

Northeast Michigan Prescription for Health

Denise Thompson RD, Wellness Program Manager, Alcona Health Center

Barbara Porrett, Marketing and Community Outreach Manager, Alcona
Health Center

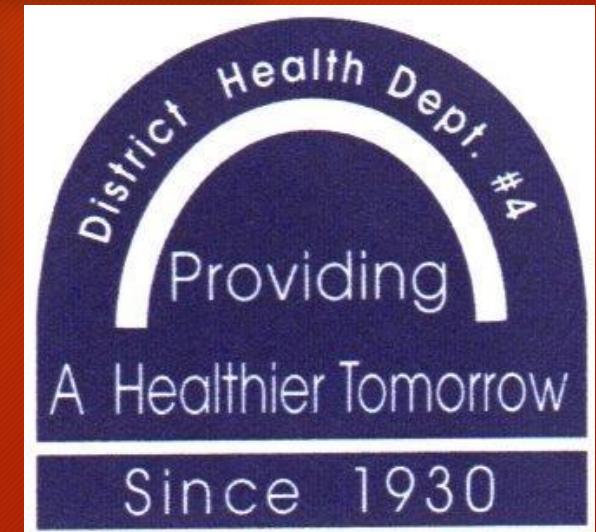


Northeast Michigan Prescription for Health

- Funded by the Michigan Health Endowment Fund
- Grant is awarded to the Community Foundation of Northeast Michigan from Jan. 2016 - Dec. 2017
- Alcona Health Center administers the program

