Disclosure to Participants

- Notice of Requirements For Successful Completion
  - Please refer to learning goals and objectives
  - Learners must attend the full activity and complete the evaluation in order to claim continuing education credit/hours

- Conflict of Interest (COI) and Financial Relationship Disclosures:
  - Presenter: Amy Carter, MA, RDN, CD, CDE – No COI/Financial Relationship to disclose
  - Presenter: Emily Dawkins, MS, RDN, CD, CDE – No COI/Financial Relationship to disclose

- Non-Endorsement of Products:
  - Accredited status does not imply endorsement by AADE, ANCC, ACPE or CDR of any commercial products displayed in conjunction with this educational activity

- Off-Label Use:
  - Participants will be notified by speakers if any product used for a purpose other than for which it was approved by the Food and Drug Administration.
Objectives

• List strategies used to promote whole foods in low income neighborhoods and employee populations.
• Describe techniques to utilize cooking demonstration and interactive nutrition education to engage the adult learner.
• Recognize importance of measuring, tracking and reporting project outcomes for long-term sustainability and support.

Eskenazi Health

Our Mission: to Advocate, Care, Teach, and Serve the vulnerable populations of Marion County, Indiana

Eskenazi Health

11 Eskenazi Health Center Sites

• 300,000 outpatient visits annually
• Full range of services: dental, vision, pharmacy, behavioral health
• Patient Centered Medical Home
Patient Population

Socio-economic Barriers
• 39% of Marion County live under 200% FPL and 85% of Eskenazi Health patients have Medicaid/Medicare or no payer source

General Health Profile
• 54.6% report a chronic disease; including hypertension (39.9%), diabetes (25.7%), heart disease (7.8%), or COPD (7.3%).

Patient Access to Healthy Foods
• Overall, 16% of Marion County does not have convenient access to fruits and vegetables, including 31% of those in poverty.

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RD Coverage

Prior to programming:
– 6.7 FTE over 15 clinical sites
– No revenue
– High no show rate
– 2.3 patients per RD/day in health center sites
– No quality data

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Nutritional Change Principles

Food Access
- Affordable
- Easily Accessible
- Incentivized

Nutrition Education
- Culturally Relevant
- Accurate Information
- Health Literacy

Motivation
- Readiness
- Confidence
- Social Support

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I have an idea… now what?

- Idea Building
- Leadership Support
- Implementation

- Idea Sharing
- Needs Assessment
- Partners/Funds
- Design

- Staff Time
- Resources
- Organizational goals

- Timelines
- Team building
- Training
- Testing

Eskenazi Health Sky Farm

Sky Farm Overview

- Product integrated into programs run by Eskenazi Health’s patient-facing divisions, which focus on healthy living and eating, and into the menus at the Irvington Micro Market and Call Tuber at Eskenazi Health.
- 6,000 square feet of available growing space
- More than 3,500 pounds of fresh produce harvested each year
- Items grown include kale, tomatoes, carrots, beets, fennel, greens, lettuce mix, arugula, spinach, basil, broccoli, cabbage, leeks, scallions, peas, pumpkins, squash and fresh-cut flowers
Sky Farm in Action

Sky Farm Employee Engagement

Fresh Veggie Friday
Biweekly series offered each summer
- Open to public and employees
- 125+ attendees weekly
- Recipes and Samples, Brief Nutrition Lesson, and Free Produce
Fresh Veggie Friday

Taking It One Step Further

How can we leverage our resources to help everyone get affordable produce everyday?

Fresh for You Market
FFYM: Lessons

- Meal Prep and Time Savers
- Breakfast-on-the-Go
- Tips n’ Tricks of the Kitchen
- Dinner is Solved
- Eating for the Healthy Mind
- Build-a-Bowl Nutrition
- Back to School: Bring Back the Brown Bag

Emily Dawkins
MS, RDN, CD, CDE
Chronic Disease Program Coordinator
Eskenazi Health
Indianapolis, IN

Eskenazi Health Center Forest Manor

Eskenazi Health Edibles
Experience Vegetables
Hypertension Group Education Program
Diabetes Self-Management Education and Support Program

What Can I Eat?
Type 2 Diabetes

#AADE20
Sky Farm Produce Classes

Curriculum:

- Health benefits
- Home gardening
- Selection and storage
- Cooking skills
- Kitchen confidence

Sky Farm Health Center Classes

Curriculum:

- Health benefits
- Home gardening
- Selection and storage
- Cooking skills
- Kitchen confidence

Chronic Disease Programs in FQHC

Overview:

- Design
- Instructor team
- Teaching methods
- Use of food
- Incentives
Learning by Doing DSMES

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Learning by Doing HTN Group

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Learning by Doing: What Can I Eat?

Focus on Nutrition and Diabetes
- Emphasis on adding vegetables to diet
- Teaching of basic cooking skills
- Cooking demonstration each week
  • No bake energy bites
  • Greens with cumin and tomato
  • Green smoothie
  • Skillet zucchini
  • White bean dip

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Data Collection and Results
• Measurable
• Retention
• Satisfaction
• Process and Tools

Data: DSMES

Data: HTN
**Added Value to the Community**

**Fresh for You Market**
- Sales increased 90% each quarter for the first 6 quarters of business.
- Most cost effective retail produce
- 2,000 visitors receiving recipes and nutrition advice

**Sky Farm**
- 14,000 pounds of produce distributed in classes.
- 600 patients participated in 4 week CSA program
- 5,000 attended Fresh Veggie Friday

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**Satisfaction and Engagement**

- Program retention 80-90 %
- 75 % engagement post program
- > 90 % satisfaction on anonymous surveys
- Patient suggestions and comments

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**Quality Data Change**

**Diabetes Control**
- 2013: bottom of health centers with patients % of A1c less than 8, with 59% meeting goal.
- 2018: Fourth highest health center in diabetes success, with 75% meeting goal

**Hypertension Control**
- 2013: 20% below achieving total clinic goal
- 2018: 13% below achieving total clinic goal
RD Coverage
Before/After programming:
- 6.7 FTE over 15 clinical sites/13.5 FTE
- No revenue/ billing MNT and DSME
- High no show rate/ Hybrid approach to care
- 2.3 patients per RD/ 7.8 patients per RD
- No quality data/ Tracking many outcomes

Effect on Volume/Growth

Eskenazi Empowering Services
Next Steps
• CDC evaluation
• Pilot of Produce Prescription
• IRB study on Produce Incentive Programs
• New opportunities for patient engagement

Thank You.
Questions?