

Fresh Fund Program

Communities Putting Prevention to Work is a program of the County of San Diego Health and Human Services Agency funded by the federal Centers for Disease Control and Prevention through the American Recovery and Reinvestment Act from March 19, 2010 to March 18, 2012. The goal of the grant is to reduce chronic disease through policy, environmental, and organizational changes that target three focus areas: healthy physical activity, healthy nutrition, and healthy school environments.



Focus Area: Healthy Nutrition

Background: At-risk and vulnerable populations frequently encounter barriers to obtaining fresh and nutritious produce. Even in local farmers' markets, it has been challenging to accommodate populations receiving benefits from CalFresh, the Women, Infants and Children Program (WIC), and the Supplemental Security Income (SSI/Disability) Program.

Outcomes:

- Increase access to nutritious produce for at-risk and vulnerable populations in San Diego County.
- Implement Fresh Fund, a program to increase participants' purchasing power at farmers' markets with Electronic Benefit Transfer (EBT) capability.

Deliverables:

Evaluation of Program/Program Tracking

- Establish Fresh Fund at a minimum of six farmers' markets with EBT capability.
- Increase enrollment of Fresh Fund participants.

Contractor: University of California, San Diego

Subcontractors: International Rescue Committee (IRC)

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