

# ¡MÁS FRESCO! PLUS NUTRITION INCENTIVE PROGRAM

Produce Prescription | General Produce Box | Healthy Foodcard

## PRELIMINARY PROGRAM REPORT

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UPDATED THROUGH DECEMBER 2023



UC San Diego  
ALTMAN CLINICAL & TRANSLATIONAL RESEARCH INSTITUTE

Center for  
Community Health

¡más fresco!  
*plus*







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## REPORT OVERVIEW

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In the face of rising food insecurity and health disparities exacerbated by the COVID-19 pandemic, the ¡Más Fresco! Plus Nutrition Incentive Program, funded by the San Diego County Board of Supervisors and implemented by the UC San Diego – Altman Clinical and Translational Research Institute Center for Community Health (CCH), has emerged as a critical initiative. This innovative program aims to increase access to and consumption of healthy foods among San Diego County's most vulnerable populations, including low-income households, racial/ethnic minorities, immigrants, refugees, seniors, and those with chronic health conditions.

Since its inception in 2021, the ¡Más Fresco! Plus Nutrition Incentive Program has enrolled over 2,385 community members experiencing health disparities including food/nutrition insecurity and diet-related chronic disease, delivering more than \$1,000,000 in nutrition incentives to program participants. Each participating household receives 12 months of nutrition incentives via Produce Prescription/General Produce Box or Healthy Foodcard.

The program has made remarkable strides in addressing the critical issues of food and nutrition insecurity in San Diego County, substantially reducing economic barriers to healthy eating and supporting local farmers and retailers. Aimed at empowering the most vulnerable populations, including low-income families, racial/ethnic minorities, immigrants, refugees, seniors, and individuals with chronic health conditions, the program has established itself as a beacon of hope and health.

**Key Achievements:**

- **Enhancing Access to Nutritious Foods:** At enrollment, participants report high levels of food insecurity, with 75% reporting not being able to afford to eat balanced meals in the previous month. At follow-up, participants report the program is successfully:
  - Reducing barriers (high costs, transportation) and increasing access to locally grown fruits and vegetables: 9 of 10 follow-up survey respondents report feeling they had enough fruit and vegetables for themselves and their household since joining ¡Más Fresco! Plus.
  - Reducing stressors related to food access and nutrition security, and helping families be able to shop for healthy foods with dignity and respect: 3 of 4 follow-up survey respondents report worrying less about being able to feed healthy and nutritious food to their household.
- **Increasing Healthy Eating Habits including Fruit and Vegetable Consumption:** Participants report the program is successfully:
  - Encouraging healthy eating habits/choices and increasing healthy eating behaviors including fruit and vegetable consumption amongst participating households: 9 of 10 follow-up survey respondents report eating more fruits and vegetables than before, and 3 of 4 report the specific fruits and vegetables from the program are what their household eats regularly
  - Increasing average fruit and vegetable consumption: Average fruit consumption increased from 3-4 to 5-6 times per week. Average vegetable consumption including green leafy and other vegetables increased from 2-4 to 3-6 times per week.
  - Increasing the variety of fruits and vegetables consumed by participants, and encouraging participants to incorporate new fruits/vegetables into their diets: 9 of 10 follow-up survey respondents report trying new and eating a greater variety of fruits and vegetables.
- **Supporting Improved Health and Management of Chronic Health Conditions Amongst Community Members Experiencing Health Disparities:** At enrollment, 58% of participants report having at least 1 chronic health condition with many reporting multiple chronic conditions. At follow-up:
  - 99% of follow-up survey respondents report the program improved their overall health & nutrition.
  - 59% report being in good health at follow up compared to only 34% of the same participants at baseline (74% increase in self-reported positive health status).
  - Over half (51%) report decreased use of unexpected health services/expenses.
- **Empowering Communities:** The program's success stories, as reflected in the heartfelt testimonials from participants, underscore the life-changing benefits of improved nutrition and health. These narratives vividly illustrate the program's role in fostering healthier lifestyles and managing chronic diseases within underserved communities experiencing food insecurity and health disparities.
- **Strengthening Local Food Systems:** By channeling \$1 million in economic support provided to local farmers and retailers, ¡Más Fresco! Plus has contributed to the vitality of San Diego's local food economy. The program is successfully helping stimulate the local food economy through creating demand for fresh produce and supporting job creation to meet demand, overall promoting sustainable growth and supporting the local agricultural sector.



Challenges such as high demand outstripping program capacity and the need for expanded nutrition education were met with adaptive strategies and innovative solutions, with feedback from participants and partners highlighting the program's success in addressing food and nutrition insecurity while pointing to opportunities for future expansion and impact. These challenges have spurred the program to seek innovative solutions and opportunities for expansion, aiming to reach even more individuals and families in need.

Looking ahead, ¡Más Fresco! Plus aims to extend its reach and deepen its impact by increasing program capacity, integrating comprehensive nutrition education, and strengthening partnerships across the food, health, and community sectors. **CCH's commitment to addressing social determinants of health, coupled with the continued support of program funders and partners, positions ¡Más Fresco! Plus to continue making significant strides towards a healthier, more equitable San Diego County.**



## Acknowledgments

We extend our deepest gratitude to the San Diego County Board of Supervisors, the San Diego County Health and Human Services Agency, and all our partners for their ongoing support. Special thanks to our partners involved in the implementation of Mas Fresco Plus, including Alliance Health Clinic, City Heights Latino Organizing Committee, Foodshed Cooperative, Foodsmart, SBCS, Union of Pan Asian Communities, Vista Community Clinic, Yasukochi Family Farms, and other community-based organizations supporting the program across San Diego County. Thank you to the American Heart Association and the San Diego County Childhood Obesity Initiative (COI) Community Council for ongoing support and collaboration. Together, we are not just combating food insecurity; we are nurturing a healthier, more equitable community for all.



# INTRODUCTION

## Background & Community Need

Food insecurity, or lack of consistent access to enough food, is associated with low intake of fruits and vegetables, higher risk of chronic diseases, and disproportionately affects populations who are low income and/or ethnic minorities.

Through multiple complex mechanisms, food insecurity has been linked with higher risk of obesity, cardiovascular disease, type 2 diabetes, hypertension, asthma, depression, and mental illness. Financial incentives for fruits and vegetables are hypothesized to positively impact individual dietary intake and health, healthcare costs, and local economic growth.

In the United States (U.S.), food insecurity affected 33.8 million people in 2021, with 1 out of every 10 households and 1 out of 8 households with children experiencing food insecurity. Food and nutrition insecurity were further

exacerbated by the COVID-19 pandemic, which made it harder for residents to access healthy foods.

**In the San Diego region, the San Diego Hunger Coalition reports nearly 1 in 4 San Diegans experience nutrition insecurity, with higher rates amongst certain communities and groups due to societal and historical inequities and social determinant of health barriers:**

- Nearly 1 in 3 children in San Diego County are nutrition insecure.
- Nearly 1 in 3 Native American residents in San Diego County are nutrition insecure.
- Nearly 2 in 5 Black residents in San Diego County are nutrition insecure.
- Nearly 2 in 5 Hispanic/Latino residents in San Diego County are nutrition insecure.

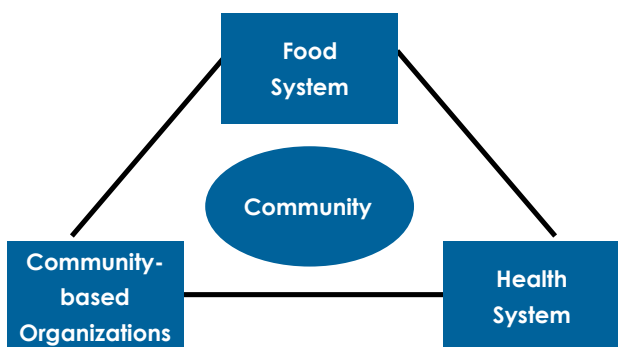
## Program Goals & Objectives

In 2021, funding was provided by the San Diego County Board of Supervisors (BOS) to the UC San Diego – Altman Clinical and Translational Research Institute Center for Community Health (CCH) to implement the ¡Más Fresco! Plus program.




**¡Más Fresco! Plus provides nutrition incentives to community members experiencing health disparities, including food insecurity and diet-related chronic disease, as determined by community-based organizations (CBOs), including local health clinics, across San Diego County.**

¡Más Fresco! Plus evolved from the successful ¡Más Fresco! More Fresh program that provides nutrition incentives to CalFresh recipients, with the ¡Más Fresco! Plus program employing a community-based approach to expand nutrition incentive provision to high-need residents beyond those who qualify for CalFresh.

Using a community-engaged, collective impact approach, ¡Más Fresco! Plus brings together partners from the community, health, and food systems, including CBOs, health clinics, local farms, and retailers, to support the health and well-being of community members experiencing food insecurity and health disparities.



Key goals and objectives of ¡Más Fresco! Plus include:

-  Increase access to and consumption of healthy foods, including fresh fruits and vegetables, among community members who are experiencing health disparities, including food insecurity and diet related chronic disease.
-  Help address food insecurity in underserved populations.
-  Improve nutrition and health status among program participant households.

### Participants enrolled in ¡Más Fresco! Plus receive 1 of 3 nutrition incentives:

**Produce Prescription:** Home delivery of locally grown farm fresh produce twice a month for 12 months (\$50/month value), for residents experiencing food insecurity/health disparities referred by partner health clinics.



**General Produce Box:** Home delivery of locally grown farm fresh produce twice a month for 12 months (\$50/month value), for community residents experiencing food insecurity/health disparities referred by partner CBOs.



### Foodsmart Healthy Foodcard:

A healthy food card loaded with \$50 per month for 12 months for purchasing healthy foods, including fresh

fruits and vegetables, at over 100 participating grocery stores across San Diego County including Albertson's, Food4Less, Ralph's, Vons, and Walmart locations.



## Program Partners

Utilizing a collective impact approach, ¡Más Fresco! Plus aims to **leverage community strengths and resources and collaborate with San Diego County CBOs** to achieve enhanced food and health system synergies to address food insecurity for underserved community members, while simultaneously **supporting local farmers (agriculture sector) and local grocery stores (retail sector)**. As such, the program aims to achieve both enhanced **social and economic benefits** for San Diego County.

Program partners (listed on the side) include **CBOs and health system partners** including local health clinics/federally qualified health centers (FQHCs) supporting ¡Más Fresco! Plus enrollment of community members experiencing food insecurity/health disparities and in need of program services, as well as **food system** partners including local farmers and food retailers.

### Food System Partners

- Foodshed Cooperative
- Foodsmart
- Yasukochi Family Farms

### Community/Health System Partners

- Alliance Health Clinic
- City Heights Latino Organizing Committee
- SBCS
- Union of Pan Asian Communities
- Vista Community Clinic





# PROGRAM ENROLLMENT & PARTICIPANTS

## Program Eligibility & Enrollment Process

¡Más Fresco! Plus utilizes a **community-engaged approach to reach the most under-resourced San Diego County residents and increase fruit and vegetable access for any community member experiencing food insecurity, and/or other health disparities or social determinants of health (SDOH).**

Notably, the program does not require participants to be enrolled in CalFresh or any other public benefits in order to participate in the program. This is intended to remove barriers to participation for community residents who could benefit from program services.



