

# Nudging Georgians towards Healthier Food Choices while Supporting Local Economies



Rachael Kane

Community Outreach Coordinator

Georgia Senior Hunger Summit

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# Senior Hunger & SNAP

- 67% of food stamp recipients are elderly, children or disabled persons
- In 2012 more than 1.5 million veterans used food stamps (7% )
- Health of food insecure seniors
- Stigma around SNAP use
- SNAP amounts for seniors
- Social Connection

# The 5 Ws & an H



• WHO?

• WHEN?

• WHY?

• WHAT?

• WHERE?

• HOW?

# WHO is wholesome wave ?



- 501c3 non-profit organization
- Founded in 2009
- First statewide network partner of Wholesome Wave national organization



# WHAT does do?

*Wholesome Wave Georgia strives to increase access to fresh, healthy, locally grown food for all Georgians*

- Double Dollars Program
- Fruit and Vegetable Prescription Program
- Projects in transportation, summer meals and senior vouchers
  - SNAP Enrollment

# DOUBLE YOUR FOOD DOLLARS\* AT LOCAL FARMERS MARKETS

*\*EBT Food Stamps, WIC and Senior Farmers Market Nutrition Program Vouchers*

## HOW IT WORKS



1. Bring your Georgia EBT Card to the information booth at a WWG Farmers Market.



2. Market staff will swipe your card for the amount you choose and double that amount in market tokens (up to \$50).



3. Spend your tokens on fresh food at the market!



[www.wholesomewavegeorgia.org](http://www.wholesomewavegeorgia.org) • [info@wholesomewavegeorgia.org](mailto:info@wholesomewavegeorgia.org)

## Double Dollars Program

- Increases access and affordability of fresh, healthy, local foods
- Doubles the value of SNAP benefits up to \$50 per person, per visit
- 45 producer only farmers markets, farm stands, CSA programs, mobile markets across the state



# HALF PRICE BOX OF FARM FRESH VEGGIES\*

WHEN YOU SIGN UP FOR A FARM SHARE  
MEMBERSHIP USING YOUR EBT/FOOD STAMPS

*\*EBT Food Stamps, recipients only.*

## HOW IT WORKS



1. Contact a participating WWG farm for farm share membership details and to sign up.



2. Swipe your EBT card at the beginning of the month for half the value of a farm share membership.



3. Pick up a box of seasonal, fresh veggies from your farmer every week. Size of the box and price varies depending on the farm.

