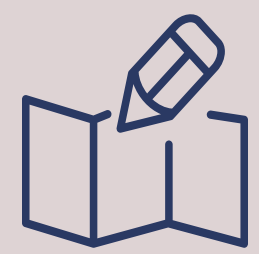




# FARMACY

Community Farm Alliance  
Mountain Comprehensive Health Corporation  
University of Kentucky (UK)



## Overview

The FARMACY Program, introduced and sponsored by Mountain Comprehensive Health Corporation (MCHC) in 2015, provides healthy foods to patients with diet-related health conditions. With support from WellCare, Community Farm Alliance (CFA) and other sponsors, MCHC began writing prescriptions for fruits and vegetables for patients to be redeemed at the City of Whitesburg/Letcher and Owsley County Farmers Markets. Patients whose conditions qualify are prescribed \$2 per day per family member with a minimum of \$14 per week for a qualifying individual and \$1 per day for each additional family member. Patients may renew their prescription and may visit the market each week the market is open. Participating patients receive check-ups with MCHC to track their health outcomes while they are on the program.

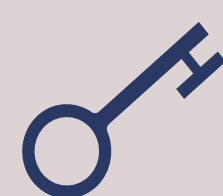


## Opportunity Seized

Eastern Kentucky has one of the highest rates of Type II diabetes, hypertension, and obesity in the country, all which reduce individuals' quality of life. Program staff saw a need to make fresh produce more accessible to people with these conditions, and MCHC saw that changes in their patients' diets would help improve health outcomes.

"It's a win-win-win situation. It helps our people stretch a dollar at a time when they really need it. It helps them get nutritional food that will help their health, helps local farmers, and helps us meet our health measures that are becoming part of the new trend for 'fee for performance' rather than a straight-up fee program."

~Michael Caudill, CEO of MCHC



## Key Ingredients

### LOCAL FARMERS MARKET

The City of Whitesburg/Letcher County Farmers Market is where patients are able to purchase their prescription fruit & vegetables using farmers market tokens. It's also where market patrons learn about how to prepare the produce during occasional demonstrations.



### HEALTHCARE PROVIDER

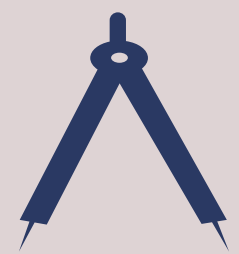
MCHC administered the program, connected to patients, wrote prescriptions, and tracked patient progress in improved nutritional outcomes.

### COORDINATOR/CONNECTOR ORGANIZATION

CFA initially provided staff, a Healthy Communities Initiative Director, to serve as a liaison, connecting and facilitating communication among all the partners, including the healthcare provider, local farmers, farmers markets, and the community.

### FUNDING PARTNERS

A range of funders including Mountain Comprehensive Health Corporation, WellCare, UK, Passport Health Plan, Delta Dental, and BB&T Bank support the program financially, and share commitment to the outcomes of the vegetable voucher program. Currently, MCHC receives a USDA Food Insecurity Nutrition Incentive (FINI) grant which provides much of the funding.



## Lessons & Best Practices

### COMPLEMENT TO OTHER FARMERS MARKET PROGRAMS

FARMACY is one of several incentive programs at the farmers market designed to expose and attract new populations to the market, specifically those who demonstrate health risk factors that can be addressed by healthier eating. Some other programs include Double Dollars for WIC, SNAP and Senior clients and Kids Kafe, and a new Summer Food Service Feeding program.

