

HEALTHY INCENTIVES

2022 ANNUAL REPORT

DOUBLE UP FOOD BUCKS AND IOWA PRODUCE PRESCRIPTION

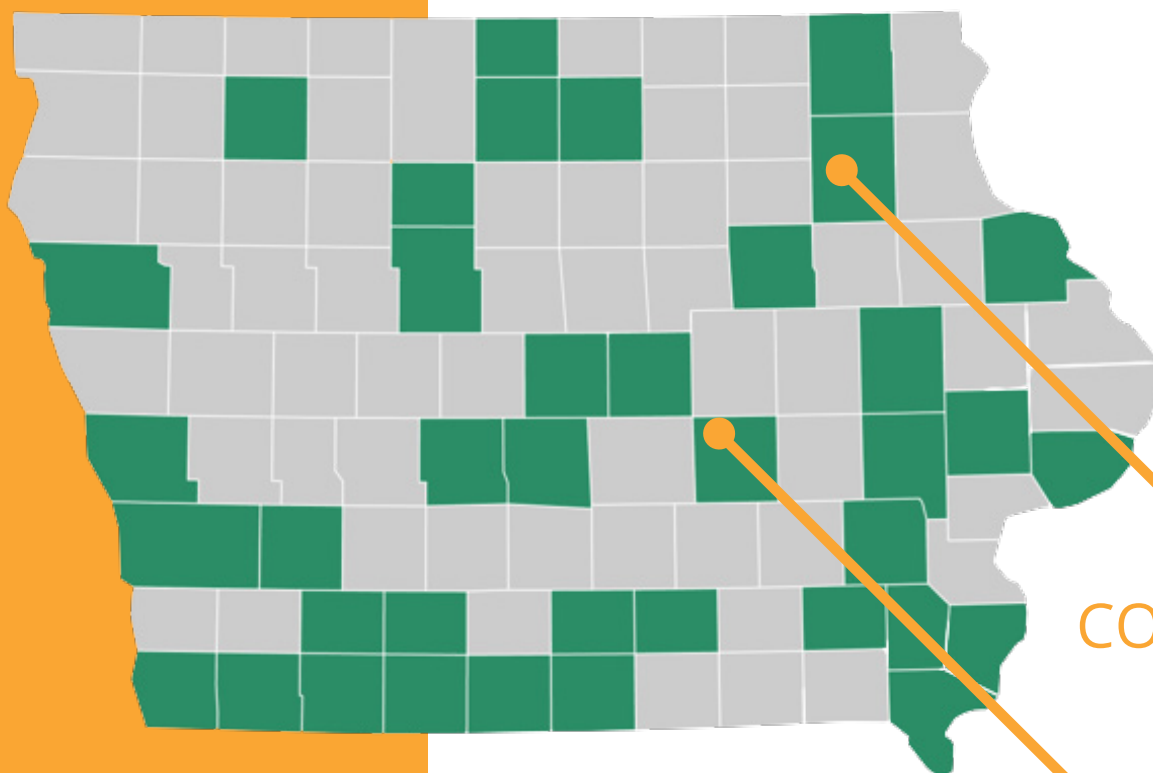


Healthiest State
INITIATIVE

DOUBLE UP FOOD BUCKS



DOUBLE UP
FOOD BUCKS™



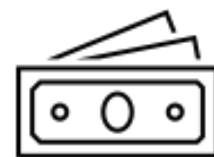
35
COUNTIES

94
LOCATIONS

Double Up Food Bucks is a SNAP-incentive program in Iowa that matches food assistance dollars 1:1 on purchases of fresh produce at participating farmers markets and grocery stores.

\$808,714

REDEEMED IN 2022



980,260

SERVINGS OF PRODUCE

61,734

IOWANS BENEFITED



LEARN MORE:
DoubleUpIowa.org

2022 BY-THE-NUMBERS

Since the launch of Double Up Food Bucks in 2016, the program has steadily grown year over year to provide fresh produce to more lowans across the state. In 2022, Double Up Food Bucks continued to expand, through partnerships with grocery stores, farmers markets, and cooperatives to meet lowans in need, where the purchase groceries.



Double Up Food Bucks
EARNED

Double Up Food Bucks
REDEEMED

**INDIVIDUALS
BENEFITED**

<u>2022</u>	<u>PROGRAM TO DATE</u>
\$1,658,942	\$9,933,938
\$808,714	\$4,319,275
61,734	325,684

Offering Double Up Food Bucks at Farmers Markets across Iowa gives SNAP users more options to choose from when buying their fresh produce, and puts money directly in the hands of local Iowa growers.

FARMERS MARKET REDEMPTION

<u>2022</u>	<u>PROGRAM TO DATE</u>
\$234,370	\$852,558

PROGRAM FUNDING

Double Up Food Bucks is funded by the private sector and a federal U.S. Department of Agriculture match grant.



Double Up Food Bucks is supported statewide and locally by private donors and partners, including:

- Amerigroup
- Alliant Energy
- Bank of America
- Corteva
- Iowa Total Care
- Farmers Mutual
- Hail Insurance
- Green State Credit Union
- Kemin
- United Healthcare

DID YOU KNOW: 100% of Double Up Food Bucks incentives are spent at lowa-owned grocery stores and farmers markets, creating a **\$1.5 million economic impact** in 2022.

CUSTOMER FEEDBACK

“The Double up program has been so very helpful for our family and has encouraged us to eat a lot more fresh fruit and vegetables!”

“I am so grateful for having double up food bucks. Being able not to really worry about how we will afford veggies and fruits.”

“I love that Fareway does this. It allows my family to eat healthy food more often than we normally would. Twice as often in fact. Love the program.”

“I LOVE DOUBLE UP FOOD BUCKS!!!! This is an Amazing program!! This program has let me eat more fruits and vegetables like I want to! It is soo hard to eat healthy and not have too much starch on a low income &/or on assistance.”

PRODUCE PRESCRIPTION PROGRAM

IN PARTNERSHIP WITH:



Produce prescriptions work to help foster healthier eating habits to prevent & manage chronic diseases while improving nutrition insecurity. It is a tool for health care professionals to address the social determinants of health by “prescribing” nutrition education & financial incentives to purchase fresh fruits and vegetables.

The Produce Prescription Program is a partnership between Broadlawns Medical Center, Primary Health Care - Engebretsen Clinic, Iowa Healthiest State Initiative and local retailers (Hy-Vee, Fareway, C-Fresh, Capital City Fruit and seasonal farmers markets).



319

INDIVIDUALS

received vouchers
(84 participating households)

\$34K

REDEEMED

for fresh produce

284

BUS PASSES

distributed to families with transportation needs

This program **breaks down financial barriers** that stand in the way of a motivated family developing healthy habits. The patients and families in the program report the vouchers are **easy to use and so impactful for their health**. Many patients in the program have shown improvement in their **consumption of fruits and vegetables, slowing weight gain, and improvement of hypertension** and lipid and liver abnormalities.

— Dr. Groos, MD FAAP, Pediatrician, Primary Health Health Care Inc.

THANK YOU SPONSORS!

The Healthiest State Initiative's Healthy Incentive programs would not exist — much less be a success — without the support of our sponsors, funders and support from local partners!

DOUBLE UP FOOD BUCKS



POLK COUNTY PRODUCE PRESCRIPTION PROGRAM



THE UNITED STATES CONFERENCE OF MAYORS

PARTNERS



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The Iowa Healthiest State Initiative is a nonprofit organization with the goal to become the healthiest state in the nation by improving the physical, social and emotional well-being of Iowans.