

PROGRAM IMPACT REPORT:

HEALTHY FAMILIES PRODUCE Rx PROGRAM

Program Evaluation Overview

Healthy Families Produce Rx aimed to reduce household food insecurity and increase fresh produce consumption for families in rural Louisiana. Between June 2022 - June 2024, nearly 2000 households were enrolled and received \$40 per month to buy fresh fruits and vegetables at local retailers. The program evaluation aimed to measure: 1) changes in participants' fruit and vegetable consumption and food security from before to after the program period; 2) trends in redemption and 3) understand participant experience and satisfaction in the program. This report describes the data analysis and impact of this program.

Data Collection Methods

Pre and Post Surveys	Voucher Redemption	Qualitative Interviews
<ul style="list-style-type: none"> Pre-survey administered at program enrollment. Follow-up survey administered during last (6th) month of program participation. Survey questions included: demographic information, food security, fruit and vegetable consumption, program satisfaction and use, and perceived health. 567 participants completed a pre-survey and 441 participants completed a post- survey.* 	<ul style="list-style-type: none"> Data on participant voucher redemption was collected monthly. Data collected included: retail location(s) where vouchers were redeemed, transaction amounts, and total voucher spend per month. Data on redemption could also be filtered by participant, retail and enrollment site. Details of produce purchases was not tracked. 	<ul style="list-style-type: none"> A qualitative survey was administered to 69 participants in July 2023. 4 focus groups with 14 participants were held in Aug.-Sept. 2023. Qualitative interviews were conducted with 20 participants and 2 retailers in Apr.-July 2024. Qualitative evaluation focused on participant experience and opportunities for program enhancement.

*567 pre-survey responses were recorded, 255 responses were removed due to incomplete data; thus, 312 responses were analyzed. 441 post-survey responses were recorded, 28 responses were removed due to incomplete data; thus, 413 responses were analyzed

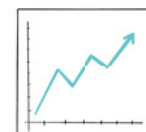
By the Numbers: Enrollment and Redemption



1,998
Households Enrolled



\$343,663
Redeemed



62%
Overall Redemption Rate*

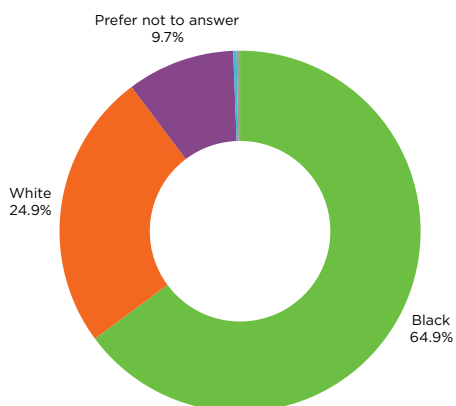
*In the 2022-2023 program year, the average redemption rate across all GusNIP PPR funded programs was 74.6%. This is an increase from the 53.4% total annual redemption rate in the previous grant year.

Participant Demographics (Self Described)



