VeggieRx is a behavior change program for low income individuals, youth and families with diet-related health conditions. The program provides nutrition education, health monitoring, and access to healthy foods through a series of 8 classes over 16 weeks. Participants engage in discussions and hands-on activities about nutrition and cooking, and receive vouchers to spend on fruits and vegetables at local farmers’ markets.

**2015 IMPACTS**

- **52** Adults completed the program
- **164** People received vouchers
- **$14,600** Vouchers spent
- **110** Total pounds lost

**Post-Survey After 16-week Program**

- **82%** Reported eating more vegetables than when they started VeggieRx
- **84%** Reported eating more fresh fruits than when they started VeggieRx
- **99%** Reported knowing where to purchase fruits and vegetables near their home after the program. Compared to 48% with that knowledge before the program.
- **92%** Reported being likely to continue buying produce at farmers’ markets after the program. Compared to 38% who had shopped farmers’ markets in the month before starting VeggieRx.
- **99%** Reported being very or somewhat comfortable cooking with fruits and vegetables. Compared to 48% with that same comfort before the program.

**After 16-week Program**

- **35%** Lost weight during VeggieRx
  - **5.2lbs** Average lost per participant

**One-year Follow-up Post-program**

- **33%** Adults continued to lose weight
- **38%** Youth continued to improve BMI percentile
- **75%** Report Eating the Same Amount or More Fruits and Vegetables as during the program