## ¡Más Fresco! Plus Eligibility Criteria

- ☑ Adults age 18 or older
- ☑ Referred by a San Diego County community-based organization that has determined the participant could benefit from increased access to and consumption of healthy foods, including fruits and vegetables
- ☑ Live in San Diego County
- ☑ Have a mailing address where their produce box/Foodcard can be sent
- ☑ One participant per household
- ☑ Each household/community member can only participate once - must not have previously participated in the program

The program **relies on the community relationships, established trust, and community engagement expertise of partners** including CBOs and health clinics to identify program participants, i.e., underserved community residents experiencing health disparities including food insecurity, poverty, and diet-related chronic disease (e.g., cardiovascular disease, hypertension, obesity, Type 2 diabetes).

CBO and health clinic representatives including Promotoras and Community Health Workers (CHWs) conduct community outreach and recruitment to identify participants, provide program referrals, and facilitate the enrollment process. This includes:

- sharing information on the program (including program flyers);
- directing potential participants to an online web link to register for the program; and
- assisting potential participants with registration/enrollment as needed.

CBOs can also provide eligible community members with the ¡Más Fresco! Plus program contact information and answer questions and to facilitate the enrollment process. All program documents, information, and enrollment processes are available for participants in both English and Spanish to accommodate linguistic needs.

¡Más Fresco! Plus is also part of a UC San Diego Research Study with a goal of learning how nutrition incentives provided through the program affect access to healthy foods, and how they help people consume more fruits and vegetables for better health. During the enrollment process, participants provide their consent to participate, and at the end of their enrollment are directed to complete a voluntary baseline survey providing information about their fruit and vegetable consumption, food access, and health status.

After online enrollment is completed, CCH program staff then conduct additional follow-up with participants as needed, for example to confirm address or contact information to ensure participants will successfully receive their produce boxes or Foodcard.

## Profile of Enrolled Participants

Community members participating in ¡Más Fresco! Plus come from some of the most vulnerable and under-resourced populations across the County, including racial/ethnic minorities, immigrants/refugees, seniors, individuals with disabilities or other chronic health conditions, and low-income households.

As of the end of December 2023, a total of **2,385 participants** have enrolled in the program, with 2,313 participants currently active and 72 no longer active (3% drop-out rate) due to reasons such as having moved out of the service area.

Enrollment by program is shown below:

**As of the end of December 2023, over \$1,000,000 in funds provided to 2,385 households participating in ¡Más Fresco! Plus**

**Includes delivery of 32,848 produce boxes valued at approximately \$847,100 to participants in Produce Prescription and General Produce Box programs**

Program	Total Participants Enrolled	Value of Funds Allocated to Enrolled Participants
Produce Prescription	830 Participants	\$531,266
General Produce Box	1,153 Participants	\$691,800
Foodsmart Healthy Foodcard	402 Participants	\$241,200





The program has also generated incredible support and interest from the community including both families and community-based organizations across San Diego County.

**Current demand for nutrition incentive resources provided through ¡Más Fresco! Plus exceeds existing program capacity,** with high numbers of calls and inquiries from families experiencing food insecurity regarding enrolling in the program, and a growing waitlist of San Diego households not able to be enrolled at this time due to capacity constraints.

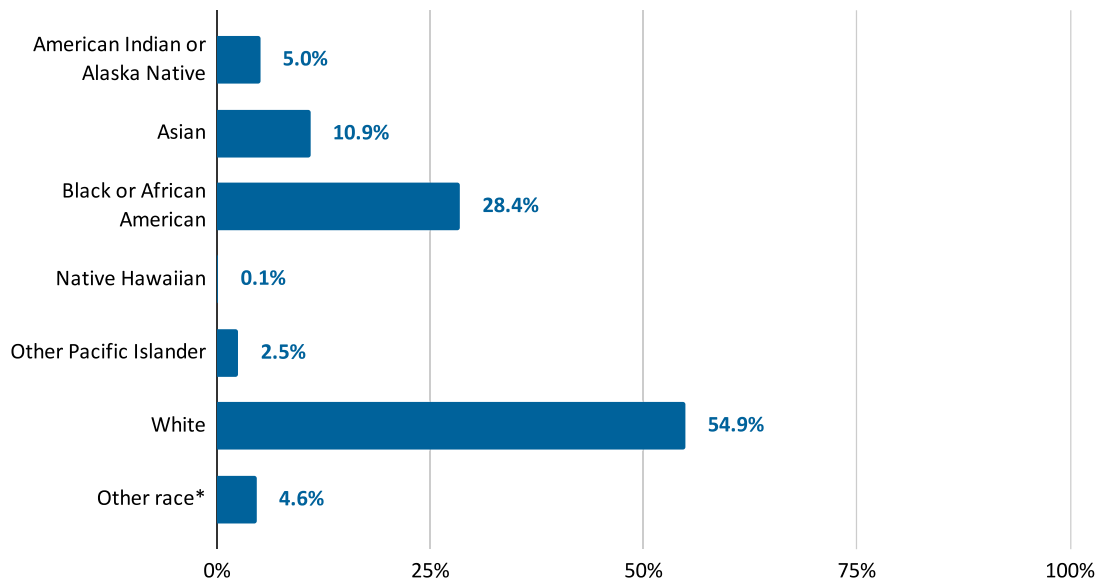
**This highlights a need for increased resources and funding support to be able to address the high level of community need for this type of service.**

**261 interested households experiencing food insecurity currently waitlisted and not enrolled in ¡Más Fresco! Plus Program due to program enrollment being at capacity.**

**Amongst currently enrolled participants, according to baseline surveys completed by a sample of participants (n=1,784) upon enrollment:**

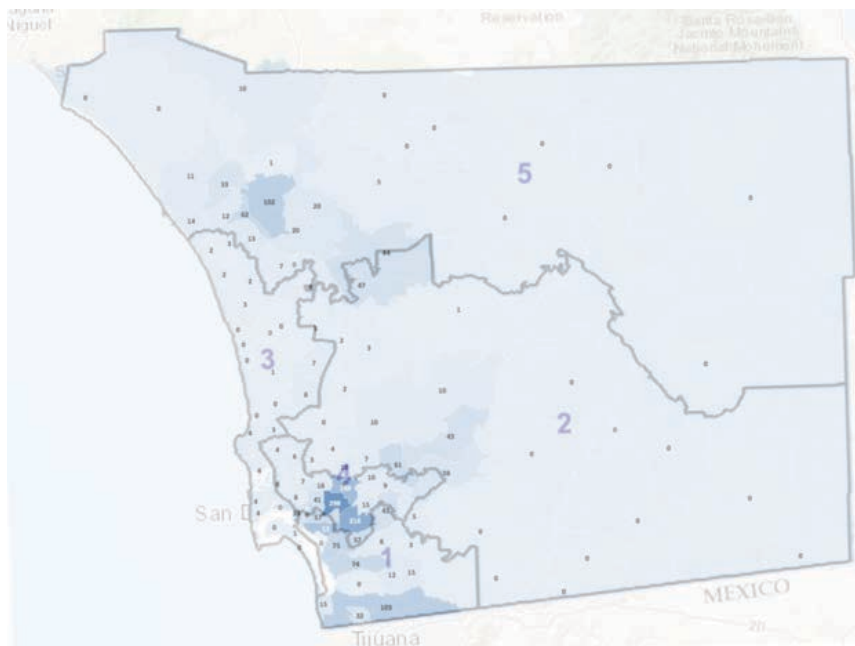
- **Participant characteristics include:**
  - 81% self-identify as female
  - Average age: 49.6 (range 18-94)
  - 66% self-identify as Hispanic/Latino
  - 41% selected Spanish as their preferred language

**¡Más Fresco! Plus Participant Self-Reported Race (n=935)**



\*Other race includes Middle Eastern, Arab, Afghan, Iraqi, Filipino, Mestizo, Mixed Race

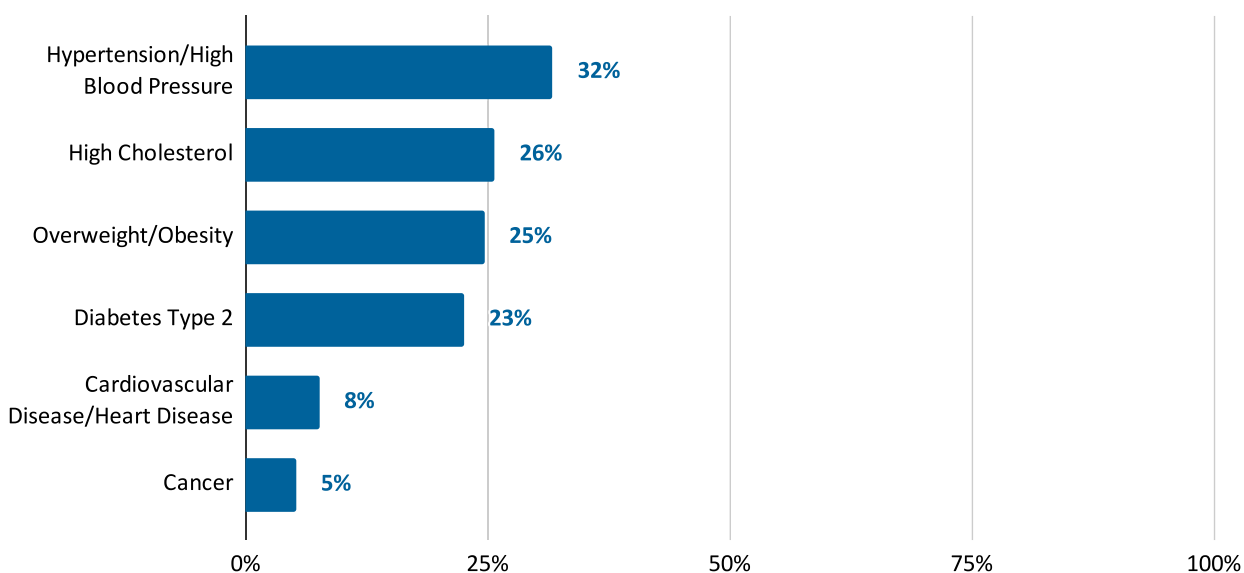
- **Close to three-quarters of participating households (n=1,692 participants) live in one of the San Diego County's health equity zip codes.**



**Map of ¡Más Fresco! Plus Participants by San Diego County Zip Codes**

- **62% of participants reported not being in good health, including 12% in bad or very bad health, and 58% reported having at least 1 chronic health condition with many reporting multiple chronic conditions.**

