



# An Introduction to Eat Well

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Community Health Engagement

# Eat Well – A Suite of "Food Is Medicine" Programming

Based on the Community Health Needs Assessment (CHNA) results, Eat Well brings nutrition to those who need it most.

## Conception- Commencement

Transportation and Access to fresh, healthy foods top the list of needs on the CHNA (2016)



The mobile market – brimming with fresh fruits and vegetables – visits parks, community centers, schools, and other bustling places to help South Jersey residents stock their homes with healthy options. Quality produce is offered at deeply discounted prices; a large bag of 20 items costs only \$9.

Mobile Farmers Market (2017)



Patients 18 years and older may be referred to this 6- month RD led program if they have been diagnosed with a chronic, diet-related condition and food insecurity to receive nutrition education, social support resources, and access to free produce and nonperishable groceries.

Food Farmacy (2018)

Mobile Grocery Store conceptualized (2019)



The Mobile Grocery Store visits neighborhoods in South Jersey that do not have easy access to healthy food options. The 40-foot store offers fresh and culturally relevant foods at below-market prices, bringing healthy options closer to home and helping to counter-act diet-related conditions like obesity, hypertension, and type 2 diabetes.

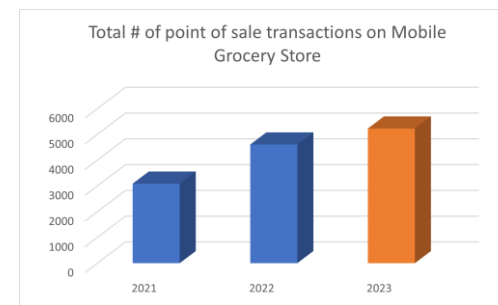
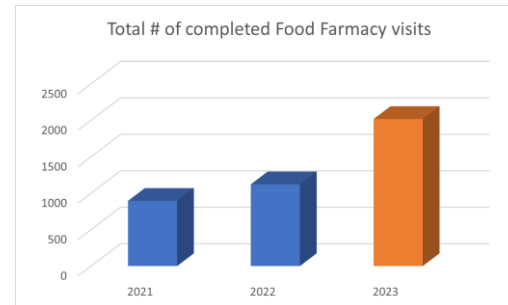
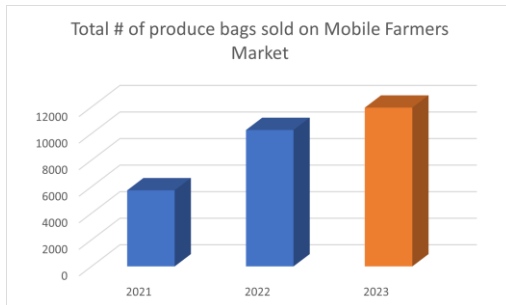
Mobile Grocery Store launched (2020)

Preventative Screenings and Equitable Education added to Eat Well Mobile (2022)

Mobile Acceleration Program – Combining resources to wrap around the community (2023)



The Mobile Health Acceleration Program brings three community health programs together in a "food is medicine" approach to community healthcare. Alongside Pediatric Mobile Services and the new Mobile Health and Cancer Screening Unit, we bring screenings, physicals, exams, and fresh food directly to communities across the region.



- 1,755 Individuals were referred to SDoH resources by Community Health Workers
- Virtua Implemented a comprehensive campaign to host 16 tandem and 65 Eat Well Food-Is-Medicine events
- Community Health Workers received standardized, immersive training to increase SDoH resource connections in the community
- Eat Well delivered 32.7% more pounds of healthy food (74,392 total lbs.) to at-risk populations in 2022/2023 than in the previous funding cycle

