WASHINGTON’S FOOD INSECURITY NUTRITION INCENTIVE (FINI) GRANT

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Outline

- Overview of FINI

- Programs and impacts
  - Farmers Market SNAP Incentives
  - Fruit and Vegetable Prescriptions (Rx)
  - Complete Eats Fruit and Vegetable Coupons
Background on FINI

Goal: increase fruit and vegetable purchases and improve nutritional status of people who use Supplemental Nutrition Assistance Program (SNAP)

- $5.86 million competitive grant from the USDA, requires dollar-for-dollar state/local match
- April 1, 2015 – March 31, 2020 (includes 12 month no-cost extension)
- Federal funding comes from the 2014 Farm Bill (2018 Farm Bill includes additional $250 million for FINI grants)
- Jointly managed by DOH’s Office of Healthy and Safe Communities and Office of Nutrition Services
Lead Implementing Partners

- Catholic Charities of Spokane
- City of Seattle’s Office of Sustainability and Environment
- Kitsap Public Health District
- MultiCare Health System’s Center for Healthy Living
- Safeway/Albertsons
- Skagit Valley Farmers Market Coalition
- Spokane Regional Health District
- UnitedHealthcare Community Plan
- University of Washington Center for Public Health Nutrition*
- Washington State University Clark County Extension
- Virginia Mason Memorial Hospital

*Evaluation partner for farmers market incentive program
# Nutrition Incentive Programs

<table>
<thead>
<tr>
<th>Farmers Market SNAP Incentives</th>
<th>Grocery Store SNAP Incentives</th>
<th>Fruit and Vegetable Prescriptions (Rx)</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 Farmers Markets</td>
<td>170 Grocery Stores</td>
<td>16 healthcare systems</td>
</tr>
<tr>
<td>Spend $ SNAP, get extra $ for fruits and vegetables</td>
<td>Spend $10 SNAP, get $5 for fruits and vegetables</td>
<td>Get extra $ for fruits and vegetables</td>
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</tbody>
</table>
Nutrition Incentives by County
Nutrition Incentives Spent through FINI

Year 1: $173,488
Year 2: $314,956
Year 3: $1,104,031

- Farmers Market Incentive
- Fruit and Vegetable Rx
- Grocery Store Incentive
FINI Advisory Network

- 20+ organizations represented
- Participate in sustainability planning, communications, evaluation efforts
- 2-3 meetings/year, including annual in-person meetings
- Opportunities resulting from the FINI Advisory Network
Farmers Market SNAP Incentives
Farmers Market SNAP Incentives

- Use SNAP benefits to purchase any SNAP-eligible item & get extra tokens/scrip to buy fruits and vegetables.

- Match rates vary by region, some markets will allow purchase of canned, frozen and dried fruits and vegetables w/o added fats, sugars, or salt.

- 90 participating markets: https://www.doh.wa.gov/FarmersMarketMatchPrograms
Farmers Market SNAP Incentives Evaluation

1. Market-level SNAP transaction data (next 3 slides)

2. Online survey for Farmers Market SNAP participants launched June 2018 (currently analyzing)

3. Market Manager Survey:
   • 82% have more customers
   • 76% more diverse customers
   • 76% developed new partnerships with coalitions and businesses

4. Farmer/Vendor Survey – currently collecting data on impacts of the program
SNAP Transactions at FINI Markets

Year 1: 19,462
Year 2: 27,134
Year 3: 26,840
Year 4 (Jan - June): 10,331
Overall: 83,767
SNAP and Incentives Spent at FINI Markets

