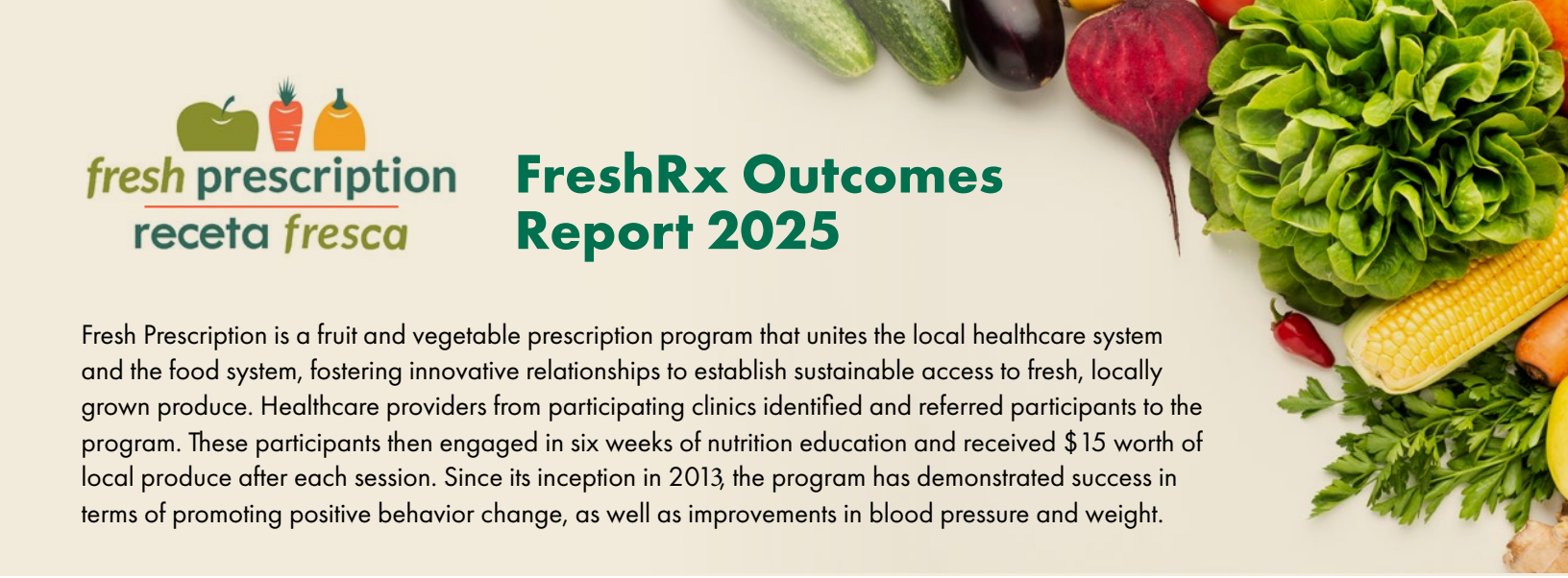
fresh prescription
receta fresca

FreshRx Outcomes Report 2025



Fresh Prescription is a fruit and vegetable prescription program that unites the local healthcare system and the food system, fostering innovative relationships to establish sustainable access to fresh, locally grown produce. Healthcare providers from participating clinics identified and referred participants to the program. These participants then engaged in six weeks of nutrition education and received $15 worth of local produce after each session. Since its inception in 2013, the program has demonstrated success in terms of promoting positive behavior change, as well as improvements in blood pressure and weight.

Insights

205 enrollees

424 in household

639 impacted

40% have an income below $25K

33% received SNAP benefits

71% are new to Fresh Rx

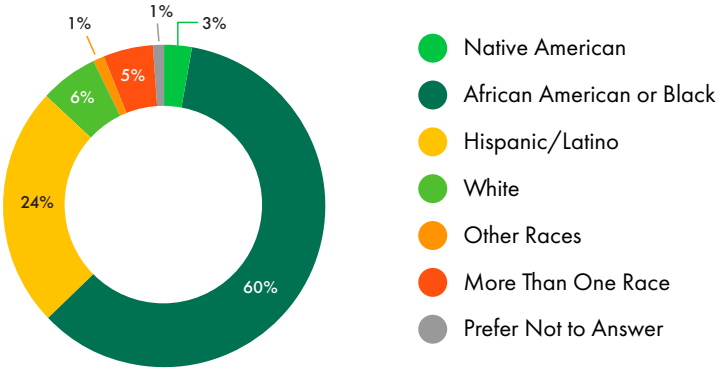
The Participants

9% of households had at least one senior (age 65+)