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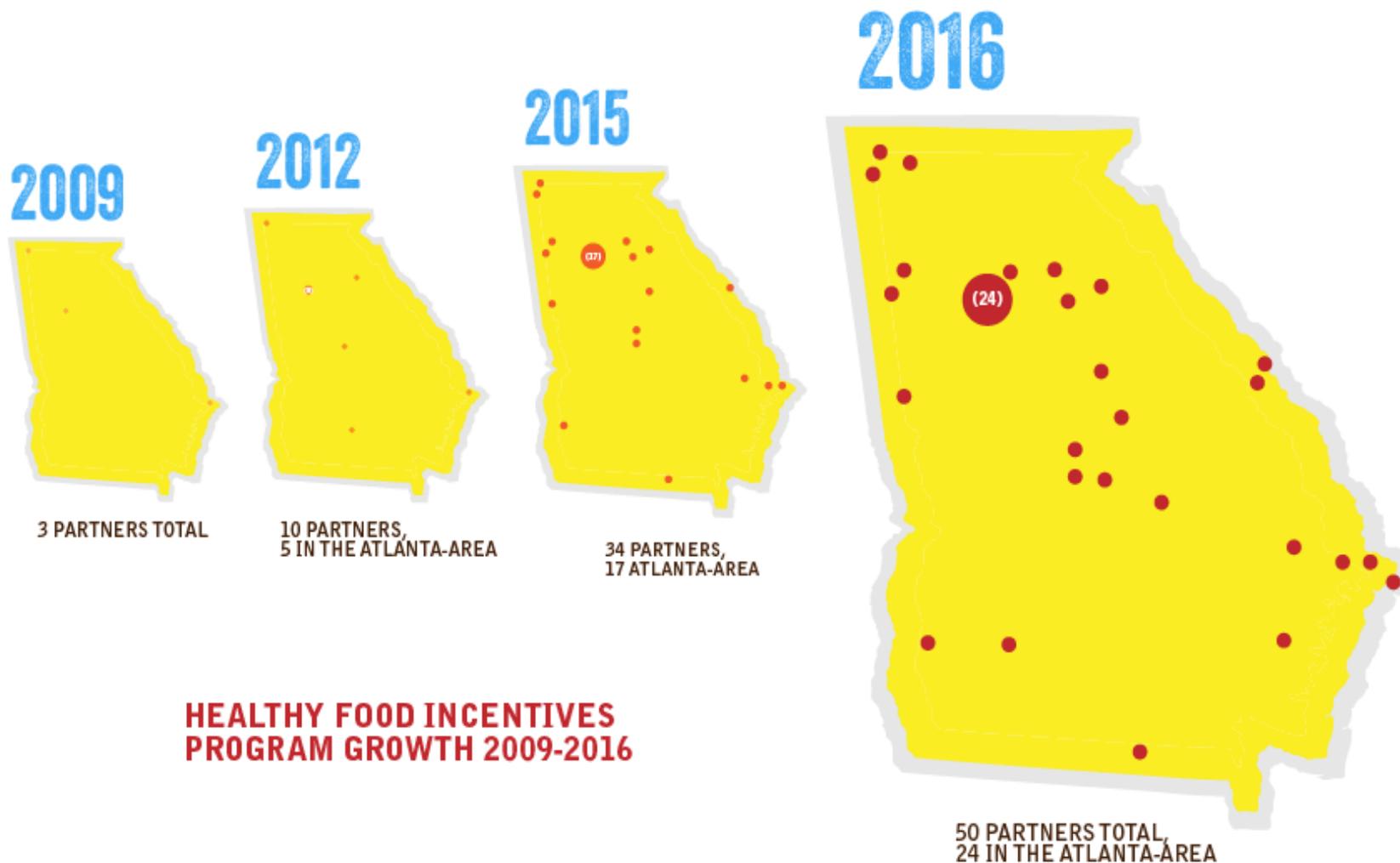
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# Double Dollars Program - CSAs



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# WHEN & WHERE?





# WHY Double Dollars?



Since beginning to double their SNAP dollars at farmers' markets:

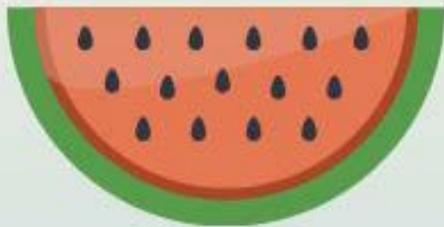
- 73% have tried a new or unfamiliar fruit or vegetable
- 35% have increased their fruit consumption
- 39% have increased their vegetable consumption



The average reported servings of vegetables a day for program participants was 3.1



2.1 servings/day



2.7 servings/day



2.4 servings/day



3.1 servings/day

# Barriers to Double Dollars

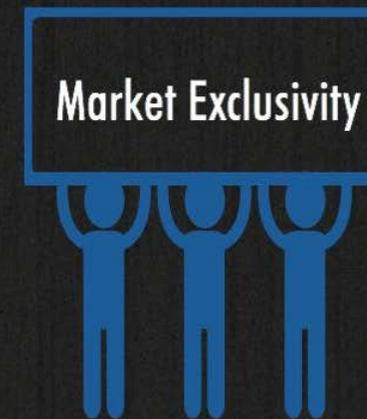
## Increasing Participation at your Farmers' Market



Limited mobility and far distances to markets



Unclear publicity and the complexity of WWG's doubling program



False perceptions of markets and difficult to reach groups such as the elderly and immigrants

=

Common obstacles that prevent SNAP recipients from buying produce at farmers' markets

# Pilot Programs: Fresh Food Bus



**DOUBLE FOODSTAMPS**  
**\$1=\$2**  
**AT FARMERS MARKET**

## Ride the Fresh Food Bus

Saturdays: from August 15th through Dec 19th

**YOUR RIDE TO THE ATHENS FARMERS MARKET, WHERE YOU CAN FIND THE FRESHEST, TASTIEST FOOD IN TOWN!**

Leaving from the Multi-Modal Center starting at 8:30am and then once per hour for 3 more hours, the Fresh Food Bus connects you to the Athens Farmers Market on a direct and easy route, at no cost to you. Take any Athens Transit or any UGA Transit Bus to the Multi-Modal Center and then hop on the Fresh Food Bus to get to the market. Return trips from the market begin at 8:45am and run once per hour for 3 more hours.

