all DC Veterans with Diabetes*
- *West Virginian Hospitals Providing \$5 million annually in Veggie R/x Prescriptions to families with BMI exceeding 32.*