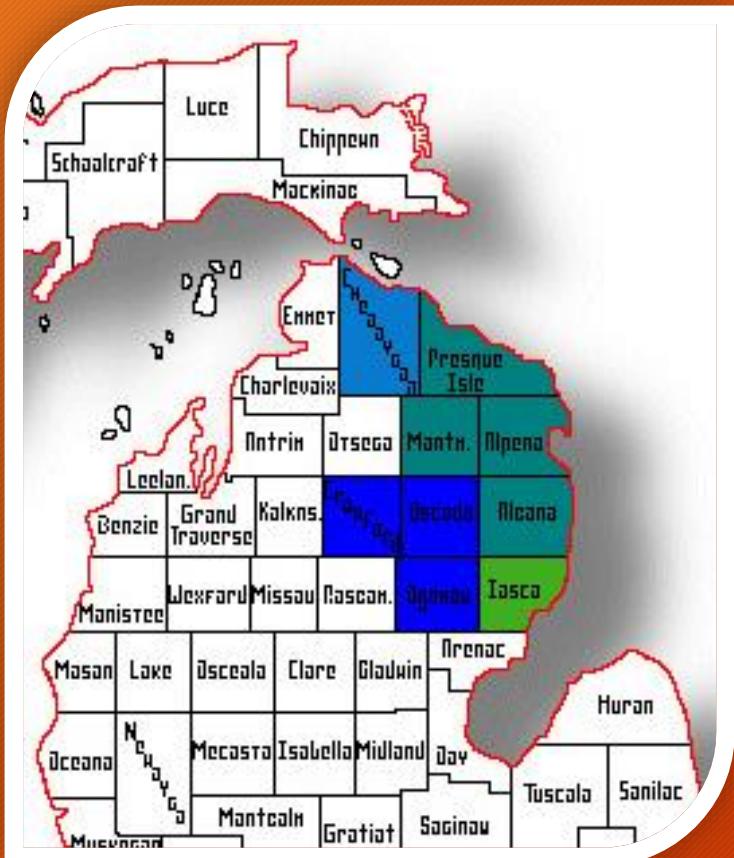
Partners

MICHIGAN STATE
UNIVERSITY | Extension



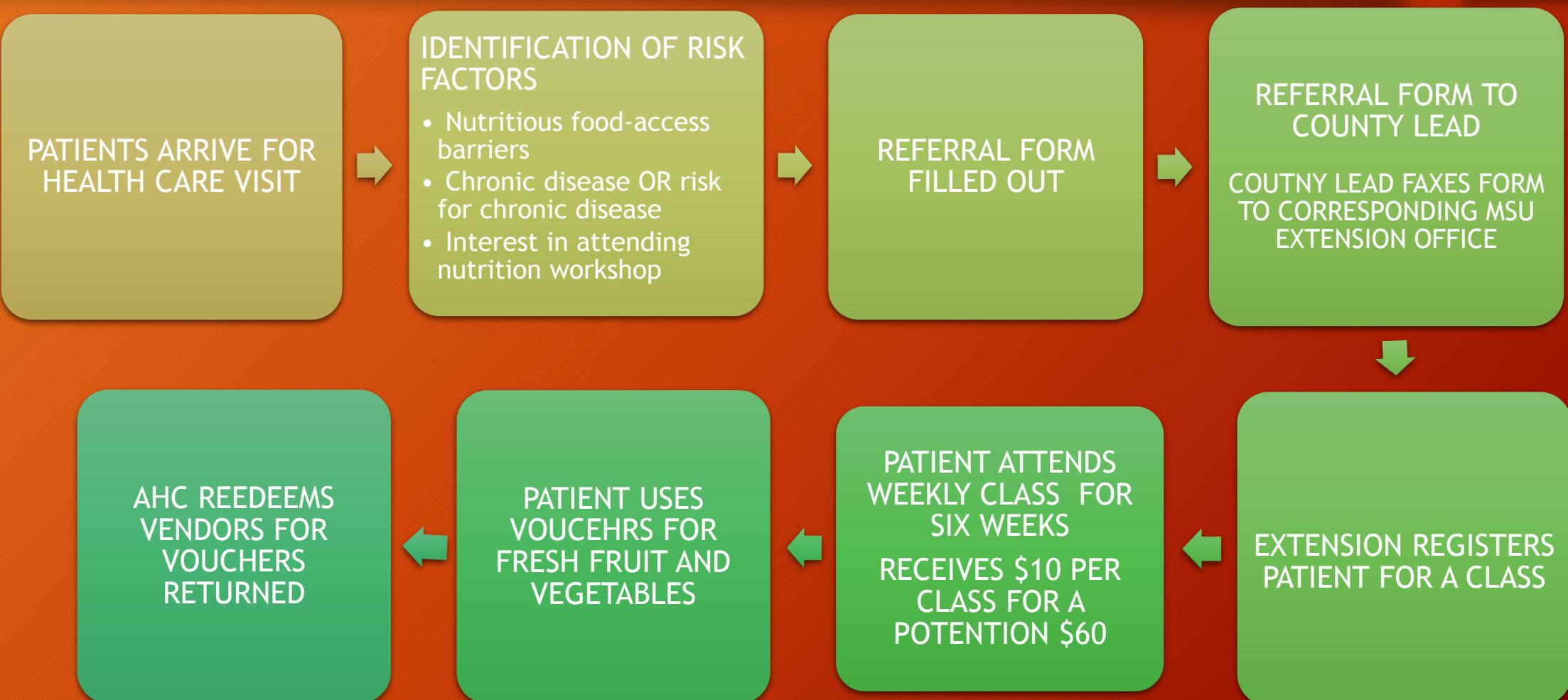
**District Health
Department #10**
Healthy People, Healthy Communities

Program Overview



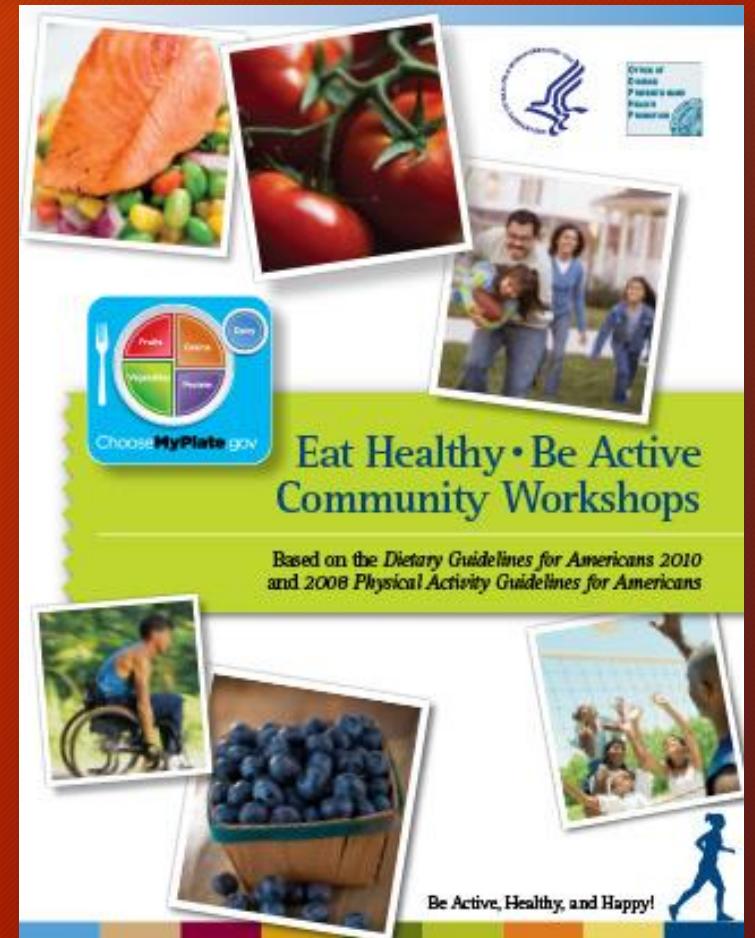
- Program available to residents in: Alcona, Alpena, Crawford, Cheboygan, Iosco, Montmorency, Ogemaw, Oscoda, and Presque Isle
- Participants attend SIX weekly nutrition education sessions
- At the END of each session they receive \$10 in vouchers
- Vouchers are redeemable for FRESH fruit and vegetables at participating farm markets and grocery stores