FRESH FOOD BUS SCHEDULE	
Building S	8:15 9:15 10:15 11:15
Memorial Hall	8:23 9:23 10:23 11:23
Multi-Modal Center	8:30 9:30 10:30 11:30
Russell Hall (HSC)	8:37 9:37 10:37 11:37
Athens Farmers Market	8:45 9:45 10:45 11:50
Russell Hall (HSC)	8:47 9:47 10:47 11:52
Multi-Modal Center	8:55 9:55 10:55 12:00
Tate Student Center	9:01 10:01 11:01 12:06
Building S	9:10 10:10 11:10 12:15

A COLLABORATIVE EFFORT OF

ATHENS FARMERS MARKET

THE BUS

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SUSTAINABLE UGA

UNIVERSITY OF GEORGIA

SFAA

THE COMMISSION OF GEORGIA ROAD SERVICES

good food

UNIVERSITY HOUSING

THE UNIVERSITY OF GEORGIA CAMPUS TRANSIT

# Pilot Programs: Summer Meals



# Pilot Programs: WIC and Senior FMNP Vouchers



# WIC & Senior FMNP Voucher Program

## Senior FMNP:

- 4 Metro Atlanta partner markets
- Cross-sector collaboration
- Nutrition education and cooking classes
- Transportation
- Lasting connections and social support

## WIC FMNP:

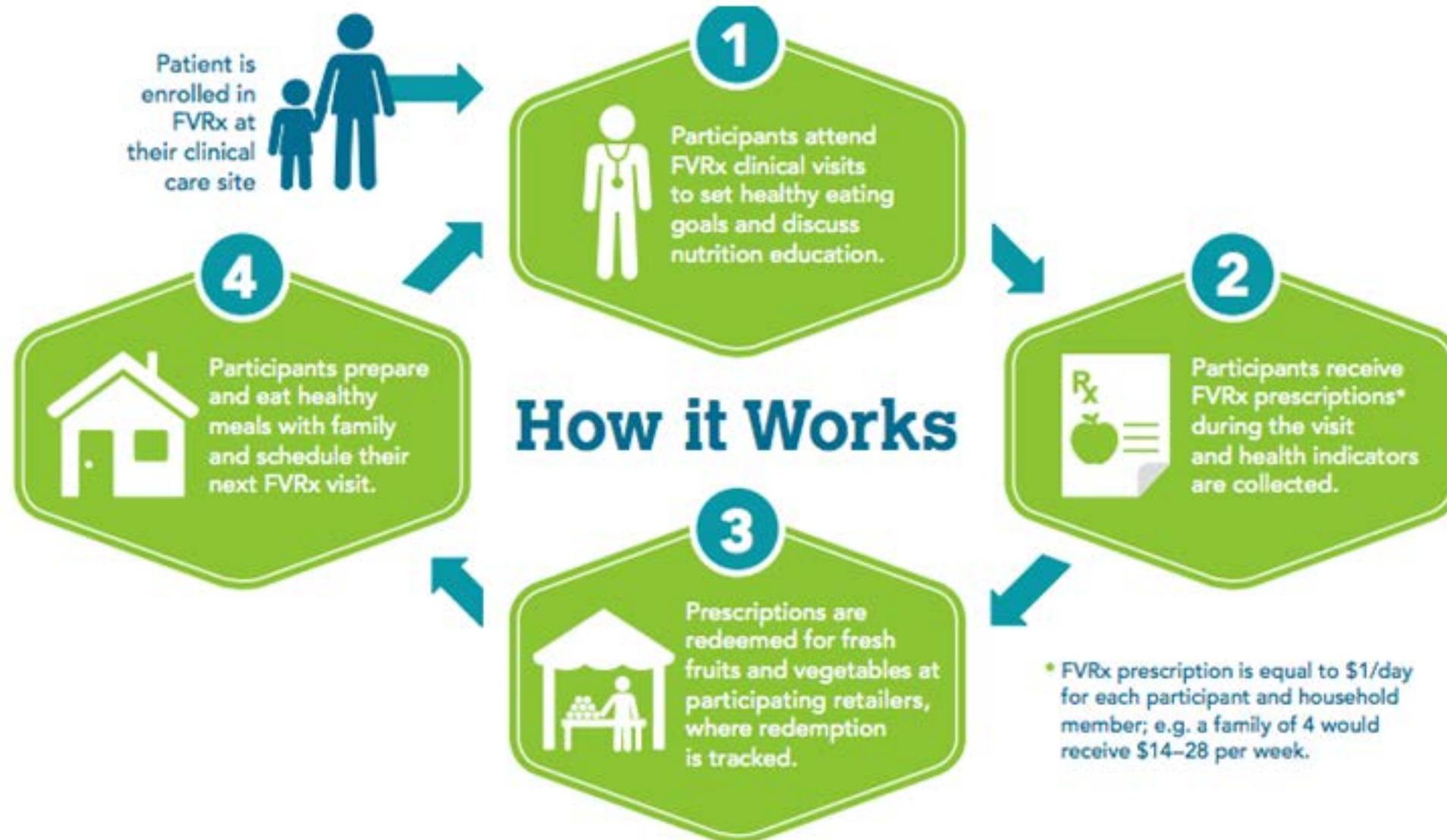
- Metro ATL Urban Farm, Adderson's Fresh Produce
- Gwinnett & Dougherty Counties 2017