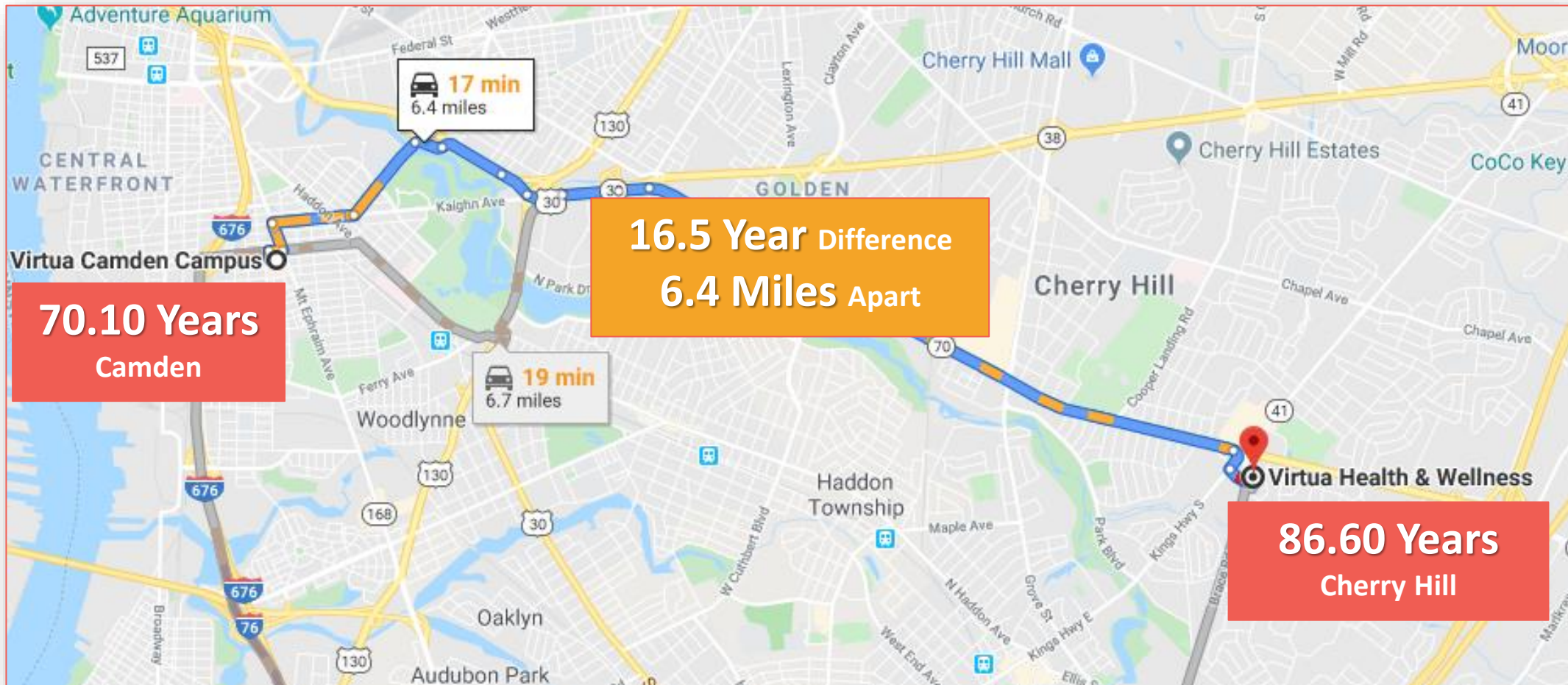
Food is Medicine Future: Blood Pressure and HbA1c tracking for all Food Farmacy patients outside of "normal" range  
Increased collaboration with Virtua community-facing health programs to increase access to preventative care and healthy food

# How Did We Get Here?

Community Health Needs Assessment results led Virtua to **prioritize investments in food security, and transportation, as areas** in which we can have significant impact.

# Our Community

## Life Expectancy – Camden vs. Cherry Hill





**Mobile  
Farmers  
Market**

**Food Pharmacy**

**Mobile  
Grocery Store**

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# Mobile Farmers Market



# Eat Well Mobile Farmers Market



- Fresh produce
- Year-round
- Deeply discounted
- Cash, Credit, SNAP/EBT
- 50% Subsidy for SNAP Beneficiaries
- Nutrition incentives
- Nutrition education

# Mobile Farmers Market - 2023

Increase access to affordable foods that support healthy dietary patterns:

- **474** Markets held
- **11,952** Point of sales transactions
- **104,508** Pounds of fresh produce distributed
- **10%** of POS transactions, on average, are paid with an EBT card (Supplemental Nutrition Assistance Program or SNAP benefits)
- **2,254** Nutrition Education Sessions were conducted at the MFM market-side