**¡Más Fresco! Plus Participant Self-Reported Chronic Health Conditions (n=1784)**

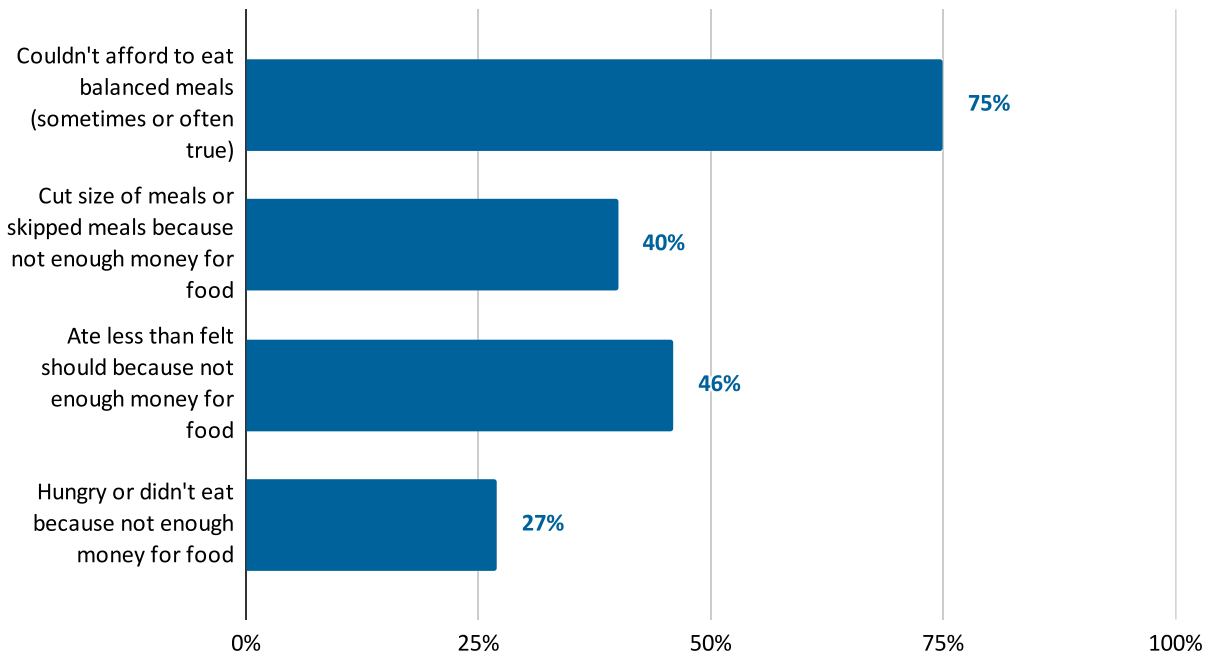


\*Most frequent other chronic health conditions include: Respiratory Condition (e.g., Asthma, COPD); Arthritis/Joint Pain; Mental Health Condition (e.g. Anxiety, Depression), Pre-diabetes



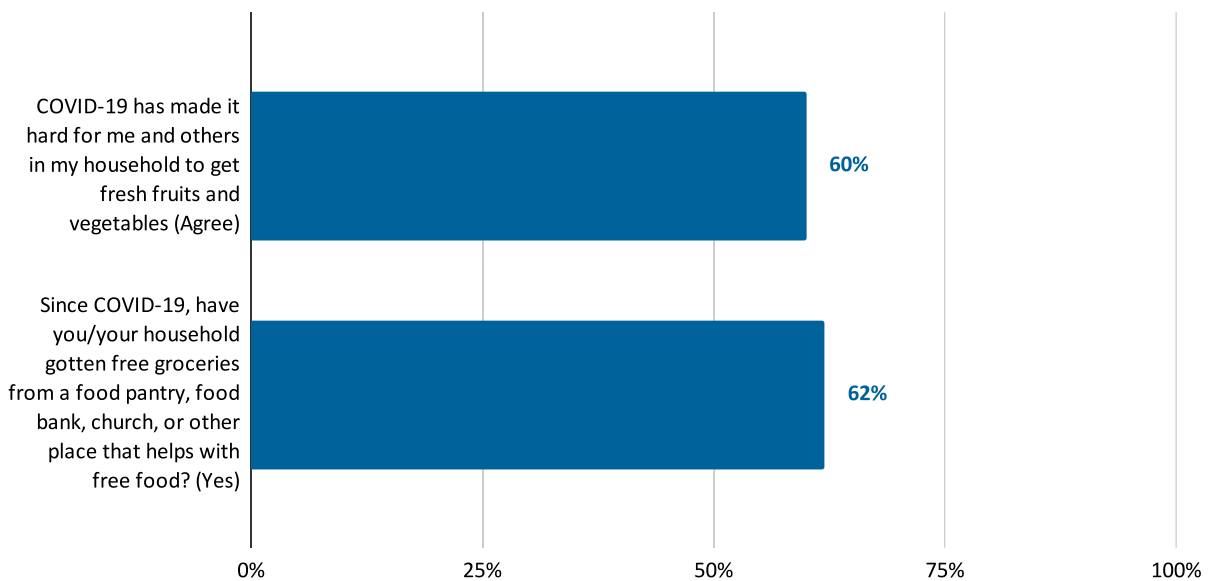
- Participants reported experiencing **various forms of food insecurity and barriers to healthy eating in the past month before starting the program:**
  - About **3 out of 4** reported they couldn't afford to eat balanced meals
  - **2 out of 5** cut or skipped meals due to not having enough money for food
  - Over **1 out of 4** went hungry in the past month due to not having enough money for food

**¡Más Fresco! Plus Participant Food Insecurity: In the last 30 days (n=1784)**



- **Close to 2 out of 3 participants also reported exacerbated food insecurity challenges during the COVID-19 pandemic.**

**¡Más Fresco! Plus Participant COVID-19 & Access to Fresh Fruits & Vegetables. (n=1784)**





# PROGRAM ACCOMPLISHMENTS

Based on program participant data collected to-date including testimonials from program participants, community-based organizations and San Diego farmers, **the ¡Más Fresco! Plus program has achieved substantial success both in terms of addressing food insecurity as well as providing economic support for local San Diego farmers.**

Program benefits at the participant/community, organizational, and food system levels are highlighted below.

## PROGRAM BENEFITS

- ☑ Directly addresses food and nutrition insecurity by improving access to fruits and vegetables.
- ☑ Drives local economic growth by increasing spending on locally grown fruits and vegetables, generating job growth, and raising revenues for local merchants and growers
- ☑ Maximizes existing safety net programs and services by integrating and aligning nutrition security, health promotion, and disease prevention efforts among food and health system partners.

Lessons learned from program implementation to-date include the **importance of working closely with local food system, community, and health partners to successfully reach those in highest need and implement the program.**

## Program Successes: Participant/Community Level

Overall, according to input provided by ¡Más Fresco! Plus Program participants and partners, **the healthy food provided by ¡Más Fresco! Plus is essential for the health and well-being of their families and ¡Más Fresco! Plus is successfully reducing barriers and increasing access to locally grown, nutritious fruits and vegetables.**

The program is also successfully encouraging healthy eating habits and supporting maintenance of chronic health conditions like diabetes, high blood pressure, high cholesterol, as well as helping close the gap in food insecurity in particular for families unable to access or impacted by recent decreases in public assistance programs such as COVID-19 emergency funds.

As detailed above, the ¡Más Fresco! Plus Program is addressing food/nutrition and health concerns identified across participants at enrollment (see "Profile of Enrolled Participants", above), including

- addressing nutrition security
- providing food/nutrition support to feed balanced meals to all family members
- providing healthy food to promote good health and manage chronic health conditions.

### ¡Más Fresco! Plus is benefiting the community by...

- ✓ Reducing barriers and increasing access to locally grown, nutritious fruits and vegetables
- ✓ Helping families be able to shop for healthy foods with dignity and respect
- ✓ Increasing nutrition knowledge and healthy eating behaviors including fruit and vegetable consumption amongst participating households
- ✓ Encouraging healthy eating habits/choices and supporting maintenance of chronic health conditions like diabetes, high blood pressure, high cholesterol
- ✓ Helping close the gap in food insecurity, esp. for families unable to access or impacted by decreases in public assistance programs (Medi-Cal, CalFresh, COVID emergency funds)





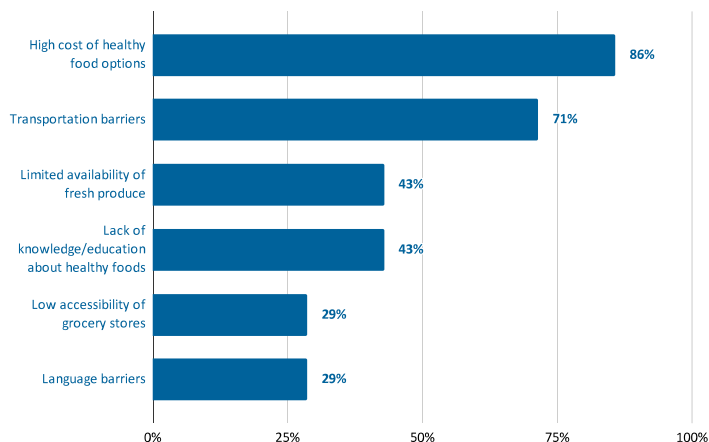
## ¡Más Fresco! Plus Partner Survey Results

Based on results from a survey of program partners implemented in March 2023, partner CBOs and other community agencies highlighted a number of barriers community members face in terms of accessing healthy foods, including **high costs and transportation barriers**.

Program partners also highlighted the impact of the program on addressing these barriers:

- **Produce boxes** delivered through the program are specifically supporting community members experiencing mobility/transportation barriers, those with health conditions requiring a healthier diet, and families experiencing financial barriers be able to access healthy foods with dignity and respect.
- **The Foodsmart Foodcard** supports participants in offsetting the high costs of purchasing fruits and vegetables, allowing high-need residents to purchase these foods without concern over insufficient funds.

¡Más Fresco! Plus Community Partner Survey: Barriers Community Members Face Accessing Healthy Foods (n=7)



"[Our community members] are receiving fresh produce... **[they] may not have transportation** support or their own vehicle, and a lot of stores closest to them don't have fresh produce, **so receiving [a ¡Más Fresco! Plus produce box] at their door is successful in helping address food insecurity.**"

- Vista Community Clinic, ¡Más Fresco!  
FQHC Partner

## ¡Más Fresco! Plus Participant Follow-Up Survey

As noted above, ¡Más Fresco! Plus is part of a UC San Diego Research Study, and as part of this research component **follow-up survey data collection is currently in progress with a randomly selected group of program participants**.

The goal of this data collection is to evaluate program impact on participants and households and learn how nutrition incentives provided through the program affect access to healthy foods, and how they help people consume more fruits and vegetables for better health.

### Follow-Up Survey Overview and Methods

Follow-up surveys are collected from a randomly selected sample of program participants distributed across the three ¡Más Fresco! Plus programs (Produce Box, Produce Prescription, and

Foodsmart Foodcard), with a goal of obtaining 375 follow-up surveys (125 per program across three years). The survey is available in English and Spanish and asks questions about food security, healthy food including fruit and vegetable access and consumption, knowledge of healthy eating, self-reported health status, and participant satisfaction and feedback about the program.

Some survey questions are repeated at follow-up from the baseline survey that participants complete upon enrollment to facilitate matched analysis evaluating changes over time following program participation.

Survey completion is voluntary and participants may opt out of completing the survey or leave questions blank if they do not feel comfortable answering them. The survey takes approximately 15 -30 minutes to complete, and those who complete the survey receive a \$25 Visa Gift card incentive in the mail 30-45 days following survey completion.

Surveys are distributed monthly to participants who have completed at least six months in the program through UCSD's secure Qualtrics online survey platform. At least four contact attempts are made with each participant randomly selected to receive a follow-up survey.

- Those who provide a cell phone number during enrollment and agree to receive text messages will receive a text message with a link to complete the follow-up survey online in the Qualtrics analytics portal.
- Those who provide an email address during enrollment will receive an email invitation with a link to complete the follow-up survey online in the Qualtrics analytics portal.
- If participants are not able to be reached via text message or email, they will receive a phone call from a trained and human subjects research certified program staff member asking them to complete the follow-up survey. Participants receiving a phone call will have the option to: a) receive a link to the survey via text message or email to complete on their own, or b) complete the survey over the phone via staff/program representative-assisted process where the staff person will read each question to the participant over the phone and record their response in the Qualtrics analytics portal.

For participants initially randomized to complete the follow-up survey who either opt out of completing it or are not able to be reached within one to two months following initial outreach and at least four contact attempts have been made, they are marked as lost to follow-up and additional participants are identified to receive the survey via randomization until the follow-up survey quota has been reached.