# Fruit and Vegetable Prescription (FVRx) Program®



The Fruit and Vegetable Prescription (FVRx) Program helps doctors provide families with innovative fruit and vegetable prescriptions that can be spent at on local, fresh, healthy foods.

# FVRx<sup>®</sup>



# WHEN & WHERE FVRx®?

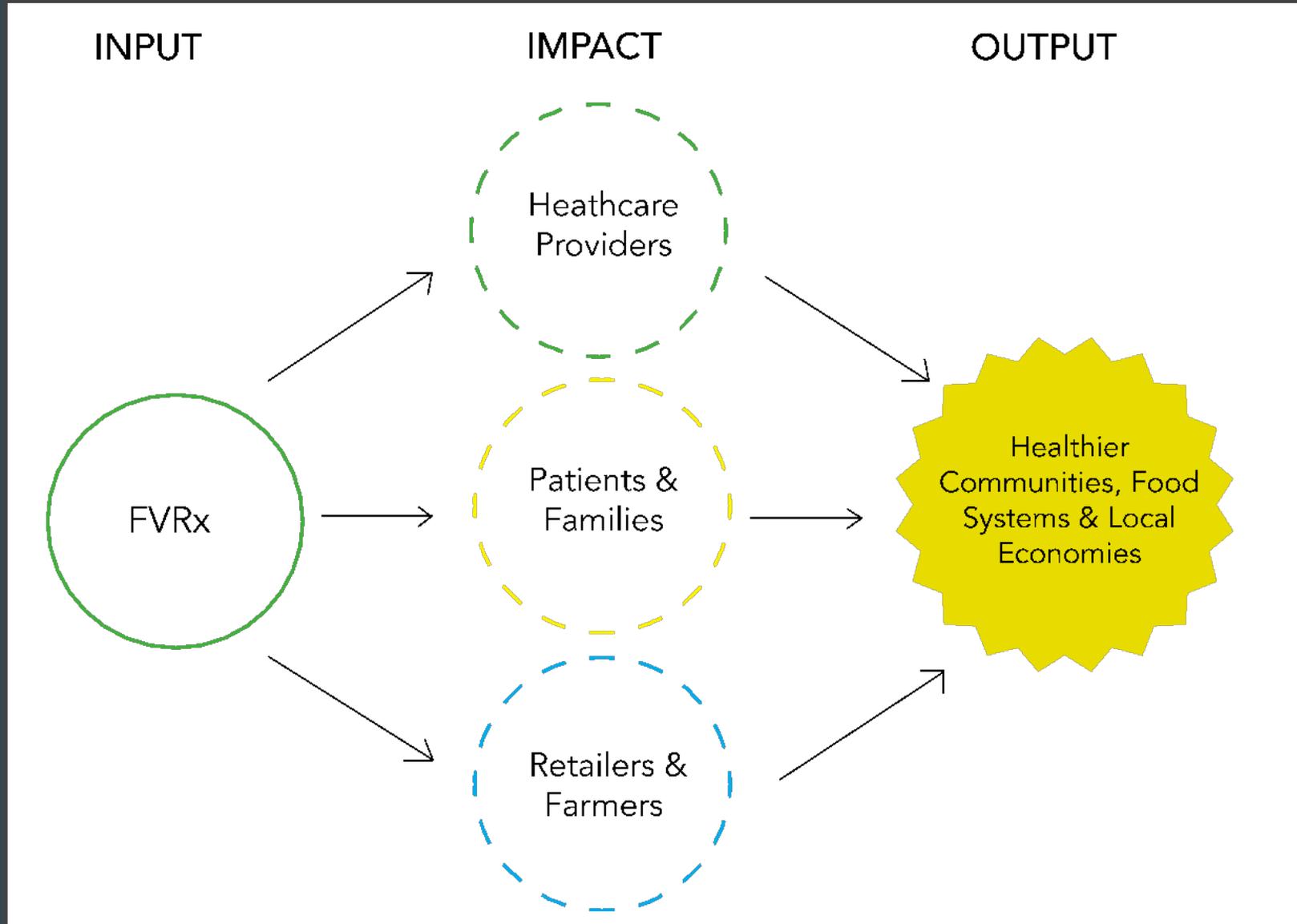
