



UTAH DEPARTMENT OF  
**HEALTH**

Healthy Living Through Environment  
Policy and Improved Clinical Care (EPICC)

## Fruit and Vegetable Prescription (FVRx)

## Vision

EPICC encourages partnerships between grocers and health care providers to support patients with chronic disease by increasing access to fresh fruits and vegetables.

①

Eating more fruits and vegetables can reduce the risk developing chronic disease and improve or reverse existing diet-related diseases.

②

Access to fresh fruits and vegetables is key to ensuring patients choose these foods more often.

③

Research supports that nudging consumers toward more nutritious foods can increase their selection of healthy items like fruits and vegetables.

## What is FVRx?

The Fruit and Vegetable Prescription (FVRx) is a strategy to encourage patients and families affected by chronic diseases like obesity, diabetes and cardiovascular disease to choose more fruits and vegetables. Health care providers prescribe fresh fruits and vegetables. Partnering retailers provide an opportunity for patients to redeem prescriptions in their stores or markets, just like a coupon or voucher. This dual approach motivates patients to make healthy dietary changes and incentivizes the purchase of more fruits and vegetables from participating retailers.



**CHC**  
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Address  
City UT 84123  
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(801) 999-5678 fax



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Patient's name: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Address: \_\_\_\_\_ Date: \_\_\_\_\_

**Rx:** *fresh fruit and vegetables*  
*5 per day*  
*grocer to provide \$15 of*  
*fresh produce per visit.*

Refill: \_\_\_\_\_

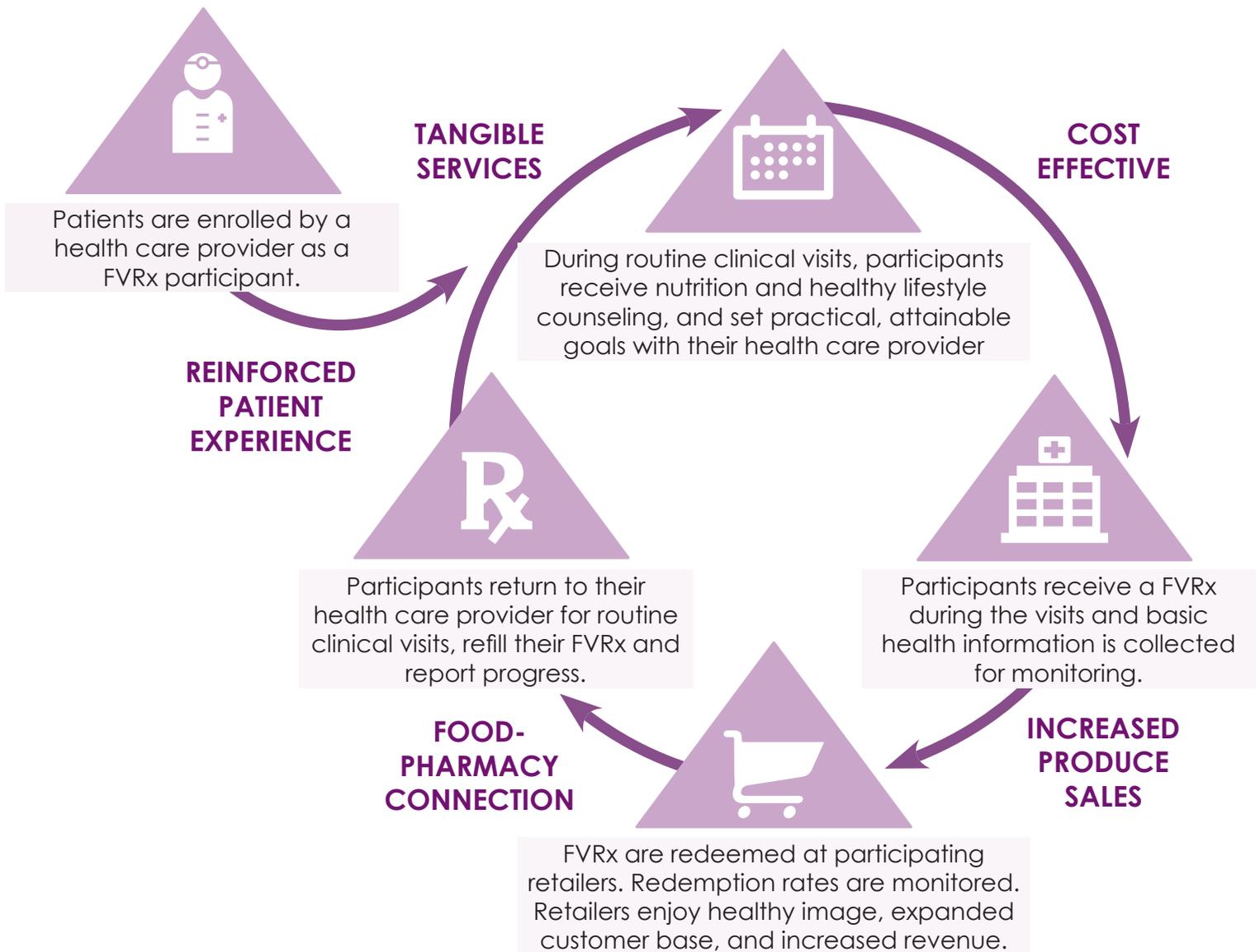
\_\_\_\_\_  
Provider Signature

Provider  
Logo

# How Does FVRx Work?



Providers select patients with diet-related chronic diseases to participate in the FVRx. During each visit providers collect basic health information on these patient participants, provide nutrition and healthy lifestyle counseling, and write the FVRx. Participants redeem their FVRx at a local participating retailer and incorporate the produce into their diet. Health care providers monitor patient progress during follow-up appointments. Providers benefit by offering a tangible service and improving the health of their patients. Retailers benefit by expanding their customer base and revenue, all while improving their image in the community. It's a win for everybody.



## GET IN TOUCH WITH US



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