# Mobile Farmers Market Impact

*Via interactive visitor surveys – Summer 2023*

Increase awareness, knowledge and/or skills that support healthy dietary patterns:

- **96%** of visitors report **increased fruit and vegetable consumption** because of MFM
- **91%** of visitors who report **preparing more nutritious meals and snacks** because of the MGS
- **80%** of visitors who report learning how to **choose and/or prepare healthy foods** because of the MGS
- **94%** of visitors who report **increased fruit and vegetable consumption** because of the MGS

The background features a repeating pattern of stylized, overlapping leaf shapes in a light orange color against a darker orange background. The leaves are arranged in a grid-like fashion, with each leaf overlapping its neighbors. The pattern is dense and covers the entire left and bottom portions of the image.

# Food Pharmacy

# Eat Well

## Food Pharmacy

- Referral program for Virtua Primary Care and affiliated patients
- Eligibility based on food security status + diet-related chronic disease
- Free 6 Month Program
- Nutrition education
- Narrow the meal gap



# Food Farmacy- 2023

Increase access to nutrition education and supplemental food in Virtua patients with food insecurity:

- **2,017** completed appointment with a Registered Dietitian
- **1,201** Patients referred for Food Farmacy services
- **612** new patients enrolled
- **64,510 lbs** of food distributed at no cost



# Food Pharmacy – Impact

## *Pathway to Produce Prescriptions in Diabetes Management*

National demonstration project in collaboration with Rowan University and Gretchen Swanson Center for Nutrition

### Main Study Goal:

- Determine the impact of Produce Prescription projects on participant outcomes in those diagnosed with Type 2 Diabetes and with low-income Dietitians being trained on taking blood pressure and point-of-care HbA1C

**Patients in the Food Pharmacy Program report consuming 50% more fruits and vegetables as a result of the program**



# Mobile Grocery Store

# Eat Well

## Mobile Grocery Store

- Fresh produce, meat, dairy, staple dry goods, household items
- Year-round
- Priced significantly below retail prices
- Cash, Credit, SNAP/EBT
- Nutrition education
- Nutrition incentives (Food Bucks)



Living Springs Senior Residence & Living Springs Manor  
600 Parkview Drive, Delanco, NJ 08075



Before





After





# Mobile Grocery Store - 2023

Increase access to affordable foods that support healthy dietary patterns:

- **427** Markets held // **1,147** Markets since inception
- **5,228** Point of sales transactions // **12,919** since inception
- **One third** of POS transactions, on average, are paid with an EBT card (Supplemental Nutrition Assistance Program or SNAP benefits)
- **985** Preventative health screenings provided, at no charge, at the market-side

# Mobile Grocery Store Impact

*Via interactive visitor surveys – Summer 2023*

Increase awareness, knowledge and/or skills that support healthy dietary patterns:

- **100%** of visitors surveyed report having **more access to healthy, affordable foods** because of the MGS
- **90%** of visitors who report learning how to **choose and/or prepare healthy foods** because of the MGS
- **96%** of visitors who report **preparing more nutritious meals and snacks** because of the MGS
- **96%** of visitors who report **increased fruit and vegetable consumption** because of the MGS



2023  
Program  
Highlights



# 2023 Highlights

- **New Mobile Grocery Store vehicle** with enhanced features and services designed and ordered

- Awarded \$200k from NJ Department of Health to advance the Mobile Acceleration Program – Virtua’s initiative to **accelerate preventative health services** and co-locate mobile initiatives to maximize impact in the community

- **Eat Well Mobile Grocery Store engaged by the NJEDA** to assist with food security by developing market stops in Atlantic City

- **Eat Well programming highlighted at the NJ State of the Food System Summit**

- **New internship with Rowan University Dietetic Program** – Graduate level students provide interactive nutrition education activities at the market-side