**G R O W**  
HARRISBURG

 **Good Samaritan**  
Health Center

 **Grady**



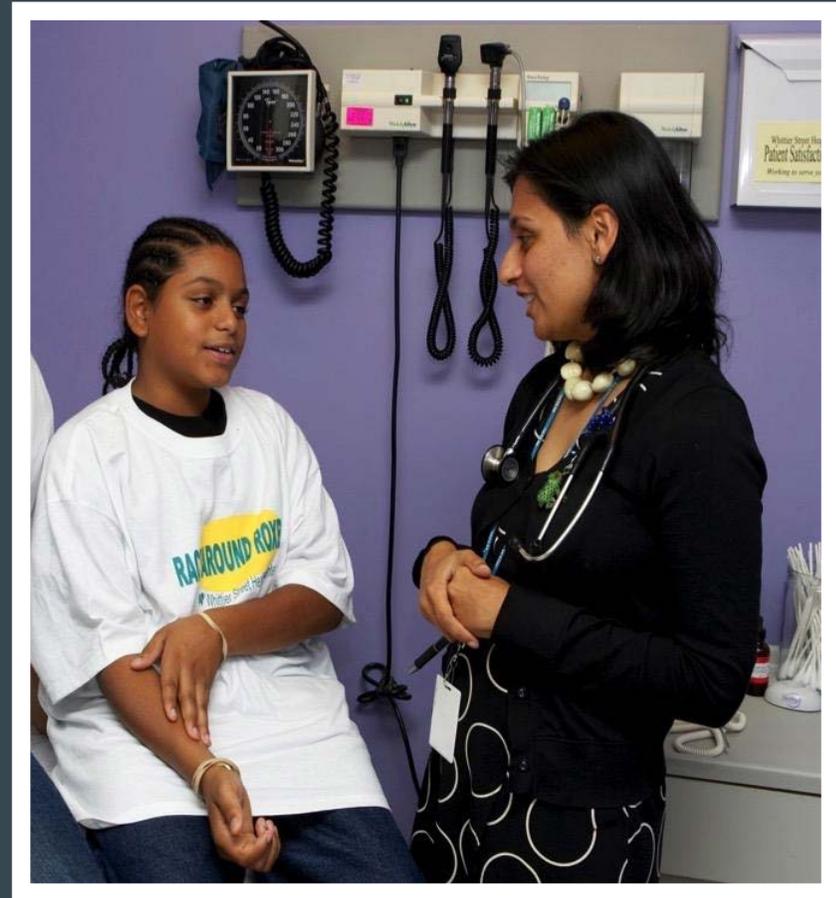
# WHY FVRx®? Triple Impact



- **130** patients impacted (men/ women with chronic illness)
- **Over \$18,000** in FVRx prescriptions spent