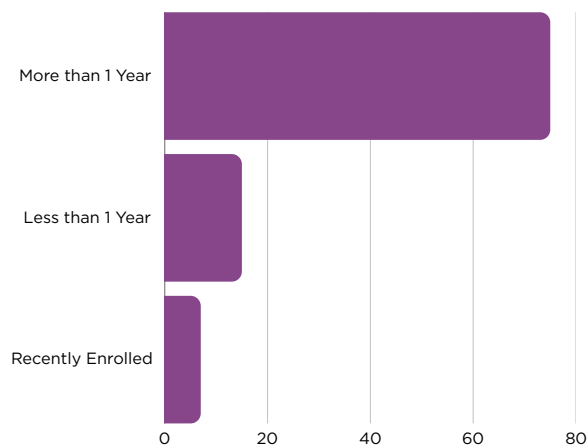
88.1%

Female participants



65% Black or African American

11% Hispanic or Latino Origin

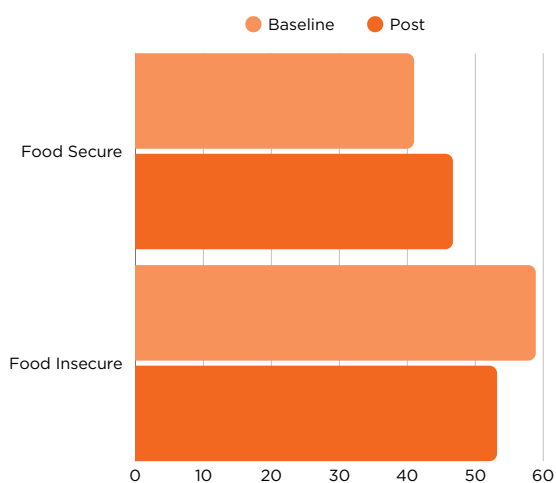


75% Enrolled in SNAP > 1 year

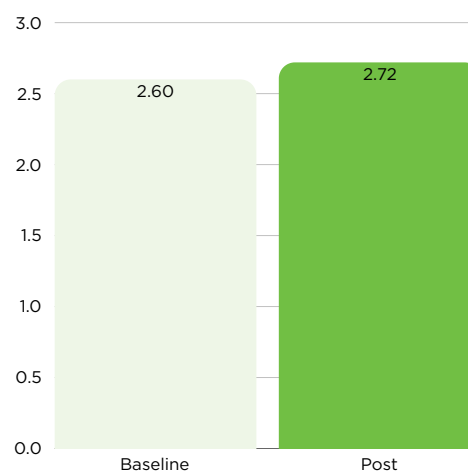
15% Enrolled in SNAP < 1 year

7% Recently Enrolled in SNAP

Food Security and Fruit and Vegetable Consumption



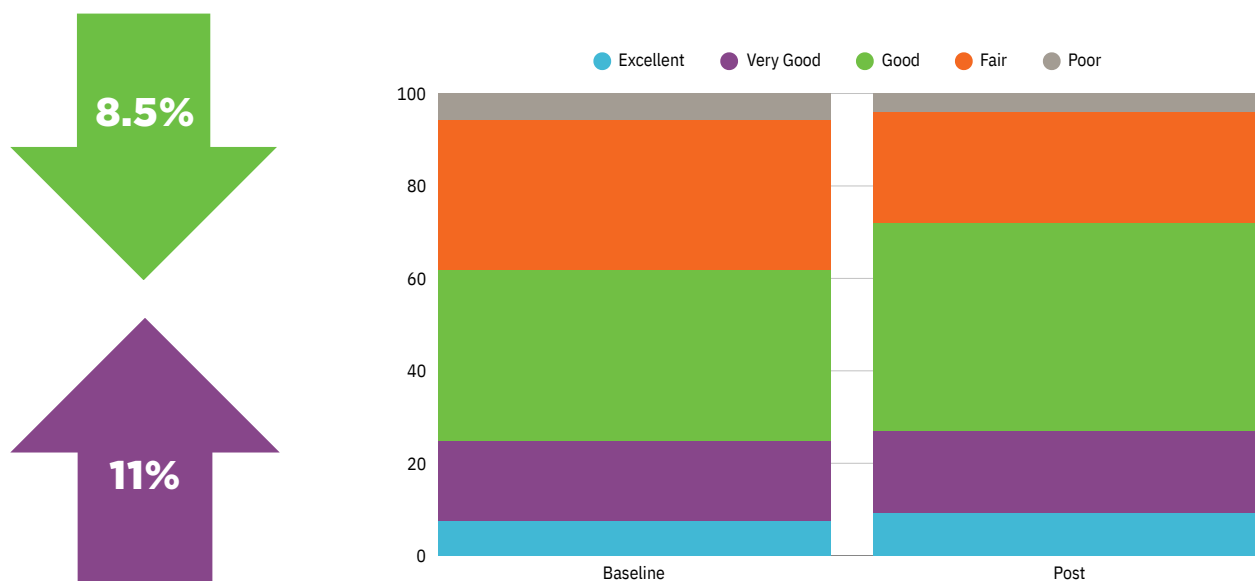
Average Daily Intake of Fruits and Vegetables*



*Analysis from 2022-2023 surveys only

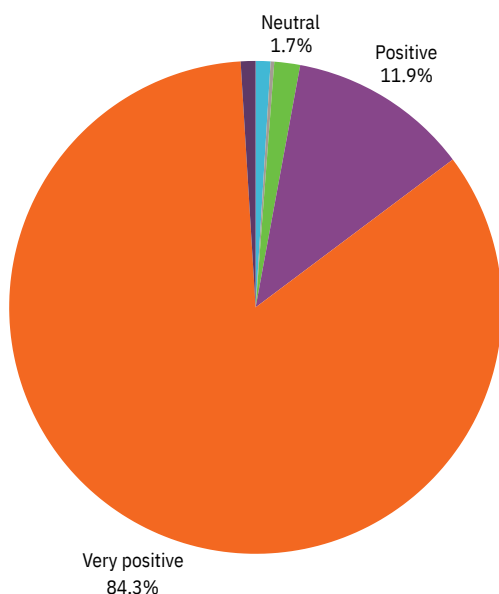
Food security increased from 41.1% at baseline to 46.71% at post and **food insecurity decreased** from 58.90% to 53.28% at post. Average Daily Fruit and Vegetable intake increased slightly from 2.6 cups per day to 2.72 cups per day.

Participant Self Reported Health



From baseline to post, there was an **8.5% decrease** in participants reporting their health as poor or fair and **11% increase** in participants reporting their health as good, very good or excellent.

Program Satisfaction



96% of participants reported a **positive** or **very positive** program experience

"This was a great way for me to supplement my food stamps. It was a great way to be able to buy more meat than I could before because I can buy all this with this card and that was wonderful - even for a family like mine who eats a lot of fresh fruits and veggies."

"I have more choices, and I'm able to purchase more choices with the fruit and vegetable card —and trust me—that \$40 goes a long way."

"My daughter has loved going to pick out her fresh fruits and vegetables each month. I have found that she's eating more fresh fruit than she did in the past. I appreciate the opportunity to have this card."