

Welcome to Prescription for Health

Aspirus Fruit and Vegetable Prescription (FVRx) Program

Reports on Wisconsin’s health status show that we all have room for improvement when it comes to fruit and vegetable consumption. Eating at least 5 cups a day of fruits and veggies is an effective way to prevent type 2 diabetes, heart disease, and certain types of cancer.

Diet has surpassed smoking as the number one cause of death and disease in America. Prescription for Health offers a simple, yet effective solution. And beyond the benefits to the patient, local economies thrive because every dollar spent benefits the farmer, the retailer and the distributor.

Millions of Americans can’t afford to eat healthy food. They have no choice but to stretch their paycheck by buying inexpensive, highly processed, nutritionally depleted food for their family. Simply put, if people can’t afford produce, they can’t buy it. But when they can, they do. And when people in our community eat more fruits and vegetables, we see immediate improvements for families and farmers – and enormous long-term gains for public health, local economies, and the environment.

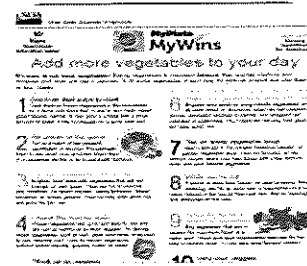
This program was designed so that health care providers could help their patients eat more fruits and veggies by using local resources. The program empowers health care providers to prescribe produce to patients before they develop diet-related illness, rather than prescribing medication after it’s too late.



Health Care Provider prescribes produce (Prescription for Health) to improve health outcomes



Patient redeems the Prescription for Health at Local Farmers Market



Prescription for Health Program provides patient with information to support them in making healthy choices

Goal of FVRx: The goal of this program is to connect our patients to their local farmers to support a healthy, thriving community. A Prescription for Health is a simple tool but sends a powerful message to patients when this program is recommended by their health care provider. The “programming” portion provides patients with confidence, knowledge, skills, and resources to increase their own fruit and vegetable intake as well as their families.



Program testimonial:

A low-income family seen at our Aspirus Weston Clinic encountered a setback when their family's food stamps were cut back because of the mother's employment. This limited their ability to buy the fresh produce the family enjoys since they were on a much tighter budget. The family was so excited to get the \$20 voucher for fresh fruits & veggies so that they would have food to eat for a few more days. The mom realized that she could spend the family's food stamps on protein & receive lots of vegetables & fruits with the prescription program. The Nurse care coordinator educated the patient & family on the importance of healthy food choices & encouraged good nutrition through fresh fruits & vegetables for overall good health & well-being. The mom involved her children in the process & encouraged them each to buy vegetables because she recognized that they then wanted to eat what they bought! Her son picked out Brussels sprouts & the daughter picked out green beans & squash. Mother said it was great because each time they went, they would pick out a vegetable & they actually ate them! Family, community, & health all wrapped into one.