Referral Process



Nutrition Education

- USDA's *Eat Healthy, Be Active* Series
 - Week 1 - Enjoy Healthy Food that Tastes Great
 - Week 2 - Quick, Healthy Meals and Snacks
 - Week 3 - Eating Healthy on a Budget
 - Week 4 - Tips for Losing Weight and Keeping It Off
 - Week 5 - Making Healthy Eating Part of Your Total Lifestyle
 - Week 6 - Physical Activity is the Key to Eating Well



Vouchers



Each participant receives \$10 in vouchers at the end of every class

Participant **MUST** attend the class to receive the vouchers

Vouchers are valid through the end of the calendar year, although participants are encouraged to use them during class.

Valid for fresh fruits and fresh vegetables only

Vendors

Farmer's Markets

Fruit/Vegetable Stands

Local Grocery Stores



© Jennifer Smith-Mayo

Year One: Results

- 279 participants went through the program
- 41% of the folks who reported a pre and post weight lost weight
- Participants lost an average of 7# during the 6-week program
- 100% of participants who lost weight attended at least 4 out of 6 classes
- 64% of participants who lost weight attended all 6 classes



Year One: Behavior Changes

- 31% increased fruit consumption.
- 29% increased vegetable consumption
- 31% improved in eating fruits and vegetables as snacks.
- 28% more often thought about healthy choices when deciding what to feed their families.
- 80% improved in one or more nutrition practice.
- 75% improved in one or more food resource management practice.
- 23% improved in level of physical activity.



Year Two: Results as of September 2017

- 836 participants have gone through the 2017 program
- 1,115 participants have gone through the program since 2016
- 54% of the folks who reported a pre and post weight lost weight (or 33% of total participants)
- Participants lost an average of 6# during the 6-week program
- 99% of participants who lost weight attended at least 4 out of 6 classes



Testimonies

- One participant shared “[I] lost 20lbs in 2 sets of classes”
- One man joined because he needed help feeding his wife. She had dementia that progressed quickly and he did not know how to do housework. He couldn’t boil water. He **did not know how prepare food** that did not come from a box. He attended the PFH classes, put all the handouts in a binder, and took notes. At the end of the class he sent the class instructor a picture of a dinner he has prepared next to a cookbook she had given him. **He was so thankful to take the PFH classes and learn how to prepare healthy meals for his wife.**

Testimonies

- One woman was **hesitant to join PFH** as she does not read or write and was not comfortable filling out paper work. Leader told lady she would help fill out the papers. Lady was very obese and did not exercise, also very shy and does not go out in public much. Leader told lady to at least try first class and if not comfortable after class then she does not have to continue with the program. Lady is undereducated in the "Healthy eating" world. **She ate fast food, frozen pizza, and pre-packed dinners daily. Only ever drank pop, coffee, and juice.** Patient did attend all 6 classes and said she really learned a lot. After the first class she changed many eating habits. She slowly lost weight and **is now down 25# just by changing a few items in her daily diet** and being more mindful of what she eats. Lady said **she didn't realize how much she likes vegetables due to not trying them or not knowing how to cook them.** She is also more active now and is feeling better then she has in a long time.

Other

- Many people were interested in repeating the program to further absorb the information and continue to learn
- Word-of-Mouth became a great promoter of the program. During Class #1, people wanted to bring their friends with them to the remaining classes.

Program Barriers

- Transportation to classes
- Evaluation forms not completed
- Large service area - *Solution: Get the right staff involved!*
- Finding and knowing about vendors within a reasonable distance from participant homes
- Providers referring the program
- Getting the word out about the program in ways other than the typical newspaper, radio, TV. Word of mouth proved quite effective.



Recipe for Success

- TEAMWORK
- ENTHUSED STAFF
- Multiple marketing methods
- Strong communication among members

The Future

- Funding
- Statewide programming?
- Get involved in the conversation:
 - Dru Montri, Executive Director of Michigan Farmer's Market Assoc: dru@mifma.org
- Washtenaw Public Health has a free implementation packet online
- Denise Thompson RD: dthompson@alconahc.org

Questions?