23 seniors reached

33% of households had children ages 0-17

166 children reached



The Fresh Prescription Sites

	Pre Only	Post Only	Matched	Total	Completed 5+ Sessions
American Indian Health and Family Services	2	0	5	7	3
CHASS Center	2	0	55	57	53
GenesisHOPE/Authority Health	32	0	25	57	1
Henry Ford Health System (HFHS)	10	0	17	27	17
Wayne State University School of Medicine Group	29	0	0	29	5
Wayne State University Pediatrics Department (Kids/Families)	13	0	15	28	7
Total	**88**	**0**	**117**	**205**	

For more information, contact Nicole Morba of Eastern Market Partnership at nmorba@easternmarket.org

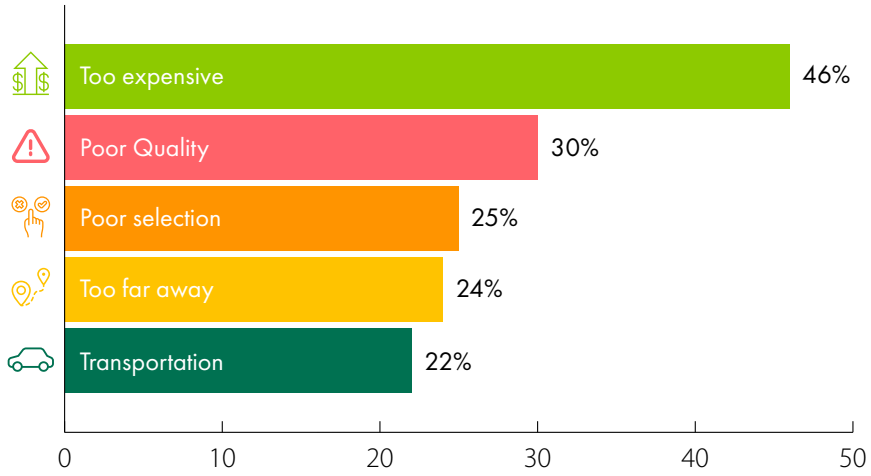
At the beginning of the program...

77%
report consuming less than daily recommended serving of fruit

71%
report consuming less than daily recommended serving of vegetables

50%
rate their health as fair or poor

Challenges



After completing the program...

Increasing Healthy Eating Habits

On average, participants have increased consumption of fruits and vegetables daily.

- 53% report an ***increase in fruit*** consumption
- 34% report an ***increase in vegetable*** consumption

Decreasing Unhealthy Eating Habits

Participants are consuming fewer unhealthy foods & beverages daily

- 48% report a ***decrease in unhealthy food*** consumption
- 36% report a ***decrease in unhealthy beverage*** consumption

Increasing Knowledge and Skills

Correctly identified the amount of plate that should be taken up by fruits and vegetables at each meal: 41% at Pre-Test and 62% at Post-Test

- 100% Know easy ways to ***add fresh fruits & vegetables*** to their daily diet
- 100% report that they are ***better at preparing/cooking fresh fruits & vegetables***
- 97% know ***how to store fresh fruits & vegetables*** to last longer
- 100% I believe they can ***sustain the healthy behaviors after the program***



2025 Partners

AIHFS · AuthorityHealth · CHASS Community Health And Social Services Center · Detroit Health Department · GenesisHOPE Community Development Corporation · Eastern Market · Henry Ford Health · Joy Southfield A Detroit Community Development Corporation · Project Healthy Community Wellness. Education. Family. · Taylor Street Primary Care Clinic · University of Detroit Mercy Build A Boundless Future · Wayne State

JFM Consulting Group — Social Change through Strategy, Planning, Research & Evaluation