# WHY FVRx® ?

- **Blood Pressure:** Average blood pressure dropped from hypertensive or prehypertensive to normal for all participants
- **Fruit & Vegetable Consumption:** 1.2 more servings on average of fruits and vegetables consumed daily
- **Overall Health and Wellbeing:** 100% of participants had significant improvements in their physical health-related wellbeing
- **Shopping at Farmers Markets:** 100% of participants reported shopping at the farmers market at least 2-3 times/ month and being more likely to shop at a farmers market in the future as a result of the FVRx program

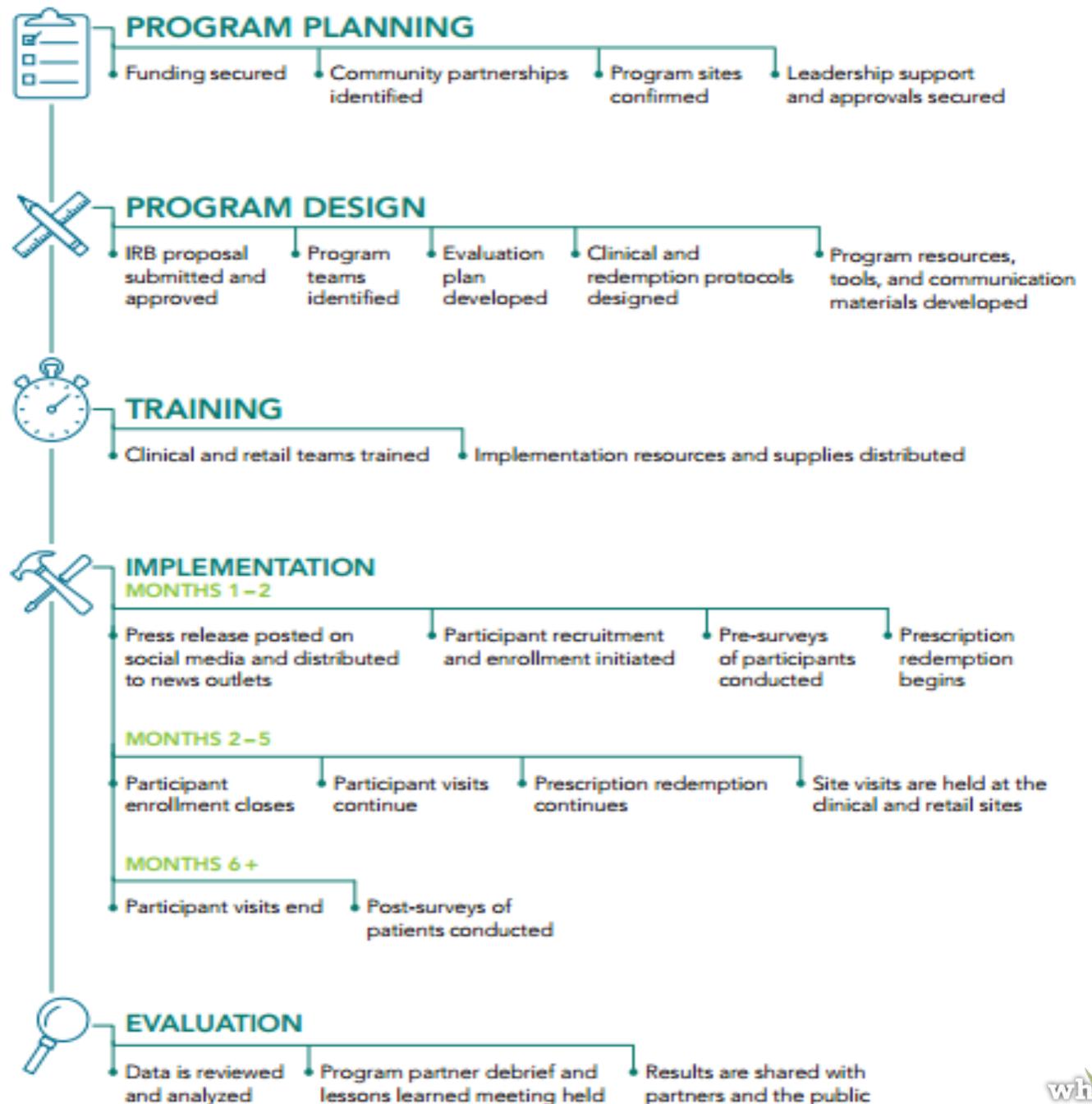


\*Results over a 6 month implementation period from 2015

# FVRx Planning Process

➤ Closed currently unless able to provide own funding

➤ Training in November





**You will have ten times as many wholesome conversations at a farmers market than at a grocery store.**

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PLEASE SUPPORT OUR PROGRAM.

# HOW does promote its programs?



## PARTNERSHIPS

### **DIRECT SERVICE PARTNERS**

Provide training and materials for them to promote

### **PROJECT PARTNERS**

Collaborate on certain project or pilot program to address barriers

### **LARGE NETWORKERS**

Large players in the field that may have partnered with on projects in the past

### **FUNDERS**

Funders of specific projects or the organization as a whole

