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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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Greenfield, MA

Family Medicine Clerkship: July-August 2019

Mentor: Dr. Meghan Gump

Problem Identification

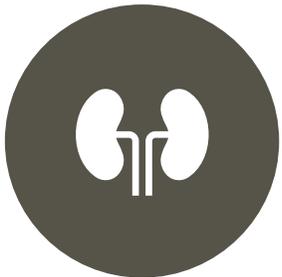


In Franklin County, **over 10% of people and 18% of children are food insecure.**

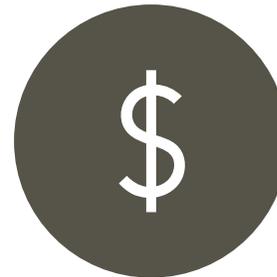
Over two thirds of Franklin County residents eat less than the USDA recommended amount of vegetables per day.



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

HEALTHY INCENTIVES PROGRAM

Increasing Access to Healthy Foods

Hundreds of thousands of households in Massachusetts rely on SNAP (Supplemental Nutrition Assistance Program) benefits to feed their families each month, and are limited in their ability to purchase fresh, local, healthy foods.

Thanks to a grant from USDA and collaboration among state agencies, non-profit organizations, and farmers, beginning in April 2017, the Healthy Incentives Program (HIP) will match each SNAP dollar spent on fruits and vegetables at farmers' markets, farm stands, CSAs, and mobile markets statewide.

Over a million dollars more in healthy foods will be available to SNAP families over three years, helping to supplement their family's food purchases, with the money from those purchases going to support local farms.

HOW DOES IT WORK?

SPEND SNAP TO EARN HIP

Customers purchase fruits and vegetables using their SNAP benefits.

Each dollar spent adds another dollar instantly to customers' accounts.

Receipt displays customers' incentive earnings for easy tracking.

Monthly HIP incentives range from \$40-\$80, depending on household size.

How Can My Organization Contribute?

Help MA families and farms thrive by investing in HIP

The HIP Coalition is looking for statewide partners (hospitals & health centers, private foundations, non-profits) to provide financial support to the HIP-FINI Trust. This will help leverage federal, state, and private dollars to realize a successful HIP project implementation. Help us reach our goal of \$2.2 million before December 2016 by contacting Frank Martinez Nocio at 617-306-5826 or frank.martineznocio@state.ma.us

Building on Success: How Do We Know This Works?

Implemented in Hampden County, MA from 2011-2012, the Healthy Incentives Pilot offered 30 cents back for every SNAP \$1 spent on fruits and vegetables. This resulted in a 26% increase in fruit and vegetable consumption by participants.

With the Pilot's success, USDA created the Food Insecurity Nutrition Incentive (FINI) grant program to support projects that incentivize SNAP customers' purchase of fruits & vegetables. We now have USDA's support to expand the incentive pilot into a statewide program.



- 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

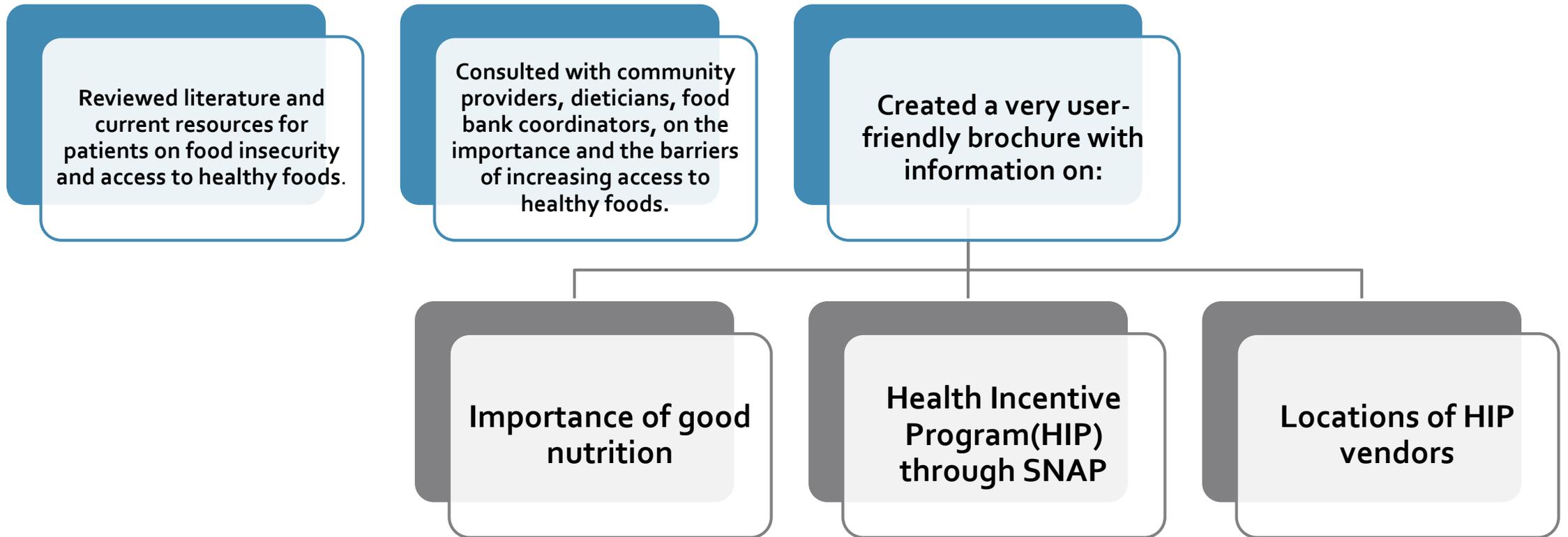
- “Based on our most recent survey, almost 90% of SNAP users have either never heard of the Health Incentive Program(HIP) or know how to use it. We need to find better ways of disseminating not only the many benefits of the program, but also how to help individuals be comfortable using HIP.”

-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



Intervention: Brochure



For More Information:

1-800-645-8333

Project Bread [FoodSource](#) Hotline
(160 Languages available)

1-800-997-2555

Check your SNAP balance and check how close you are to your HIP Monthly Limit

Online: www.mass.gov/HIP



Putting Healthy Food Within Reach

Earn More SNAP Dollars with the Healthy Incentives Program!

Farmers Markets
Look for participating farmers at regularly scheduled markets in your town or nearby selling fresh fruits and vegetables.



Farm Stands
On-farm stores where you can buy fresh fruits and vegetables right from the hands that picked them.



Mobile Markets
Markets that bring farm-fresh produce right to your community.



CSA Farm Shares
Membership-based service that provides your family with fresh fruits and vegetables every week.

Look at what you can earn each month! (based on household size)
\$40 1-2 PEOPLE | **\$60** 3-5 PEOPLE | **\$80** 6+ PEOPLE

Locations Near You



Greenfield Farmers' Market

Greenfield Winters Farmers' Market

Great Falls Farmers' Market

Just Roots Farm Stand/CSA

Lyonsville CSA Farm

Clarkdale Fruit Farms

Bernardston Farmers' Market

Did you know...

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



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.

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Interview Consent Form

- 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