### HOLISTIC APPROACH TO HEALTH

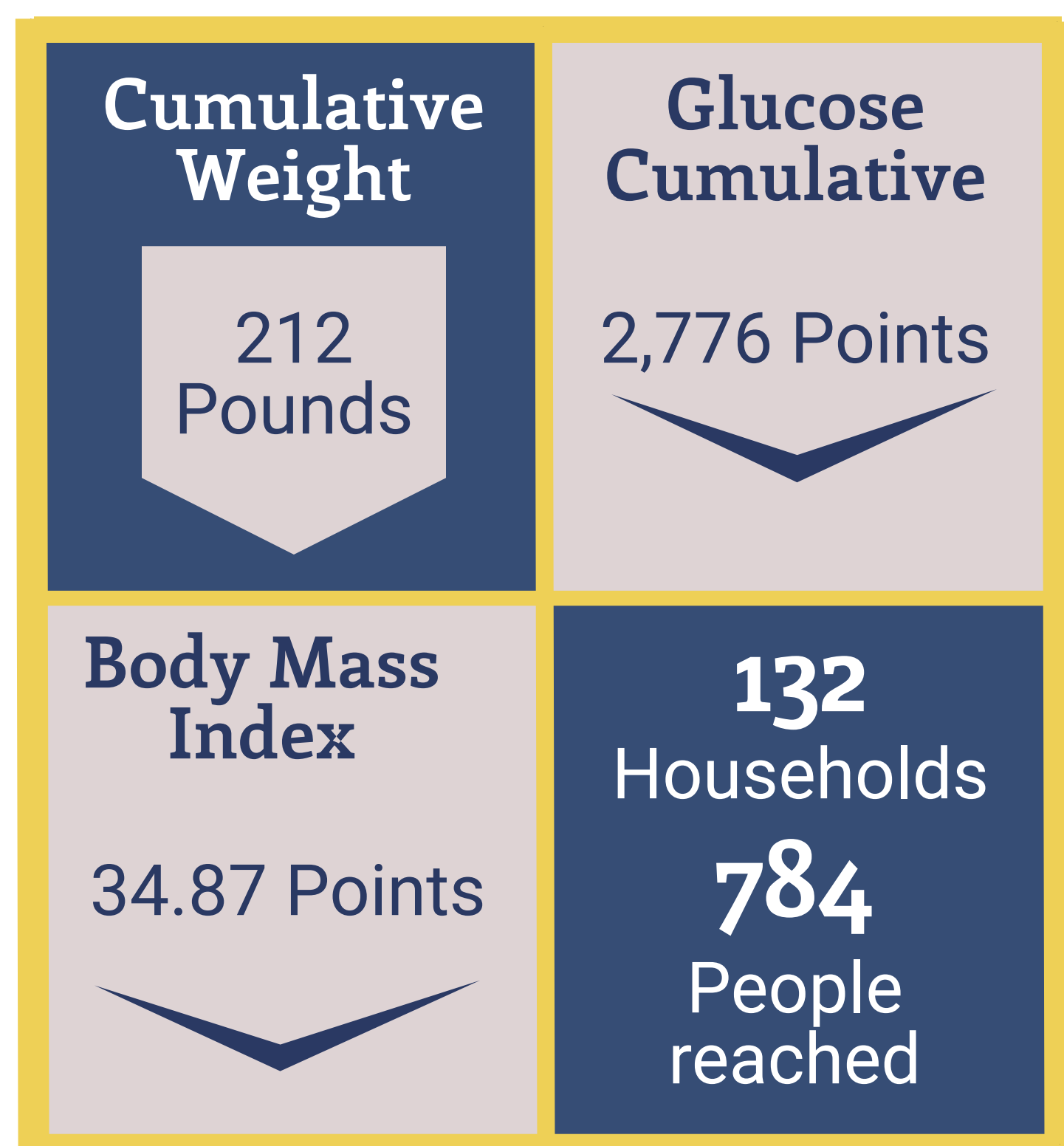
The farmers market encourages healthy lifestyle choices through an exercise incentive program. Participants who walk to the market and agree to have health assessment measures taken at various intervals receive a \$10 voucher to use at the farmers market each week through a UK research project.



## Impact on Health

### WEIGHT LOSS AND MORE FOUND BY MCHC

During the 2016 Farm season, 132 households took advantage and benefited from the FARMACY program. Of those households, 50% redeemed 100% of their vouchers, and 95% redeemed 50% or more of the vouchers. With family members included, FARMACY reached 784 people in 2016 who recorded cumulative weight loss of 212 pounds, a 2,776-point drop in glucose, and a 34.87-point decrease in BMI.



### HEALTHIER LIFESTYLE CHOICES

A survey of 2016 FARMACY participants showed, among other healthy lifestyle choices, that:

- 95.6% of participants stated that they ate more fruits and vegetables as a result of FARMACY
- 94.1% were motivated by the FARMACY program to eat a healthier diet