**PARTNERSHIP TRAININGS + PARTNER APPRECIATION**

# HOW Can You Help?

- Be a WWG advocate! Share flyers/posters in local offices and throughout programs related to seniors
- Encourage farmers markets in your area to partner with WWG and support them through the process!

## Awareness of DVCP



**47.50 % learned about  
the DVCP through word  
of mouth**

- Shop at your local farmers markets and farms and show support!
- Markets & Farms - Become a WWG Partner!

[www.wholesomewavegeorgia.org/find-a-market](http://www.wholesomewavegeorgia.org/find-a-market)

# Visioning Exercise





# THANK YOU!

Contact us:

Rachael Kane

Community Outreach Coordinator

[Rachael@wholesomewavegeorgia.org](mailto:Rachael@wholesomewavegeorgia.org)

470-210-6283

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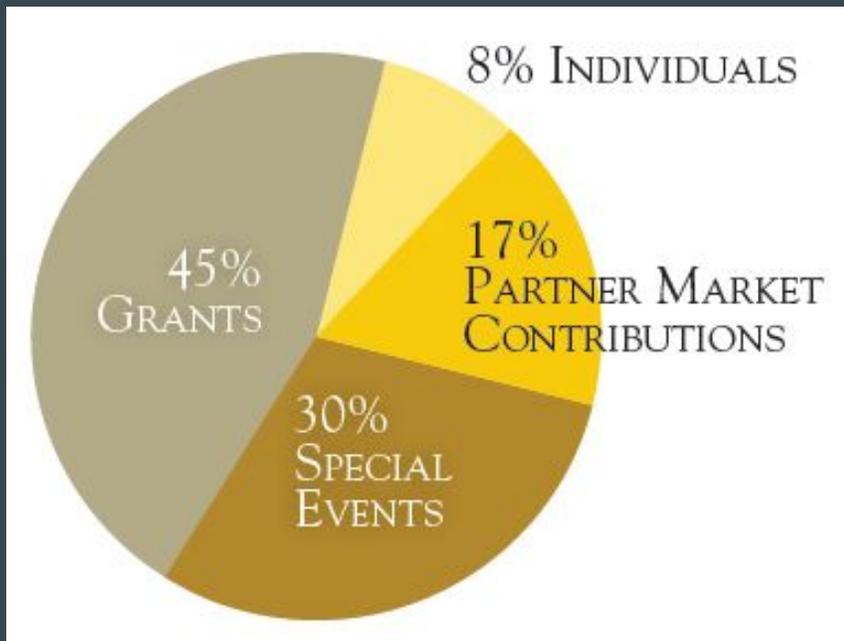


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# Extra: HOW does



# fund its programs?



SAVE THE DATE FOR WHOLESOME WAVE GEORGIA'S 6<sup>th</sup> Annual SOUTHERN CHEFS POTLUCK

DONATE DOUBLE

SUNDAY, MAY 22ND

Wholesome Wave Georgia's First Annual Picnic In The Park

HISTORIC FOURTH WARD PARK 1:00—4:00 PM

The flyer features a red and white checkered border. The top section has a light blue background with green leaf patterns. The middle section has a red and white checkered background. The bottom section has a dark red background with yellow text.