

# FRUIT AND VEGETABLE INCENTIVE PROGRAMS

## LATINO HEALTH EQUITY

### CONFERENCE

**Participant name #1**

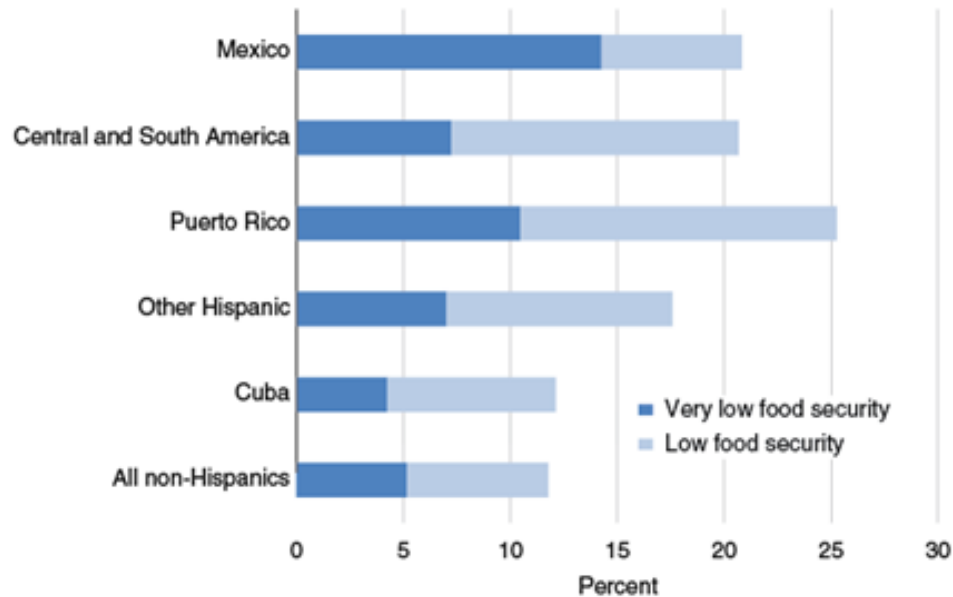
**Participant name #2**

**Andres Rodriguez | C+C**



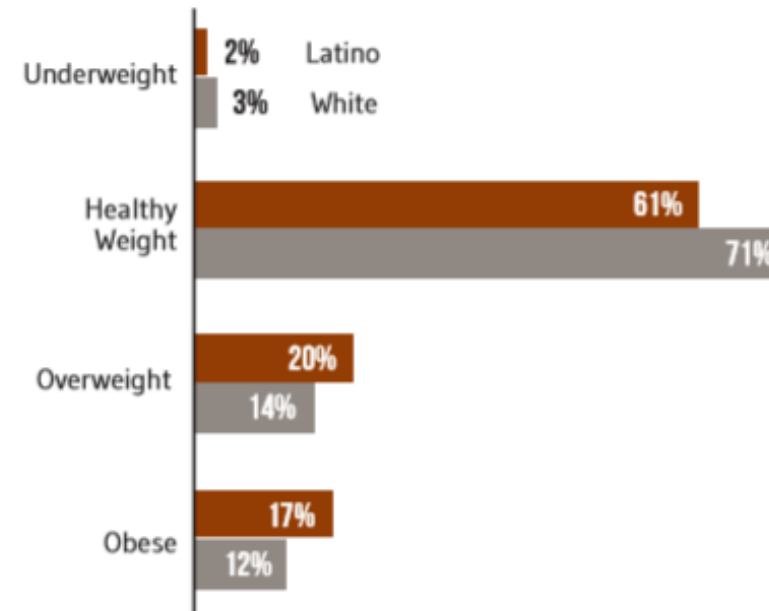
# WHY TODAY MATTERS

Prevalence and severity of food insecurity among Hispanic adults in 2011-14 differed based on country of origin



Source: USDA, Economic Research Service using data from Current Population Survey Food Security Supplement.

Figure 29. Over one-third of Latino youth are overweight or obese.



Body Mass Index of 11th Graders, 2015 Oregon Healthy Teens Survey

**40%** claim fruits and vegetables are too expensive



# INCREASING ACCESS TO LOCAL FARMERS MARKETS



The program provides EBT shoppers who receive Basic Food assistance the ability to receive up to \$10 using Fresh Bucks to purchase fresh fruits, vegetables, and edible plants at participating farmers markets in the Seattle area.

# INCREASING ACCESS TO LOCAL FARMERS MARKETS

## **TASK:**

Help increase participation in the Fresh Bucks program and raise awareness of the program among key diverse communities who qualify for EBT benefits.

## **WHO ARE WE SPEAKING TO?**

Research to indicate: Socioeconomic status, General Health Status, Demographics, Race/Ethnicity



# INCREASING ACCESS TO LOCAL FARMERS MARKETS

## **DESIRED AUDIENCE:**

**Latino, Spanish-speaking EBT-eligible residents in Central Seattle. Somali, EBT-eligible residents in South Seattle**

## **THE ROLE OF COMMUNITY BASED ORGANIZATIONS:**

**Working together to host Focus Groups**

**Work together to conduct message testing and visual elements**



# INCREASING ACCESS TO LOCAL FARMERS MARKETS

## **OUTCOME:**

**Uncovered barriers and motivators**

**Worked with the community to test messaging**

**Relevant campaign in Spanish and Somali**



## **Bienvenido a Fresh Bucks**

Fresh Bucks les permite a los beneficiarios de SNAP/EBT y a otros residentes elegibles de Seattle acceder con más facilidad a la compra de frutas y verduras frescas. Lea a continuación para obtener más información sobre qué programa Fresh Bucks podría funcionar para usted.