Year 1
- SNAP: $173,488
- Incentive: $459 K

Year 2
- SNAP: $285,010
- Incentive: $592 K

Year 3
- SNAP: $242,216
- Incentive: $640 K

Year 4 (Jan. – June)
- SNAP: $349,274
- Incentive: $129,086

Overall
- SNAP: $1,186,694
- Incentive: $1.98 M
Economic Impact

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Year 1</td>
<td>$0.8 M</td>
</tr>
<tr>
<td>Year 2</td>
<td>$1.06 M</td>
</tr>
<tr>
<td>Year 3</td>
<td>$1.2 M</td>
</tr>
<tr>
<td>Year 4 (Jan – June)</td>
<td>$0.5 M</td>
</tr>
<tr>
<td>Overall</td>
<td>$3.55 M</td>
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Fruit and Vegetable Prescriptions (Rx)
Fruit and Vegetable Rx

- The FINI grant funds 3 different fruit and vegetable prescription programs:
  1. Complete Eats Rx (managed by DOH)
  2. Fresh Bucks Rx (managed by the City of Seattle’s Office of Sustainability and Environment)
  3. United Health Care Community Plan Small Steps

- Complete Eats Rx launched July 2016
- 11 health care partners offering the vouchers
- Redeemable at any Safeway store in Washington
Fruit and Vegetable Rx Partners

Grant County Health District
Harborview Medical Center
MultiCare Health System’s Center for Healthy Living
Nisqually Tribe Health Services
Seattle Children’s Odessa Brown Children’s Clinic
Sea Mar Community Health Centers
Spokane Regional Health District
Virginia Mason Memorial Hospital
Verdant Health Commission
Yakima Neighborhood Health Services
Yakima Valley Farm Workers Clinics
Fruit and Vegetable Rx Evaluation

1. Transaction data (next 2 slides)
   - July 2016 – December 2018: $278,700 worth of fruits and vegetables redeemed

   - 75% reported that food in their home was less likely to run out
   - 88% reported eating more fruits and vegetables
   - 76% reported increased fruit and vegetable consumption among family members
   - 72% reported managing their health conditions better

3. Health care partner reporting/interviews
Dollar Amount Spent on Fruits and Vegetables

Data from July 1, 2016 – June 30, 2018

96% of the transactions spent Rx + $ on fruits and vegetables

# Transactions

$ Spent

<8 8-10 10-12 12-14 14-16 16-18 18-20 >20
Sales by Qualifying Fruit and Vegetable Type

Data from July 1, 2016 – June 30, 2018
Complete Eats Fruit and Vegetable Coupons at Safeway
Complete Eats

- Among the nation’s first SNAP incentive program in supermarket chain
- Operated June 2017- June 2018 in all WA state Safeway stores
- Spend $10 EBT/SNAP on qualifying fruits and vegetables, get $5 off coupon
- Program suspended July 1, 2018, when federal funding of $1.2 million ran out before the end of the budget period
- RELAUNCHED in December 2018 with funding from the Michael and Susan Dell Foundation; expect funding to last until June 2019
Complete Eats Outcomes

From June 2017 - July 2018:

- Complete Eats customers spent 15% more on fruits and vegetables vs. previous year. Primary driver is fresh fruits & vegetables.

- Complete Eats customers spent $18 on fruits and vegetables to get the coupon (requires only $10).

- Complete Eats customers spent $14 on fruits and vegetables when they redeemed the coupon ($5 minimum).
Impact of Nutrition Incentives

“I’m so lucky to try new things. This program changed the way I eat.”

“My family loves this program because it makes it possible for us to enjoy our local farmers market.”

“As a newly disabled person, Fresh Bucks is helping me stretch my [SNAP benefits] so I can eat low carb foods to help with my medical issues.”

“[Fruit and vegetable prescriptions] have been so useful to my daughter and I. It allows us to have healthy food that we wouldn’t have been able to have otherwise.”

“I don’t know if people realize what a difference those prescriptions make in someone’s life and how many people don’t want to eat bad food but sometimes it the only route sad but true.”
More Information

Factsheets and Progress Report available:
www.doh.wa.gov/FINI

Information about how the programs work:
www.doh.wa.gov/CompleteEats
www.doh.wa.gov/FarmersMarketMatchPrograms

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