EATSF FOOD VOUCHER PROGRAM
SAN FRANCISCO GENERAL HOSPITAL FOUNDATION

TARGETS FOR 2019

- low-income age 50 and above served: 4,000
- total value of fruit and vegetable vouchers redeemed: $480,000
- participants enrolled from new geographic market: 250

“The goal for this grant is to optimize the EatSF model for national replication. Our program is community-based and flexible, but we want to create infrastructure that can be replicated and distributed—an efficient and clean model that could go anywhere else.”
—Cissie Bonini, Director of EatSF

EVIDENCE BASE

Self-Reported Evidence
EatSF has tested their model using self-reported surveys, focus groups, and validated nutritional intake screeners to ensure fidelity and program progress. They use the RE-AIM framework to track program reach, effectiveness, adoption, implementation, and maintenance.

CHIVES Grant
EatSF has partnered with Stanford University on a five-year study funded by NIH—Coupons for Healthy Intake using Variable Economic Strategies (CHIVES)—which tests the EatSF model. The Randomized Control Trial will test whether targeted fruit and vegetable vouchers or untargeted vouchers make a greater impact on nutritional intake.

PROJECT DESCRIPTION

The overarching goal of the project is to bring the San Francisco EatSF Program to scale nationwide as the Vouchers for Veggies program. By increasing widespread support for fruit and vegetable vouchers, EatSF hopes to create systems-wide change in the arenas of food insecurity, health maintenance, and healthcare savings. To achieve this aim, EatSF will:

- Test the EatSF model in Los Angeles
- Enhance outcomes data by measuring fruit and vegetable intake at 6 and 12 months post intervention
- Test new modes of voucher distribution
- Increase program awareness

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PROJECT HIGHLIGHTS

- **New Geographic Market**: To effectively implement the EatSF Los Angeles pilot, EatSF conducted discovery interviews with government, community, and agency stakeholders and completed detailed neighborhood assessments to determine pilot location and community partners. Voucher distribution sites and participating vendors will then be assessed and trained, followed by implementation of the pilot. Regular follow-ups will be conducted, as well as pre- and post-pilot data collection.
- **Technology Enhancements**: EatSF has begun testing new delivery methods using a human-centered design framework including electronic vouchers and mobile coupons. They will also design and implement a web-based platform for program enrollment and voucher tracking.
- **Outcome Evaluation**: To determine the effect of EatSF vouchers on long-term eating habits, EatSF is conducting surveys with former participants (6-12 months after program completion) to measure fruit and vegetable intake, food security, and shopping pattern changes.

ABOUT EatSF

EatSF is a transformative program aimed at increasing access and affordability of healthy foods for low-income individuals and families by providing free vouchers for fruit and vegetables redeemable at local stores in underserved communities. The program promotes healthy eating, reduces hunger, and supports the economic health of the community.

[eaatsf voucher.org](http://eaatsf voucher.org)

“EatSF vouchers have taught me how to shop for fruit and vegetables and be aware of special discounts. They have made me aware of the variety of fruit and vegetables, the different items that I can buy, and the importance of fresh food in a healthy diet.”

—EatSF Recipient

“EatSF program is a win-win. It helps low-income populations afford healthy produce, which improves health. It also helps address food deserts by supporting the ability of food vendors to stock healthy produce.”

—Dr. Tomás Aragón, Director of Health at the San Francisco Department of Public Health

ABOUT AARP FOUNDATION

AARP Foundation works to ensure that low-income vulnerable older adults have nutritious food, affordable housing, a steady income, and strong and sustaining social bonds. We collaborate with individuals and organizations who share our commitment to innovation and our passion for problem-solving. Supported by vigorous legal advocacy, we create and advance effective solutions that help struggling older adults transform their lives. AARP Foundation is the charitable affiliate of AARP.