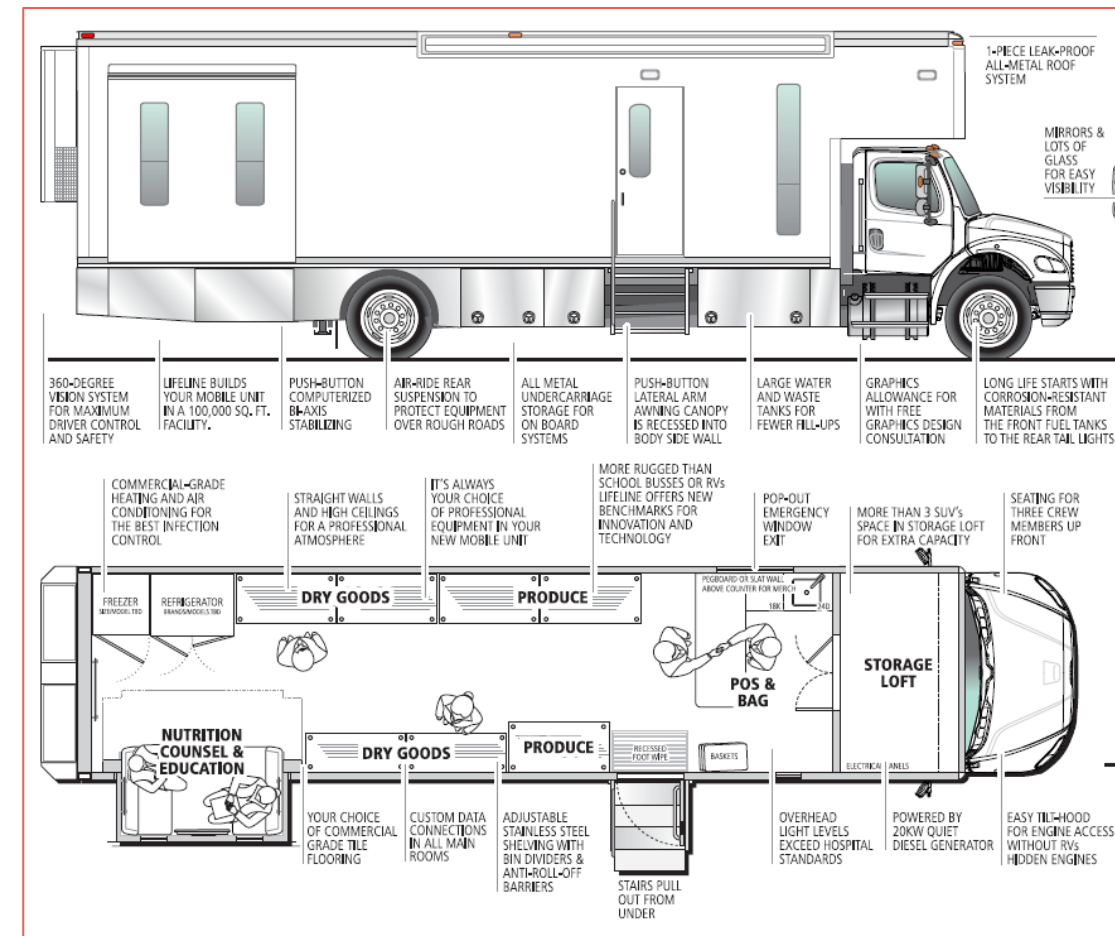
# Mobile Grocery Store 2.0 – Maximizing Impact

## Semi-private space to offer expanded program offerings:

- Preventative health screenings
- Nutrition education
- Connection to social support services

## Vehicle enhancements:

- Backup generator
- Increased HVAC capacity
- New chassis





# MGS in Atlantic City



*“People come here to have fun, they go to the casinos. But what about those that actually live here? We’re just trying our best to live and raise a family. The grocery bus is awesome!”*

- MGS engaged by the **NJEDA** to provide temporary food access programming
  - Two new Atlantic City stops began on **December 1, 2023**
  - **Saturday** stop(s) are in development for 2024

# Mobile Acceleration Program-

Co-locating Eat Well with other Virtua community health programs

- **1,755 individuals** referred to SDoH resources by Community Health Workers across departments
- Eat Well **delivered 32.7% more pounds of healthy food** (74,392 total lbs.) to at-risk populations in 2022/2023 than in the previous year
- **Launched comprehensive campaign** to host 16 tandem and 65 Eat Well Food-Is-Medicine events
- Community Health Workers received standardized, immersive training to **increase SDoH resource connections in the community**





Thank you!

*We are*  
#HereForGood