## Follow-Up Survey Preliminary Findings

As of the end of November 2023, a total of n=142 follow-up surveys have been collected from participants (n=25 Foodcard and n=117 General Produce Box/Produce Prescription participants). This includes completed follow-up survey data collection with n=88 Cohort 1 participants following program completion. Follow-up survey data collection is currently in process with Cohort 2 participants following their completion of six months in the program to assess progress towards key outcomes, with n=54 Cohort 2 participants surveyed to-date.

Preliminary survey results are presented below following descriptive analysis of follow-up surveys collected to-date, including matched analysis of changes over time from baseline to follow-up.

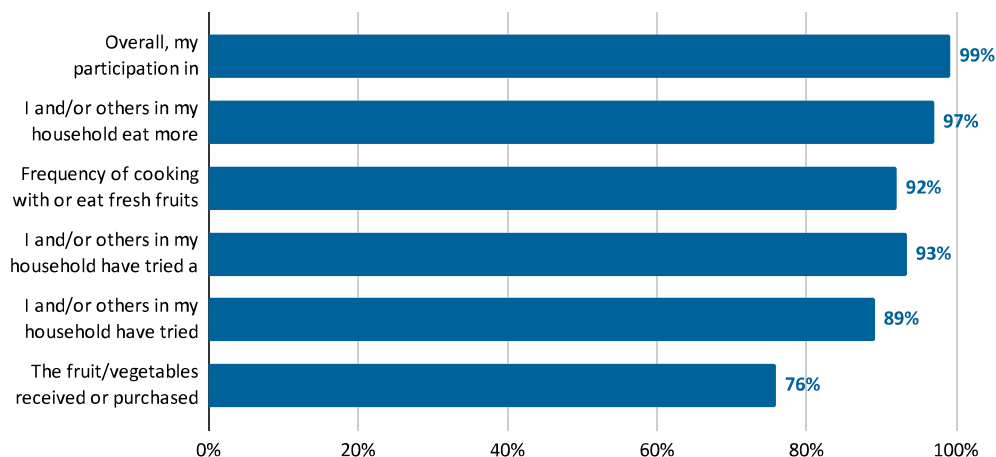
At the end of the program, once follow-up survey data collection is complete with goal n=375 participants, final analyses will be conducted including comparative analysis by program (Produce Box, Produce Prescription, and Foodsmart Foodcard).

## Program Impact on Fruit and Vegetable Access

Follow-up survey data collected to-date indicates the ¡Más Fresco! Plus program is successfully **reducing economic barriers** related to the high cost of fruits and vegetables, and **increasing access to healthy foods including fruits and vegetables** for participating households experiencing food insecurity and health disparities.

- Close to **9 out of 10 participants** report feeling they had **enough fruits and vegetables for themselves and their household** since joining the ¡Más Fresco! Plus program.
- Participants report **decreased stressors related to food access and nutrition security**, with close to 3 out of 4 worrying less about being able to feed healthy and nutritious foods to their household.
- Amongst Foodcard participants, over **9 out of 10 report purchasing more fruits and vegetables** since joining the program.

**Changes in Healthy Eating Knowledge/Behaviors & Fruit/Vegetable Consumption Since Joining ¡Más Fresco! Plus Program**







The following participant testimonials illustrate the program's impact on improving access to fruits and vegetables for participating families:

"The fruit and vegetables [¡Más Fresco! Plus] sends me every 2 weeks have benefited me very much...**fruits and vegetables are very expensive now, I am very grateful to the [¡Más Fresco! Plus] program.**"

- ¡Más Fresco! Plus Participant

"I saved \$32 a month because I got fruits and vegetables [through ¡Más Fresco! Plus]. **It gave me extra money in my budget [for other necessities]** because I don't have to buy any fruits or vegetables."

- ¡Más Fresco! Plus Participant

"[The program] has really **helped me feed my family**, with the money we saved on the fruits and vegetables I received, **I could buy other healthy foods for my family. A million thanks for making this program possible** - you cannot imagine how much it has helped my family!"

- ¡Más Fresco! Plus Participant

"I have been a resident of Escondido for 48 years, and I would like to thank [the ¡Más Fresco! Plus Program] for delivering fresh fruits and vegetables to me and my family for a year. **This [program] helped us eat healthier and live a healthier and more nutritious life.**

I had a lot of problems bringing [healthy] foods into my household due to [transportation issues with] not being able to carry [my groceries] on the bus...**this program has been a huge help for me and others who don't have the means to bring healthy foods into our homes.**"

- ¡Más Fresco! Plus Participant referred by Vista Community Clinic

## Program Impact on Healthy Eating Behaviors Including Fruit and Vegetable Consumption

From baseline to follow-up, participants who completed a follow-up survey to-date (n=142) on average reported **increased consumption of both fruits and vegetables since joining the ¡Más Fresco! Plus program.**



**Average fruit consumption increased from 3-4 times per week to 5-6 times per week**



**Average vegetable consumption increased from 2-4 times a week to 3-6 times per week**

At follow-up, approximately 9 out of 10 or more ¡Más Fresco! Plus participants also reported:

- **Increased knowledge** of healthy eating
- **Eating more fruits and vegetables** than they did before joining the program
- Trying **new fruits and vegetables**, and consuming an **increased variety** of fruits and vegetables
- Cooking with or eating **the fresh fruits and vegetables received through the program at least weekly**, with three-quarters of participants reporting that the **specific fruits and vegetables received or purchased through the program** are what their household is eating regularly.

Participant qualitative feedback and testimonials also demonstrate the program's positive impact on healthy eating knowledge, behaviors, and fruit and vegetable consumption amongst participants:

"Thank you ¡Más Fresco! [Plus] for allowing my family to be a part of this program. Thanks to this **we have been challenging ourselves to cook different vegetables...**when we open the box we get, it feels like Christmas every 2 weeks. **This program has allowed us to eat more healthy without worrying about our budget!**"

- ¡Más Fresco! Plus Participant and family

"We love when the [¡Más Fresco! Plus fruit and vegetable] box arrives because **then we eat a lot of fruits and vegetables in our house!** We have looked up recipes online for **vegetables that we wouldn't have otherwise bought.**"

- ¡Más Fresco! Plus Participant

"I feel grateful that I've been able to receive the produce. **The quality and variety of the produce** has been amazing. I've **learned a lot more about fruits and vegetables** that I'd never heard of."

- ¡Más Fresco! Plus Participant

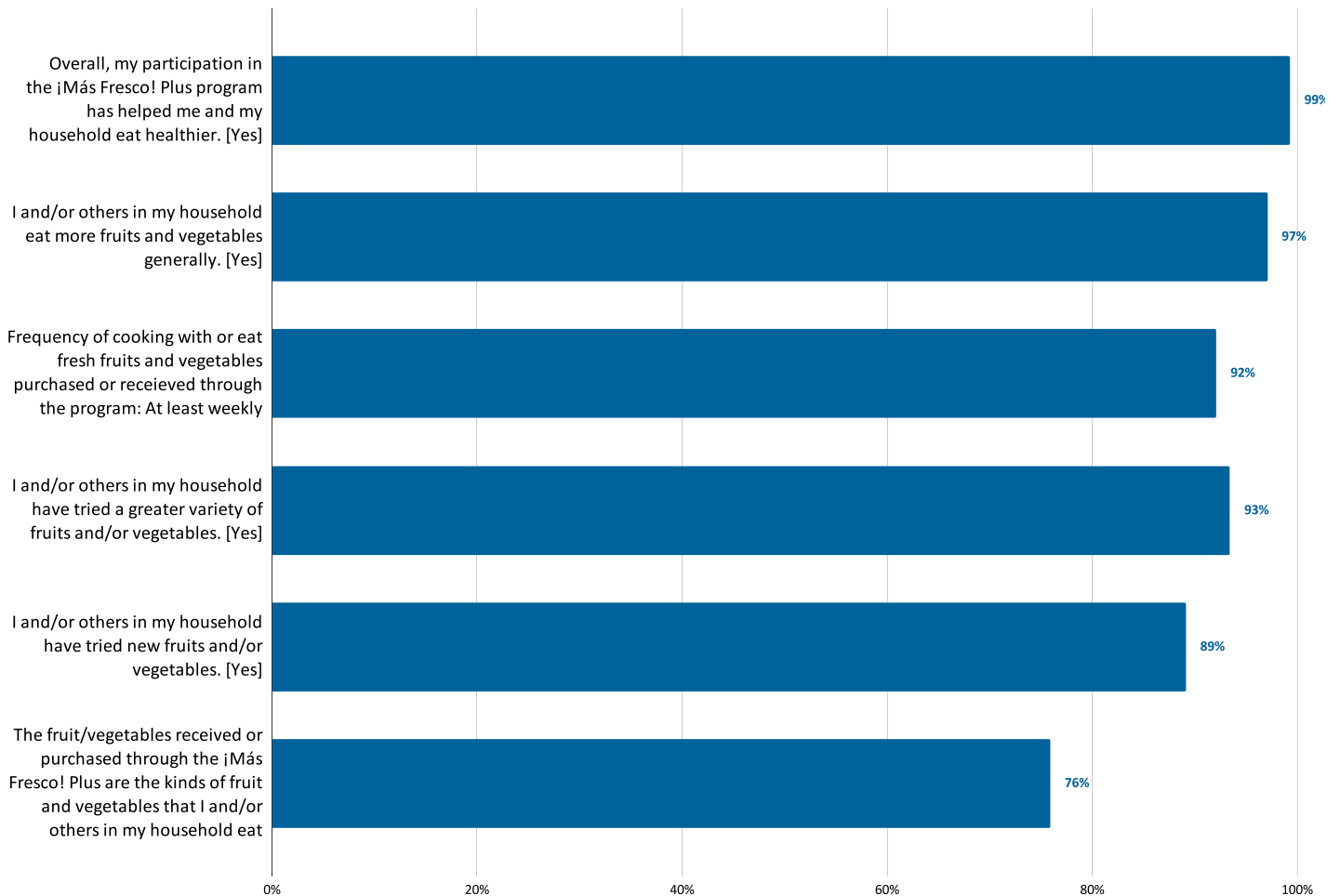
"The [produce boxes I received through the program] helped me a lot to **eat more balanced meals.**"

- ¡Más Fresco! Plus Participant

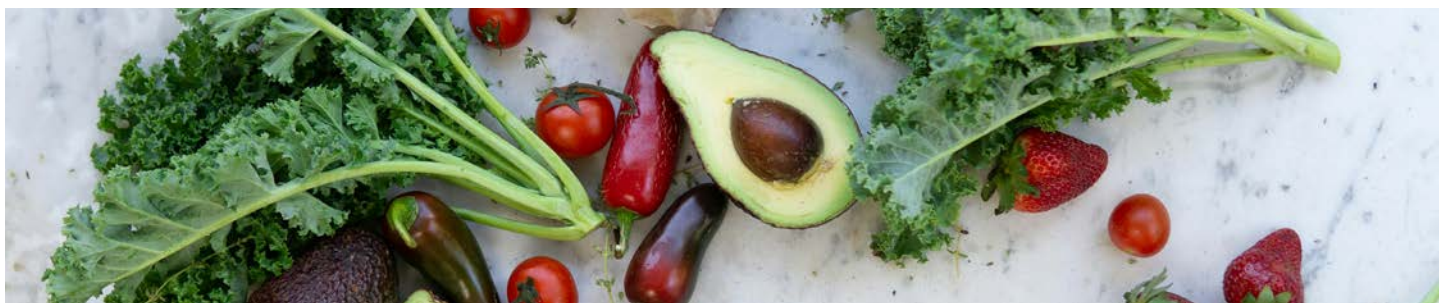
"[The ¡Más Fresco! Plus] program helped me tremendously and **introduced me to vegetables that I would not buy and prepare, so I was able to integrate different f&v in my healthy diet journey.**"

- ¡Más Fresco! Plus Participant

**Changes in Healthy Eating Knowledge/Behaviors & Fruit/Vegetable Consumption Since Joining ¡Más Fresco! Plus Program  
n=142 follow-up survey respondents**







## Self-Reported Impact on Participant Health Status and Management of Chronic Conditions

Regarding program impact on health and well-being, from baseline to follow-up, participants who completed a follow-up survey to-date on average reported **improvements in self-reported health status and management of chronic conditions.**

- There was a **74% increase in self-reported positive health status**, with 59% of participants reporting being in good health at follow up compared to 34% of the same participants at baseline.
- Close to all participants (99%) reported that having participated in the ¡Más Fresco! Plus program **improved their overall health and nutrition.**
- **Over half (53%) of participants also reported decreased use of unexpected health services/ expenses at follow-up** compared to before joining the program.

