Health Incentive: Reducing Waist Size while Expanding Wallet Size

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HEALTH INCENTIVE: REDUCING WAIST SIZE WHILE EXPANDING WALLET SIZE

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Family Medicine Clerkship: July-August 2019
Mentor: Dr. Meghan Gump
In Franklin County, **over 10% of people and 18% of children are food insecure.** Over two thirds of Franklin County residents eat less than the USDA recommended amount of vegetables per day.

Poor diet is associated with **45% of Cardiovascular and metabolic related deaths** nationwide and several preventable chronic disease including cardiovascular disease, diabetes, cancer, and obesity.

In Franklin County, **54% of residents and around 30% of children are overweight or obese.**

Nearly a third of the population of Franklin County lives in households with incomes at or below 200% of the federal poverty level.
Public Health Cost

Projected **total cost of chronic disease** 2016-2030 in Massachusetts: **$870 Billion**

Chronic Conditions contribute to **56% of all Mortality** in Massachusetts

**Poor nutrition** is one of the leading risk factors in the development of chronic disease

Although, the conditions in which people live, learn, work, and play do not offer equal access to make this possible, resulting in inequitable health outcomes for some populations
Health Incentive Program through SNAP

• Health Incentive Program (HIP) increases access to locally grown fruits and vegetables for the SNAP (formerly food stamps) client

• **100% reimbursement** (up to a monthly limit) when users purchase fruits and vegetables at farmers markets, farm stands, mobile markets, and Community Supported Agriculture (CSA) programs statewide

• Benefits family and community health and support farms and the local economy

• Reduces health inequities
Community Perspective

• “Based on our most recent survey, almost 90% of SNAP users have either never heard of the Health Incentive Program (HIP) or know how to use it. We need to find better ways of disseminating not only the many benefits of the program, but also how to help individuals be comfortable using HIP.”
  - Justin Costa, Director of Center for Self Reliance Food Pantries

“Because we practice medicine in one of the poorest counties in Massachusetts, over 30% of our patient population uses SNAP. Having educational material readily available for our patients and providers would be enormously beneficial”
- Dr. Meghan Gump, MD Family Medicine Physician
Intervention and Methodology

- Reviewed literature and current resources for patients on food insecurity and access to healthy foods.
- Consulted with community providers, dieticians, food bank coordinators, on the importance and the barriers of increasing access to healthy foods.
- Created a very user-friendly brochure with information on:
  - Importance of good nutrition
  - Health Incentive Program (HIP) through SNAP
  - Locations of HIP vendors
Intervention: Brochure

For More Information:
1-800-645-8333
Project Bread FoodStaxx Hotline
(160 Languages available)
1-800-997-2555
Check your SNAP balance and check how close you are to your HIP Healthy Limit
Online: www.mass.gov/HIP

Healthy Incentives Program
Fresh, canned, dried, frozen. It’s HIP to be healthy!

Putting Healthy Food Within Reach
Supplemental Nutrition Assistance Program

Earn More SNAP Dollars with the Healthy Incentives Program

Locations Near You

Did you know...
A diet rich in fruit and vegetables reduces your risk of chronic conditions including heart disease, diabetes, some cancers, and obesity.

Locations Near You

Follow these easy steps!
1. Have a SNAP balance
2. Find a HIP Vendor
3. Buy Fruits and Veggies
4. Earn your money back!

Locations Near You

Greenfield Farmers’ Market
Greenfield Winch: Farmers’ Market
Great Falls Farmers’ Market
Just Roots Farm Stand/CIA
Lyonsville CIA Farm
Clarksdale Fruit Farms
Bernardston Farmers’ Market
Results and Responses

- The brochure is designed to be an educational resource as well as a reminder for providers and patients on the resources available that aid in providing access to healthy food
- Providers of Valley Medical Group in Greenfield, MA were very receptive to the brochure as they believed it aligned with their guidelines on education materials
- Patients enjoyed the user-friendly design and were thankful for the additional knowledge about HIP
- Brochures were put on display throughout the clinic of Valley Medical Group
Evaluations and Limitations

• Evaluating the effectiveness of the brochure could entail looking at the HIP user tracking data to see if there is an increase in Franklin County.

• Additionally, another tool could be to use a patient survey on their reaction to the brochure and its helpfulness.

• Furthermore, a provider survey to find out if reported nutrition has improved among these users.

• Limitations would be the time constraints of the clerkship and thus the inability to properly assess the effectiveness of the brochure through surveys.

• Additionally, Franklin County has low levels of education and many patients may not find the brochure accommodating.
Future Projects and Recommendations

- Encourage support staff and providers to actively distribute brochure as part of their general screening for food insecurity
- Track HIP activity in Franklin County through mass.gov and identify any improvements in utilization
- Use patient surveys to improve upon brochure and learn how to better disseminate educational material
- Collect long-term data on the HIP project by using end points such as hospitalizations from chronic disease, mortality, medical cost, disease burden, and economic impact.
References


- Micha, R et al. Association Between Dietary Factors and Mortality From Heart Disease, Stroke, and Type 2 Diabetes in the United States. JAMA. 2017;317(9):912-924.
Thank you for agreeing to be interviewed. This project is a requirement for the Family Medicine clerkship. It will be stored on the Dana Library ScholarWorks website. Your name will be attached to your interview and you may be cited directly or indirectly in subsequent unpublished or published work. The interviewer affirms that he/she has explained the nature and purpose of this project. The interviewee affirms that he/she has consented to this interview.

Consented_X__

Name: Justin Costas
Name: Meghan Gump