



Coffee Break Webinar Unity Care NW's Veggie Rx Program

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Tamara
Tregoning

Development Officer



Megan
Stephenson

Wellness Coordinator



Unity Care NW

Health Care for Everyone



Serving Whatcom County
21,000 patients (1 in 10 residents)
Bellingham and Ferndale sites
Medical - Dental - BH - Pharmacy



Community
FOOD CO-OP

hot

eli

Population Health at the Food Co-op



Participants in the Veggie Rx program learn how to use produce, read nutrition labels, and get tips on how to grocery shop.



ELIGIBLE PATIENTS

- Low-income
- Diabetics with uncontrolled blood sugar levels
- Potential for: Prediabetic, hypertension



COMPONENTS

- Monthly \$40 voucher for fresh/frozen fruit or veggies
- Cooking and nutrition classes
- Guidance on reading labels, how to shop
- Meet with dietitian



OUTCOMES FROM PILOT PHASE

Of the 67 participants, **45 or 67%**, experienced an improvement in their blood sugar level.

One patient told us that, with \$40 a month to buy fruits/vegetables, he started planning plant-based meals. He has been able to stop taking insulin and lost 67 pounds.



MARKETING AND FUNDRAISING

- Raised **\$45,000** from Gala, CVS, and Whatcom Community Foundation
- Video
- Press releases and articles
- Social Media
- Enews

The background features a teal-to-blue gradient. Overlaid on this are several large, semi-transparent, abstract shapes in shades of blue and purple, resembling stylized loops or ribbons.

QUESTIONS?

THANK YOU!

Contact Information:

Tamara Tregoning, Development Officer

Tamara.Tregoning@ucnw.org

(360)788-2628

Megan Stephenson, Wellness Coordinator

Megan.Stephenson@ucnw.org

(360) 676-6177 ext 1233