**“Healthy eating has always been a difficult task**, mainly because of the hype that healthy means organic and organic means expensive. **With limited money for food, cheap is where I gravitated. I have high blood pressure, high cholesterol, and arthritis.**

I had been educating myself and building up my courage to make better choices about my diet. I **am truly grateful to this program because my last two cholesterol tests have shown improvement and my blood pressure is not fluctuating as it had been. I find myself going to stores like El Super and Northgate Market in between deliveries and buying more vegetables and fruits.**”

- ¡Más Fresco! Plus Participant

“The fresh fruits and vegetables delivered to my house [through the ¡Más Fresco! Plus program are] a very, very good thing for me...I **lost weight as a result of being a part of the program and I feel wonderful.**”

- ¡Más Fresco! Plus Participant

“We are **learning to cook healthier...**my children have diabetes and I like [the program] a lot because it **helps us live a healthier lifestyle.**”

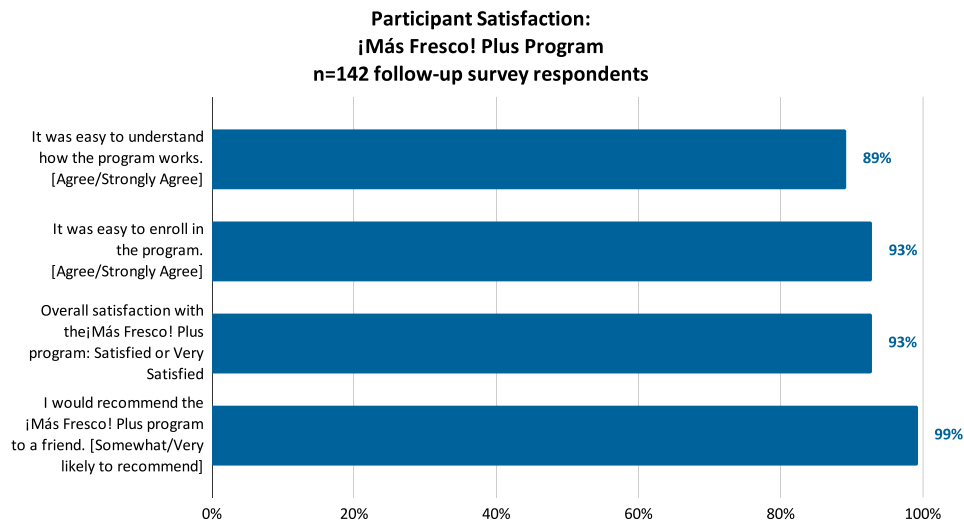
- ¡Más Fresco! Plus Participant



## Program Satisfaction

At follow-up, participants generally reported **high levels of satisfaction with ¡Más Fresco! Plus.**

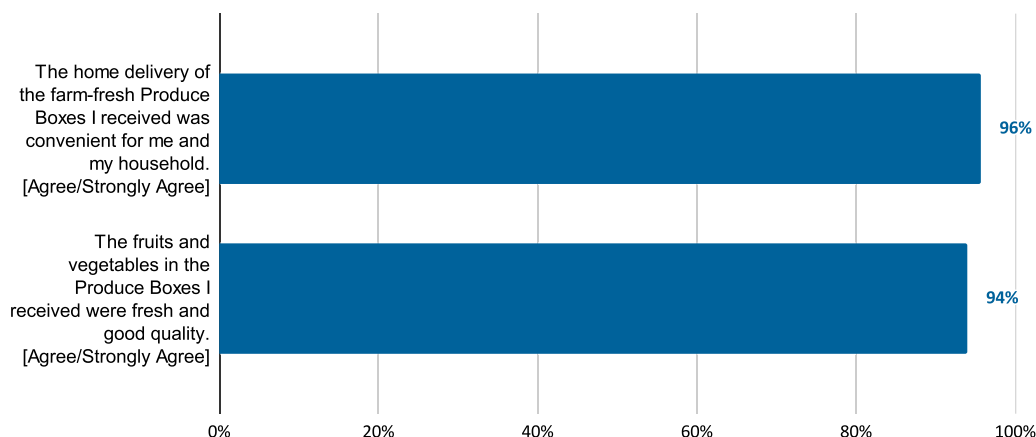
- Approximately 9 out of 10 participants reported the program was **easy to enroll in and understand.**
- Over **9 out of 10 reported being generally satisfied** or very satisfied with the program.
- Close to all participants (99%) reported being **somewhat or very likely to recommend the program to a friend.**



Regarding specific feedback on the Produce Box/Produce Prescription (n=117 follow-up survey respondents) and Foodcard (n=25 follow-up survey respondents) components of the program:

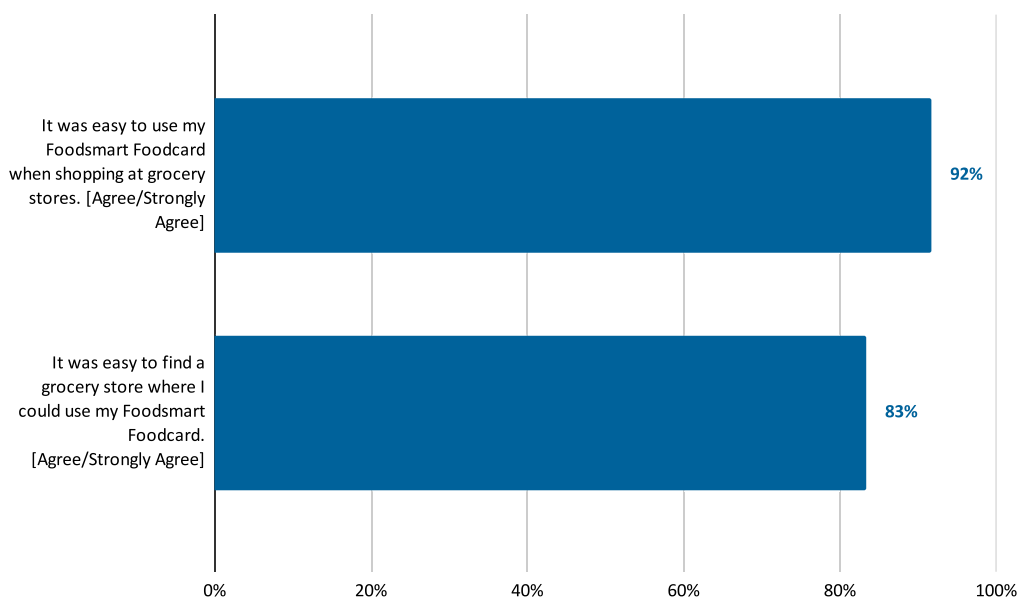
- **Over 9 out of 10 Produce Box/Produce Prescription participants reported high satisfaction with the convenience of the produce boxes being delivered to their homes, and the quality of the fruits and vegetables in their boxes.**
- **Over 9 out of 10 Foodcard participants reported ease of using their Foodcard** when shopping, and 4 out of 5 reported **ease of finding a grocery store** where they could utilize their Foodcard benefits.

**Satisfaction with ¡Más Fresco! Plus Program:  
Produce Box/Produce Prescription Participants**



**Satisfaction with ¡Más Fresco! Plus Program: Foodcard Participants**

n=25 follow-up survey respondents

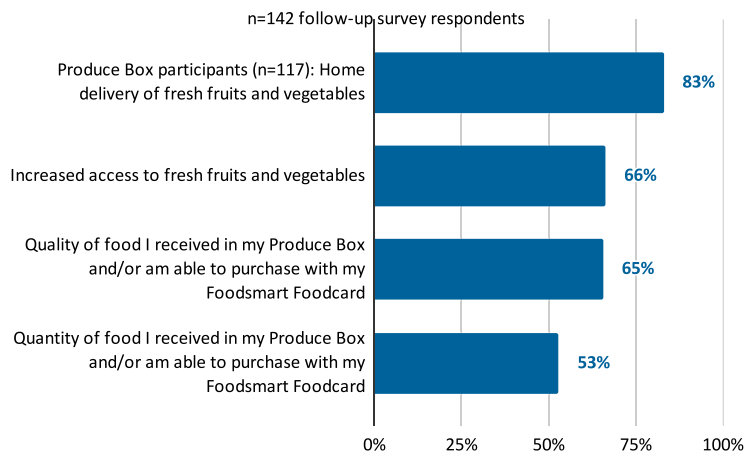


At follow-up, participants were also asked to identify the most helpful aspects of the program.

- Approximately **two-thirds highlighted the increased access to fresh fruits and vegetables they receive through the program**, and the **quality of the food they receive** in their produce boxes or can purchase with their Foodcard.
- **Over half** highlighted the **quantity of food** they receive in their produce boxes or can purchase with their Foodcard.
- Amongst Produce Box and Produce Prescription participants in particular (n=117 follow-up survey respondents), **over 4 out of 5 also highlighted the convenience of the home delivery aspect of the program.**



**¡Más Fresco! Plus Participants:  
What has been most helpful about the program?**



**“San Diego’s 4th District Community Residents continue to be plagued with Food Insecurities.**

Blessed, thankful and overjoyed aptly describe the sentiments of the Fourth District Seniors Resource Center’s [FDSRC] ¡Más Fresco! Plus Participants.

**This Program has been both beneficial and impactful to both the participants and marginalized communities. They receive fresh locally grown produce delivered right to their door. They don’t have to drive or use mass transit to shop for produce.** They are able to share cultural recipes in preparing/serving fresh produce.

They are able to learn the concepts of composting, eating nutritiously, and starting victory/ community gardens. Lastly, growing your own food helps you recognize that our world should be viewed as a ‘salad bowl’ not a ‘melting pot’. **Thank you for helping San Diego’s Seasoned Community Residents live for happier and healthier tomorrows!**

- Rosemary W. Pope, FDSRC’s Executive Director



**“The fruits and vegetables are very fresh and looks delicious (and pretty)! I’m happy knowing that there are good people out there willing to help others.”**

- ¡Más Fresco! Plus Participant, Chula Vista



Photo Credit: SBCS-Resident Leadership Academy (RLA) social media posts from ¡Más Fresco! Plus Participants

Follow-up survey respondents were also asked qualitative questions about how the program could be improved, and other services or resources that would help them and their household stay healthy. Key themes across qualitative responses included the following:

- Multiple participants noted an **ongoing need for program expansion and continuation to support more families**. Specifically, participants requested **expanding the program to benefit participants for longer than one year to help sustain the benefits** it provides to participating households, and **opening the program to serve additional families in need**.
- Multiple participants also requested expanding the program's nutrition incentives to **include other types of healthy foods in addition to fruits and vegetables**, such as milk, eggs, healthy cereal, or oatmeal which are also difficult for many families to afford.
- Several participants also requested **additional resources such as recipes, nutrition education, or cooking classes to support maintaining a healthy lifestyle** and understanding how to cook with the vegetables they are receiving or buying, suggesting a possible benefit for adding a nutrition education component to the program. Based on this feedback, a **resource guide** including resources for finding healthy recipes is in process of being added to the benefits received by ¡Más Fresco! Plus participants.