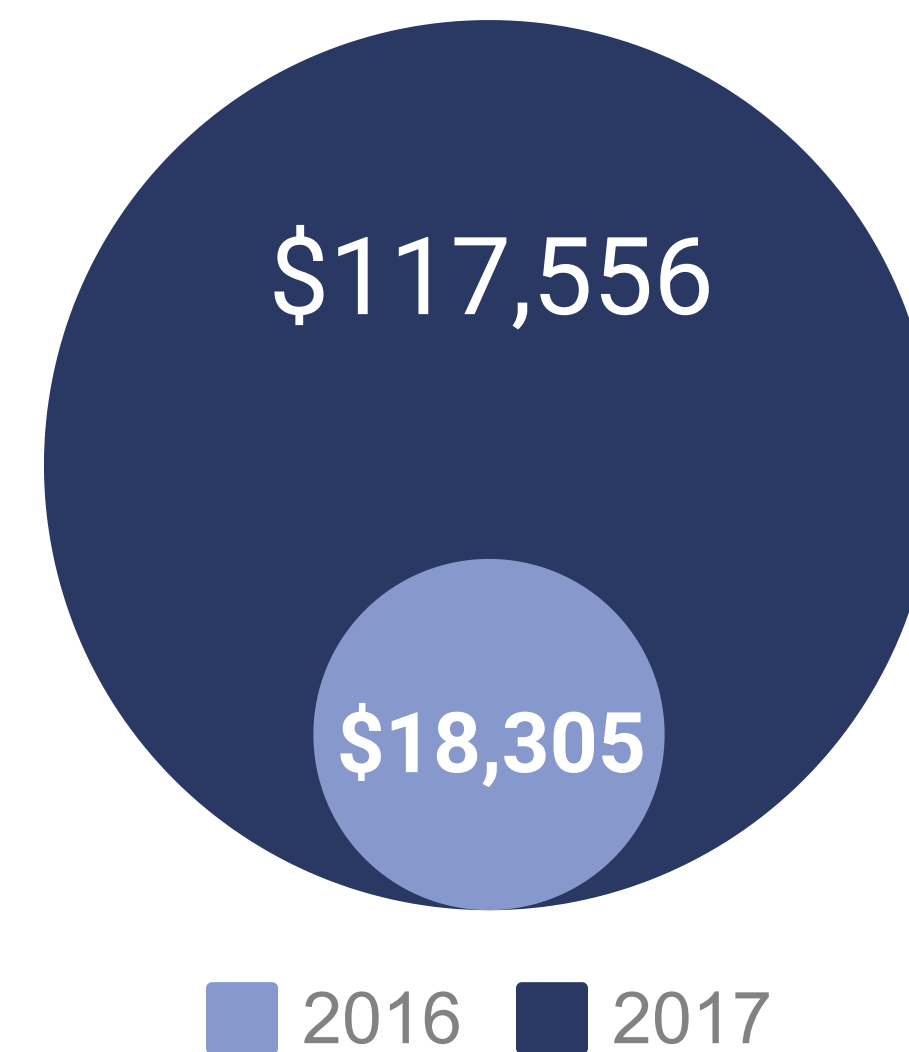


## Impact on the Economy

### INCREASED FARMERS' MARKET SALES

The FARMACY program added \$18,305 to farmers' market sales in 2015, and \$117,556 in 2016. An estimated 75% of all farmers market sales come from incentive programs such as FARMACY and Double Dollars, which doubles SNAP dollars spent at the market.

### Farmers Market Sales



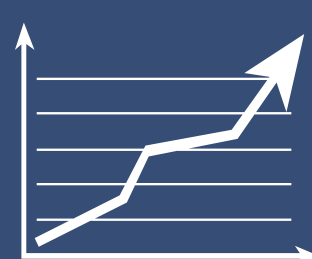
### HOUSEHOLD SAVINGS

Over half of the respondents in the 2016 survey stated that they experienced a decrease in the amount of money they typically spend on healthcare during the time they had been participating in the program.



### AN EYE TOWARD BETTER DATA COLLECTION

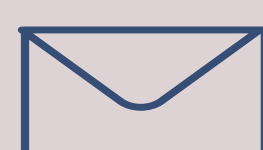
MCHC has partnered with BitSource software developers to customize software for better utilization of the data obtained through the FARMACY program. The FARMACY program software will allow data to be manipulated more easily to better understand the economic and health impact.



## What's in Store

### New Offerings

FARMACY and MCHC are considering new ways to bring health benefits to more people, including integrating a kid's summer feeding program at the market, expanding a senior feeding program, and making available a community kitchen, Community Agricultural Nutritional Enterprises, Inc. where local growers can process and sell value-added products. All of these possibilities would expose new populations to the market and incentive programs like FARMACY that are available to them.



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