



# FOOD4MOMS

## Fidelity, Equity, and Dignity (FED) in Produce Prescriptions

### A Participatory Design for Social Justice and Healthy Food Systems

Food4Moms, a three-year Produce Prescription (PRx) Program created by Wholesome Wave, aims to comprehensively assess the feasibility, and measure the impact of a PRx program tailored specifically for women who are pregnant, Latina and low-income in Hartford, Connecticut. Food4Moms follows a unique co-design iterative approach that integrates the principles of Fidelity, Equity and Dignity (FED) throughout the program.

Wholesome Wave, a national non-profit organization that addresses disparities in diet-related disease and enhances nutrition equity, is partnering with the Hispanic Health Council (HHC), a CT community health organization well-positioned to reach socioeconomically marginalized members of the Latinx community, and with the Yale Griffin Prevention Research Center for research and evaluation expertise.

Funding has been provided by the United States Department of Agriculture (USDA) National Institute of Food and Agriculture under the GusNIP funding mechanism and from the Point32Health Foundation.



### The goals of this program which we expect to result in better maternal and infant health are:

- 1. Increase maternal consumption of fresh fruits and vegetables during and post pregnancy**
- 2. Decrease food insecurity**

For more information on the Food4Moms Program and Wholesome Wave, please visit [www.wholesomewave.org](http://www.wholesomewave.org) or Hispanic Health Council [www.hispanichealthcouncil.org](http://www.hispanichealthcouncil.org).



## **Fidelity, Equity, and Dignity (FED) in Produce Prescriptions**

The program will recruit and provide nutritional support to 150 pregnant Latina women while focusing on community fidelity. Participants receive \$100 a month to spend on fruits and vegetables for 10 months. The program includes four nutrition education sessions designed to enhance participants' knowledge of crucial topics related to nutrition during pregnancy and after giving birth. Each session will also include a recipe demonstration and food tasting, aiming to inspire participants to incorporate more fresh fruits and vegetables into their daily diets.

### **Fidelity to Community:**

Food4Moms uses a multi-phased participant approach to honor Fidelity to the community. Three successive cohorts of participants are enrolled, valuable experiences and feedback are gathered from each cohort and program adaptations are made for the next cohort based on the lessons learned. There are multiple touchpoints during each cohort where participants can lend their voice to program design, including: listening sessions, focus groups and surveys.

### **Dignity of Choice:**

The Program is centered on dignity through participant choice. The participant's preferred language is honored for participant engagement including in nutrition education, recruitment, surveys, focus groups, listening sessions and community reports. Participants have two options for using the \$100 monthly prescription: in-store shopping or home delivery. These choices were an outcome of three co-design listening sessions with community members. Wholesome Wave is partnering with two reputable companies for incentives: The Fresh Connect card from About Fresh for in-store shopping, and Umoja, known for its home-delivered produce boxes. Participants may switch between the redemption options at a midway point in the program. This feature is unique among PRx programs.

### **Centering on Equity:**

Participants are compensated for their time spent in focus groups and for post survey completion. All program materials are provided in both Spanish and English, and HHC program staff are all bilingual to help maintain the balance of Equity to participants.

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