**“I want the program to continue for another year, it's great.”**

**“I would like you to open this program up to more people because people need it.”**

**“I saw improvements over time... when the COVID EBT boost ended and inflation was hitting really hard [and put] me in a really hard place...this program and the access it provides is important and it really does make a positive impact [but] having the program end for me in less than a year was disappointing.”**

**“To extend the program for more time for people who need fruits and vegetables.”**

## Program Successes: Organizational Level

¡Más Fresco! Plus leverages strengths and resources and works closely with CBOs across San Diego County to support the health and well-being of community members. This includes **compensating CBOs** for every community member that they enroll into ¡Más Fresco! Plus.

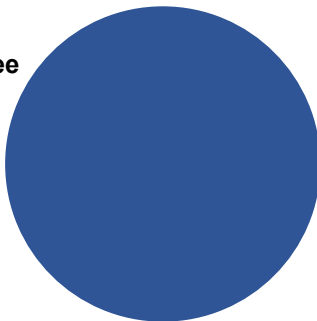
Based on program evaluation input provided by the ¡Más Fresco! Plus Program partners, the ¡Más Fresco! Plus food-system and health-system collective impact model is providing substantial food security and health promotion and disease prevention support for the underserved community members that we collectively serve.

According to a March 2023 survey of partner organizations including local CBO, health clinic, and food sector partners collaborating on the project, **¡Más Fresco! Plus is helping local organizations address community needs.** Partner organizations report **the program helps build trust in the community and support positive relationships between local organizations and families.**

**100% of partner organizations agreed that being a part of the program has positively impacted their organization's capacity to serve their community.**

**Being a part of ¡Más Fresco! Plus has positively impacted my organization's capacity to serve our community.**

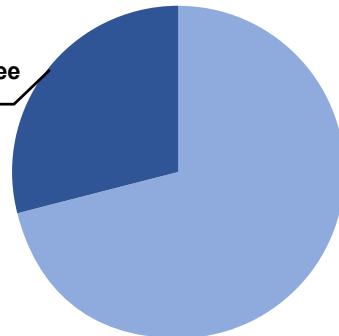
**Strongly Agree  
100%**



**Participating in ¡Más Fresco! Plus has helped my organization build or strengthen community, health, and/or food system partnerships with other organizations in my community.**

**Strongly Agree  
29%**

**Agree  
71%**



### ¡Más Fresco! Plus is benefiting community organizations by...

- ✓ Helping local organizations address community needs: serving as a resource to provide to families in need of food, especially for those with mobility/transportation barriers or health conditions requiring a healthier diet
- ✓ Building partnerships that serve the community, including partnership with UCSD team
- ✓ Building trust with the community and supporting positive relationships between local organizations and families



## ¡Más Fresco! Plus CBO Partner Testimonials

“**One of our clients is disabled** and cannot attend food distribution events [facilitated by our organization]. [Instead], the client is receiving a ¡Más Fresco! Plus produce box. **The ¡Más Fresco! Plus program [helps our organization] “close the gap” in serving our community members.**”

- Vista Community Clinic, ¡Más Fresco! Plus FQHC Partner

“As a community partner, together we have successfully implemented the ¡Más Fresco! Plus program providing nutrition incentives for community members experiencing food insecurity and health disparities. Working with CCH has **increased our organization and staff’s capacity to improve access to healthy food for the community** we serve.”

- Rachel Morineau, Community Engagement Director, SBCS

The ¡Más Fresco! Plus program has been instrumental in helping our organization **continue to build partnerships that serve the community** at large.

- Vista Community Clinic, ¡Más Fresco! Plus FQHC Partner

## Program Successes: Food System

According to local food sector partners, **the ¡Más Fresco! Plus model is positively impacting the local food economy and supporting local farmers through stimulating the local food economy, creating increased demand, growth and sales of locally grown produce, and leading to job creation and improved financial security for local farmers.**

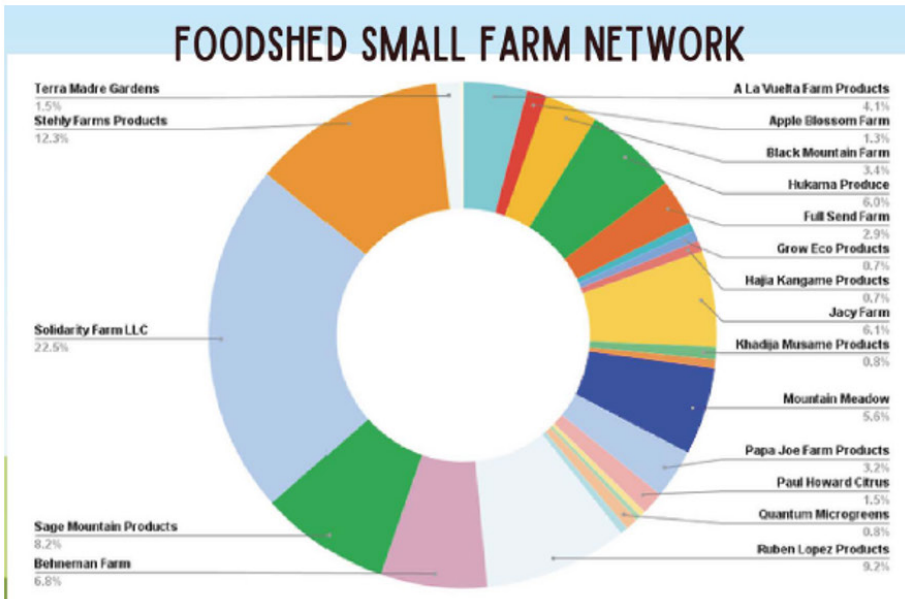
As of December 31st, 2023, ¡Más Fresco! Plus has provided **over \$1 million in economic support for San Diego County farmers and food system partners**, helping stimulate the local food economy through creating demand for fresh produce and supporting job creation to meet demand.

According to **San Diego’s Foodshed Cooperative Inc**, the funding provided by ¡Más Fresco! Plus has significantly increased the number of customers Foodshed can reach, including serving more community members living in areas with low Healthy Place Index scores (i.e., areas with less healthy conditions).

Furthermore, according to Foodshed, the ¡Más Fresco! Plus Program funding is indispensable in supporting the viability of small San Diego farms. **Yasukochi Family Farms** has also shared that ¡Más Fresco! Plus funding has provided significant help and support during the last year, providing needed relief to cover inflation related costs and the ever-increasing cost of water.

## ¡Más Fresco! Plus is benefiting the local food system economy by...

- ✓ Improving financial security and growth/sales for local farmers
- ✓ Providing a win-win for farmers and community: farmers able to grow local produce and help community members experiencing food insecurity
- ✓ Supporting local retailers/neighborhood stores & reducing food waste
- ✓ Helping stimulate the local economy - creating demand for fresh produce, supporting job creation to support demand



## ¡Más Fresco! Plus CBO Partner Testimonials

Overinvestment in the global food supply chain has weakened our local food system and threatens food security. **¡Más Fresco! Plus is a public-private partnership that leverages co-investment in the local food supply chain that can generate economic benefits for years to come.**

[To-date], ¡Más Fresco! Plus has allowed Foodshed Cooperative **to purchase more than \$500,000 of seasonal fruits and vegetables from our network of small farms in the last year.** According to the USDA's Local Food Impact Calculator, this half-million investment has **generated \$775,000 in economic activity**, multiplying initial investments [in the program] by 37%. This has positively impacted **more than 25 [local] farms... [and helped local farmers] expand farm operations exponentially.**

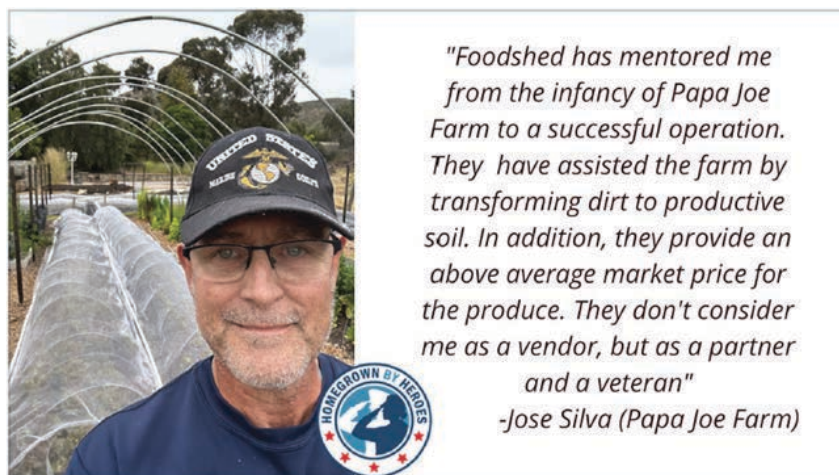
- Foodshed Cooperative, ¡Más Fresco! Plus Food Sector Partner

From an economic standpoint - [participating in the ¡Más Fresco! Plus program] does help our farm, and we collaborate with other local farms - **a lot of excess produce is not going to waste, it's going to community members who need it, [and] helping allow our farm be able to keep going and continue to farm.**

- Yasukochi Family Farms, ¡Más Fresco! Plus Food Sector Partner

"Being able to help our community is a really big part of who we are and what we do... **San Diego is a huge place, and there is a huge need for food...being able to deliver to different places [throughout the County] and being able to serve those who have food insecurity, that's what it's all about,** that's something we are excited about."

- Yasukochi Family Farms, ¡Más Fresco! Plus Food Sector Partner



Jose has been able to expand his farm operations exponentially since Foodshed partnered with UCSD for the ¡Más Fresco! Plus Program. Since then, he's built new infrastructure, and gained the Homegrown by Heroes Certification. Papa Joe is actively developing the San Diego Chapter for Farmer Veteran Coalition, to engage more veteran farmers in San Diego County.

**Photo Credit: Foodshed Cooperative Inc.  
Pictured: Jose from Papa Joe Farm in Jamul.**

## Lessons Learned & Opportunities

Throughout implementation of the ¡Más Fresco! Plus program to-date, a number of lessons learned and opportunities have been identified based on feedback from participants and in collaboration with program partners.

Key challenges and lessons learned have included the following:

- **Produce box deliveries are well-received and convenient for participants, and help address transportation barriers for under-resourced residents and families.**
  - Potential challenges with participants not receiving their produce boxes or produce boxes being undeliverable or stolen were minimally experienced, with the produce box delivery model ultimately proving successful and convenient to implement.
- **Many community members need a high level of support to facilitate successful enrollment, utilization of program benefits, and data collection.**
  - Challenges included incomplete participant addresses/information upon enrollment, and difficulty reaching participants to confirm. UCSD-CCH worked closely with partner CBOs, leveraging their trusted relationships with community members.

This included providing additional training for Promotoras/ CHWs at partner CBOs regarding emphasizing to participants importance of entering address/contact information correctly, providing UCSD's program contact number, and informing participants that UCSD may contact them from an unrecognizable number to confirm their information if needed.

- Challenges with the Healthy Foodcard included low utilization with some participants either not activating or using their card, and questions regarding which stores and foods are eligible.



CCH is working with our CBO partners and providers to ensure participants have the information they need regarding their Foodcard benefits, and also conducting individual follow-up with those showing low utilization. Efforts also included development of new and updated program materials (e.g., flyers, website) to communicate key information to participants.

- **Additional resources would be helpful for participants regarding cooking, eating, and storing unfamiliar produce, and regarding ongoing food resources in the community.**
  - Challenges have included some participants not being familiar with or knowing how to cook or eat the produce they are receiving. CCH is working with partners and sharing additional information and recipes with participants via new and updated program materials (e.g., flyers, website).
  - There is also a need to identify additional food resources for participants once their time in the program ends. CCH and partners are working together to identify additional resources for participants, as well as seek additional funding to support ongoing program operation moving forward.
- **It's important to work closely with local food system, community, and health partners on program enrollment and implementation.**
  - Ongoing engagement and collaboration with community, health, and food system partners has been critical to making this program a success.

Additional strengths, challenges, and opportunities are detailed in Appendix A, as identified from a program partner survey and facilitated all-partner meeting discussion in March 2023.

<p><b>¡Más Fresco! Plus: Strengths</b></p>	<ul style="list-style-type: none"> <li>✓ Collaborative Approach</li> <li>✓ Community-Based Enrollment Process</li> <li>✓ Ease of Program Accessibility</li> </ul>
<p><b>¡Más Fresco! Plus: Challenges/Threats</b></p>	<ul style="list-style-type: none"> <li>✗ High Demand Relative to Limited Program Capacity &amp; Funding</li> <li>✗ High Cost of Healthy Foods due to Inflation</li> <li>✗ Other Social Determinant of Health Barriers to Healthy Food Access</li> </ul>
<p><b>¡Más Fresco! Plus: Opportunities</b></p>	<ul style="list-style-type: none"> <li>➤ Expand and strengthen partnerships with local CBOs, farmers, and health sector partners</li> <li>➤ Integrate nutrition education and additional resource and recipe sharing</li> <li>➤ Increase and expand program benefits</li> <li>➤ Continue to include and expand community participation and voice</li> <li>➤ Identify, advocate for and implement program sustainability options</li> </ul>

## Future Goals & Resource Needs

¡Más Fresco! Plus represents a scalable nutrition incentive program model integrating community, health, and food system collaboration to address critical issues of food and nutrition insecurity, reduce economic barriers to healthy eating, and support local partners.

Looking ahead, ¡Más Fresco! Plus is poised for further growth. In alignment with feedback from program partners and participants, **our vision includes scaling up the successes of ¡Más Fresco! Plus to expand program services and reach, encompassing more extensive nutrition education efforts, deepening our community, health, and food system partnerships, and continuing to break down the barriers to healthy food access for underserved communities.**

**The continued support of our funders and partners is crucial** as we strive to build on our achievements and extend our reach, positioning ¡Más Fresco! Plus to sustain program successes and continue making significant strides towards a healthier, more equitable San Diego County.

Future Goals for ¡Más Fresco! Plus
<p><b>1. Expand Program Services, Partnerships, and Populations Served.</b></p> <ul style="list-style-type: none"> <li>✓ Expand program resources and reach to serve more families across more regions within San Diego County, including the County's unincorporated/rural areas.</li> <li>✓ Expand program services for current and past participants to include more extensive nutrition education efforts and resources for families.</li> <li>✓ Partner with additional community-based organizations, health clinics, and farms/food system partners across San Diego County.</li> </ul>
<p><b>2. Achieve Program Sustainability.</b></p> <ul style="list-style-type: none"> <li>✓ Secure ongoing and institutionalized funding to support program expansion including ongoing program operations and infrastructure.</li> <li>✓ Identify opportunities for program expansion and sustainability including leveraging opportunities for integration with CalAIM Medically Tailored Meals Community Supports benefits available for Medi-Cal enrollees across California.</li> </ul>
<p><b>3. Advance Science Related to Food Security and Healthy Nutrition.</b></p> <ul style="list-style-type: none"> <li>✓ Expand research studies demonstrating the impact of nutrition incentive programs such as ¡Más Fresco! Plus and contributing to the advancement of science related to food security and healthy nutrition.</li> <li>✓ Conduct ongoing dissemination of successful program practices in support of opportunities for replication and integration of best practices across the state or nationally.</li> <li>✓ Expand partnerships with regional, statewide, and national organizations to continue to identify opportunities for program expansion, dissemination, and replication.</li> </ul>



# APPENDIX A. ¡MÁS FRESCO! PLUS STRENGTHS & OPPORTUNITIES COMMUNITY PARTNER FEEDBACK SUMMARY

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## Strengths & Facilitators

- What has helped facilitate the successes we have seen to-date?
- What strengths and resources do our different partners bring to the table?

Key Themes	Feedback Summary
<p><b>Collaborative Approach</b></p>	<ul style="list-style-type: none"> <li>✓ Collaboration and partnership with local CBOs, including Promotoras rooted in the community, is critical to establishing trust and being able to connect community members in highest need with the program</li> <li>✓ Collective impact approach incorporating shared mission and goals across partners helps facilitate collaboration</li> <li>✓ Open, consistent communication between partners is critical to ensuring smooth implementation and addressing challenges as they arise</li> <li>✓ Participatory approach to obtaining partner input on program materials helps increase understanding in the community</li> <li>✓ Engaging local farmers to deliver produce creates market demand, supporting farmers and promoting collaboration instead of competition to meet demand</li> <li>✓ Working with local farmers is critical to ensuring high-quality, good-tasting produce that appeals to participants</li> </ul>
<p><b>Community-Based Enrollment Process</b></p>	<ul style="list-style-type: none"> <li>✓ CBO partners and Promotoras dedicating time and resources to program promotion and enrollment at community locations allows for increased accessibility and trust-building to engage community members in need of services</li> <li>✓ Availability of online enrollment increases access for some community members</li> <li>✓ Availability of program flyers and enrollment materials in multiple languages increases access for diverse community members in need of services</li> </ul>
<p><b>Program Accessibility</b></p>	<ul style="list-style-type: none"> <li>✓ Lack of strict eligibility restrictions removes barriers and fills service gaps for those experiencing food insecurity/health disparities (e.g., elderly, families) to be able to participate in the program even if they do not qualify for CalFresh</li> <li>✓ High number of grocery store locations available for redeeming Foodcard benefits increases access for participants</li> </ul>

## Weaknesses & Challenges

- What gaps currently exist in the Mas Fresco Plus program?
- What implementation challenges have we experienced?

Key Themes	Feedback Summary
<p><b>High Demand Relative to Limited Program Capacity</b></p>	<ul style="list-style-type: none"> <li>✓ Current demand is higher than program capacity and can lead to delays in enrollment – in particular following increased program promotion in the community including word of mouth promotion beyond existing CBO partners</li> <li>✓ Current program capacity would need to be increased to address high level of community need – e.g., allowing enrollment for multiple families who live in the same household, options to enroll those with unstable housing, or options to extend program benefits beyond one year for families experiencing ongoing need</li> <li>✓ As demand and enrollments increase, increased communication needed with CBO partners regarding program capacity limits and status of enrolled families</li> </ul>
<p><b>High Level of Support needed for Community Members</b></p>	<ul style="list-style-type: none"> <li>✓ Many community members need a high level of staff support to address technology, literacy, and language barriers and facilitate successful enrollment, utilization of program benefits, and data collection</li> <li>✓ More support is needed in other languages including Arabic and Vietnamese to support enrollment of diverse communities in need of program services</li> </ul>

## Threats & Systems Barriers

- What individual, community, and systems-level barriers get in the way of successfully being able to improve access to healthy foods?
- How can we work together to address these barriers?

Key Themes	Feedback Summary
<p><b>Limited Program Funding</b></p>	<ul style="list-style-type: none"> <li>✓ Limited funding currently exists for programs such as ¡Más Fresco! Plus- there is a need for additional funding to support this type of produce prescription programs in high-need communities affected by food insecurity and health disparities</li> </ul>

<p><b>High Cost of Healthy Foods</b></p>	<ul style="list-style-type: none"> <li>✓ Healthy foods continue to be less affordable or accessible than less healthy fast food</li> <li>✓ Price of local produce increasing with inflation – to scale up, need to build in increased funding to support local farmers in scaling up their businesses</li> <li>✓ Need for advocacy and incentives for local businesses and stores to support affordable pricing of local produce</li> </ul>
<p><b>Social Determinant of Health Barriers to Healthy Food Access</b></p>	<ul style="list-style-type: none"> <li>✓ Many participants continue to experience other social determinant of health barriers to accessing healthy foods – including transportation barriers getting to grocery stores</li> </ul>

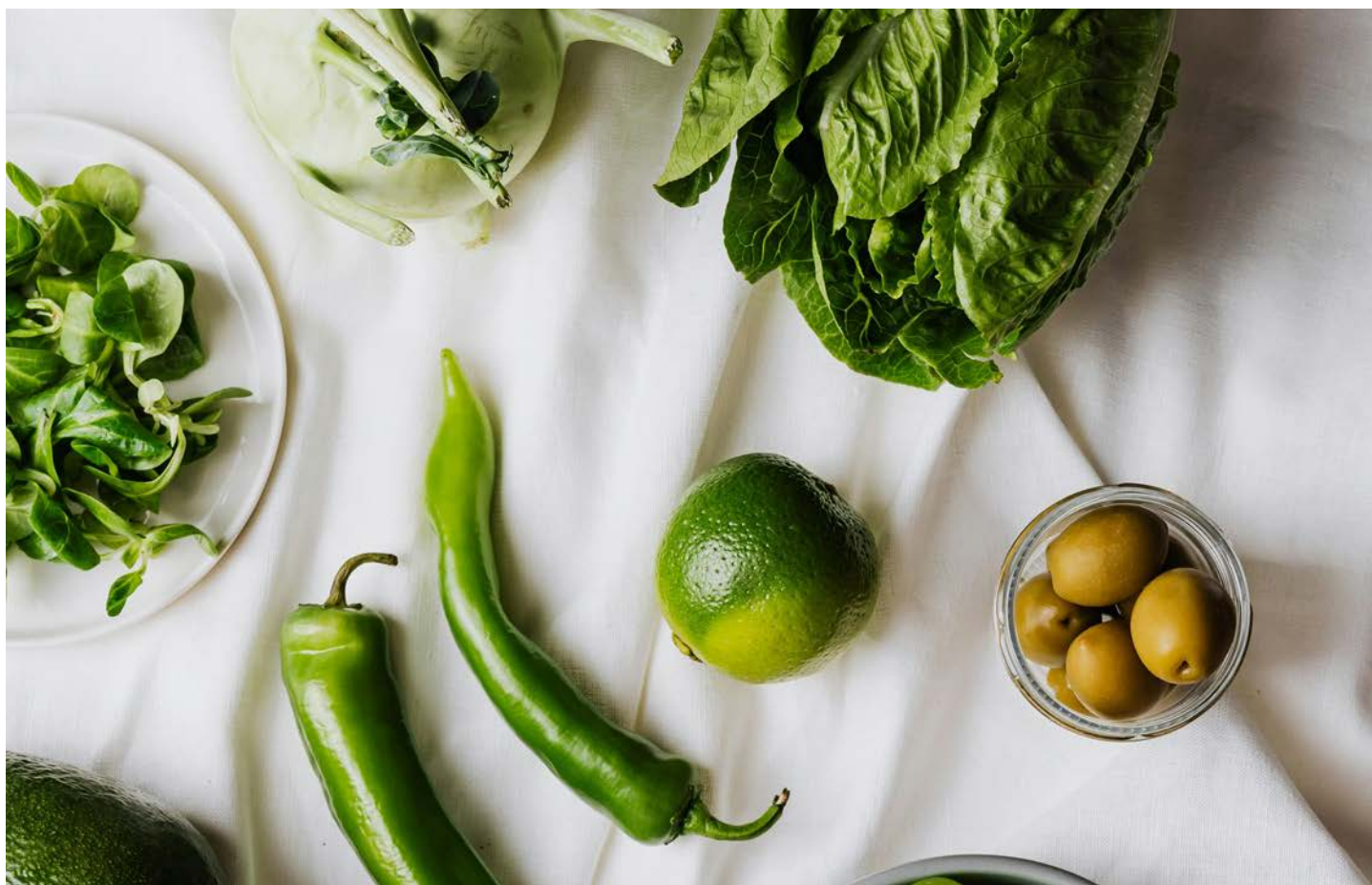
## Future Opportunities & Recommendations

- What future opportunities exist to improve the Mas Fresco Plus model?
- How could we help support community members beyond the scope of Mas Fresco Plus?
- How can we work together to improve food, health system, and community integration to improve access to healthy foods?

Key Themes	Feedback Summary
<p><b>Expand and strengthen partnerships with local CBOs, farmers, and health sector partners</b></p>	<ul style="list-style-type: none"> <li>✓ Implement additional in-person and/or virtual communications with partners to continue relationship-building across sectors, in line with collective impact approach</li> <li>✓ Explore other resources available for participants through current partner agencies</li> <li>✓ Expand partnerships with additional local CBOs serving the community</li> <li>✓ Increase collaboration and communication with local farmers                             <ul style="list-style-type: none"> <li>• Increase collaboration with local urban farmers</li> <li>• Conduct focus groups or interviews with local farmers to incorporate input/feedback</li> </ul> </li> <li>✓ Increase collaboration with health sector partners                             <ul style="list-style-type: none"> <li>• Partner with additional health clinics/providers to integrate program as part of patient care</li> <li>• Collaborate with health partners to collect and monitor participant health outcomes</li> </ul> </li> </ul>



<p><b>Integrate nutrition education and additional resource and recipe sharing</b></p>	<ul style="list-style-type: none"> <li>✓ Add nutrition education component for program recipients, e.g.,             <ul style="list-style-type: none"> <li>• Collaborate with local CBOs/Promotoras to provide cooking classes/home visits focused on promoting healthy eating</li> <li>• Provide healthy recipe cards for participants</li> </ul> </li> </ul>
<p><b>Increase and expand program benefits</b></p>	<ul style="list-style-type: none"> <li>✓ Increase program capacity to serve more participants and to provide benefits for a longer period of time</li> <li>✓ Add additional store locations for participants to use Foodcard benefits, e.g. Farmer's Market locations and cultural grocery stores like Northgate Market</li> </ul>
<p><b>Provide food resources tailored to needs</b></p>	<ul style="list-style-type: none"> <li>✓ Develop customized, tailored produce boxes for participants with different needs (e.g., elderly, working families, "jumbo" boxes for larger families)</li> </ul>
<p><b>Continue to include and expand community participation and voice</b></p>	<ul style="list-style-type: none"> <li>✓ Implement additional strategies (e.g., focus groups) to collect participant feedback and increase community member voice/input during program implementation</li> <li>✓ Create opportunities for participants to meet/engage with local farmers – e.g., via educational field trips/Farmer's markets</li> </ul>
<p><b>Identify, promote and implement program sustainability options</b></p>	<ul style="list-style-type: none"> <li>✓ Many participating families continue to experience need after their participation in the program ends – important to identify resources and options for sustaining program benefits/ providing ongoing food resources for families with continued need             <ul style="list-style-type: none"> <li>• Connect participants with local food resources to facilitate ongoing food access</li> <li>• Organize group deliveries to community locations such as community centers, senior citizen facilities, churches, etc. for those in need to pick up food boxes</li> <li>• Implement incentives for participants exiting the program to shop at local farms such as Foodshed or farmer's markets during their last month of program participation</li> </ul> </li> <li>✓ Promote ongoing sustainability funding and support for participants, partners, and local farmers             <ul style="list-style-type: none"> <li>• Conduct media promotion, e.g. sharing media stores including community, farmer, retailer perspectives on program benefits</li> <li>• Collaborate/connect with CalAIM initiative to explore sustainability options – focus on prioritizing local, organic, climate-smart food procurement</li> <li>• Promote more healthy prepared foods to be available at affordable prices and in locations that are convenient to our target communities</li> </ul> </li> </ul>



# APPENDIX B: ¡MÁS FRESCO! PLUS PROGRAM ENROLLMENT WEBSITE







FOR PARTICIPANTS >>

ENGLISH ESPAÑOL

# ¡más fresco! plus

Get a box of farm-fresh fruits and vegetables delivered to your home twice a month for 12 months!

**ENROLL** **INSCRIBIRSE**

## Program Information

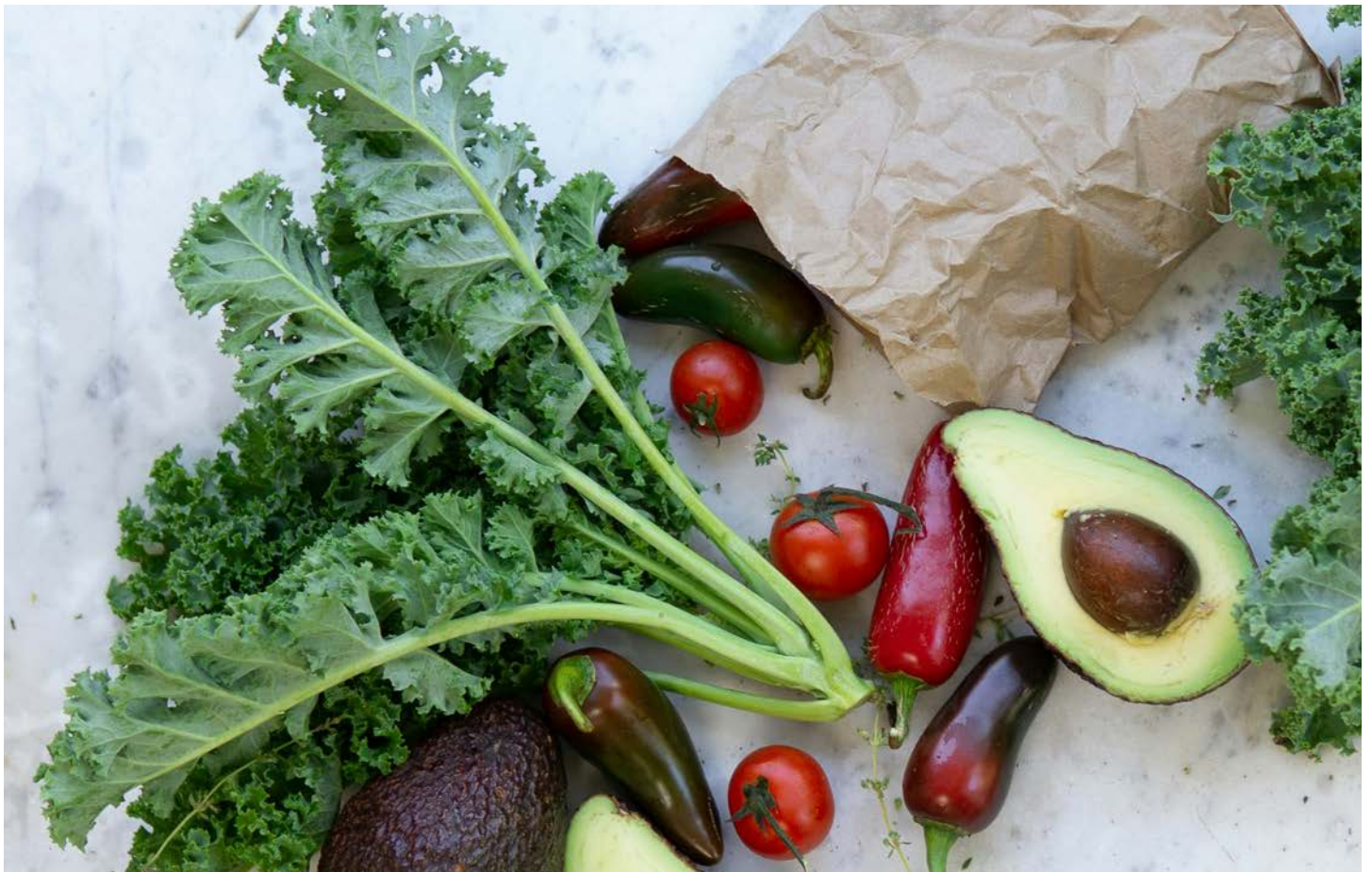
As a part of the program, you will receive a variety of farm-fresh fruits and vegetables twice a month for 12 months. [Click here for resources on:](#)

- Healthy recipes
- Healthy eating
- Information on how to store and prepare different fruits and vegetables

[Click here to view our program flyer.](#)

[¡Más Fresco! Plus Program Enrollment Website](#)





# APPENDIX C: ¡MÁS FRESCO! PLUS SAMPLE FLYER

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**Get \$50 a month to purchase healthy foods, including fresh fruits and vegetables, for 12 months!**

**Enroll online at [www.masfrescopluscard.org](http://www.masfrescopluscard.org)**

**Who is eligible to participate?**

- 18 years of age or older
- Referred by a San Diego County community-based organization
- One participant per household
- Live in San Diego County
- Have not previously participated in the iMÁS Fresco! Plus program

**What stores can I use my Foodsmart Foodcard at?**

- Albertson's
- Food 4 Less
- Ralph's
- Vons
- Walmart



Scan the QR code with your phone to visit the website to enroll



Each participant will receive a **Foodsmart Foodcard** in the mail 3 weeks after confirming your mailing address with our staff.

\$50 will be added to your Foodsmart Foodcard every month for 12 months to buy healthy foods. When you get your card, **you will need to activate it to start using your card.** Your card will come with instructions to activate it.

**For support with your Foodcard, contact Foodsmart Support at (415) 800-2311 or [support@foodsmart.com](mailto:support@foodsmart.com)**

**What can I buy with my Foodsmart Foodcard?**

- Any variety of fresh, whole or cut, fruits and vegetables
- Bagged fruits and vegetables
- Bagged or packaged salad mixtures
- Garlic, onion, ginger, jalapenos, peppers, and chilies
- Canned fruits and vegetables
- Frozen fruits and vegetables
- Nuts, seeds, beans, and legumes
- Whole grains, such as oats, brown rice, quinoa, and whole wheat bread

**Questions?**

**Contact iMÁS Fresco! Plus Support**

Phone: (888) 315-6602

E-mail: [masfrescoplus@health.ucsd.edu](mailto:masfrescoplus@health.ucsd.edu)

**UC San Diego** | Center for Community Health  
ALTMAN CLINICAL & TRANSLATIONAL RESEARCH INSTITUTE

iMÁS Fresco! Plus Program Sample Flyer





For more information, please email  
[masfrescoplus@health.ucsd.edu](mailto:masfrescoplus@health.ucsd.edu)