

New York City Department of Health and Mental Hygiene 2015 Health Bucks Application Information

Thank you for your interest in the New York City Health Department's Health Bucks program. Health Bucks are coupons redeemable for \$2 worth of fresh produce at all NYC farmers' markets. Your participation in the program will encourage more New Yorkers to purchase fresh produce from their neighborhood farmers' market. Please review the information below to complete a successful application.

➤ **How can community groups participate?**

- Apply to receive free Health Bucks: Community organizations can apply to receive a limited number of Health Bucks to distribute as an incentive to their clients for participating in farmers' market walking tours, cooking demonstrations, nutrition classes or other health-related programs. The goal is to introduce more community members to the benefits of shopping at neighborhood farmers' markets and to increase fruit and vegetable consumption by increasing purchasing power for farm-fresh produce.
- Purchase additional Health Bucks: If your organization requires more Health Bucks coupons than the Health Department allotment, you can purchase additional Health Bucks from the Fund for Public Health in NY. For more information please visit <http://fphny.org/>.

➤ **What benefits and activities at farmers' markets can my community-based organization promote?**

- SNAP/Food Stamp Incentive Program: At all farmers' markets in NYC that accept Supplemental Nutrition Assistance Program benefits (SNAP, formerly known as food stamps), for every \$5 a customer spends with their EBT card, they receive a \$2 Health Buck—representing a 40% increase in purchasing power.
- Nutrition Classes and Cooking Demonstrations: At participating markets, the NYC Health Department's Stellar Farmers' Market (SFM) and Farmers' Markets for Kids (FMK) programs provide free nutrition workshops and cooking demonstrations for adults and children. Each SFM and FMK workshop includes practical nutrition information, cooking demonstrations using local produce purchased at the market, and recipe tastings. SFM and FMK participants receive easy-to-prepare recipes, nutrition handouts, and one \$2 Health Buck coupon. To coordinate a trip to a Stellar Farmers' Market or Stellar Farmers' Market for Kids workshops, email farmersmarkets@health.nyc.gov.
- NYC Health Department Farmers' Market Walking Tours: The Health Department offers walking tours of local farmers' markets. Tours familiarize participants with their neighborhood market by engaging them in interactive games, providing market shopping tips and much more. A farmers' market tour is a great activity to increase coupon redemption rates. Please email farmersmarkets@health.nyc.gov to schedule a tour.

➤ **Health Bucks Application Guidelines**

- Please review and sign the participation agreement form on page three.
- Please be thorough and incorporate the best practices below when completing your application. Following the best practices will help ensure that your clients redeem their Health Bucks at the farmers' market.

Best Practices

- Remind your clients to spend their Health Bucks before using EBT tokens or cash because they expire on **November 30, 2015**.
- Distribute 2-3 Health Bucks per person or family member.
- Hand out the 2015 farmers' market map with the locations and hours of operations of all farmers' markets in NYC. Highlight markets most convenient to your clients.
- Review the attached farmers' market list to locate the market closest to your site and promote it to your clients.
- Display provided promotional materials, including posters and fold-up maps, in visible locations within your organization and around your neighborhood.
- Schedule a farmers' market walking tour. **Organizations, especially new participants, are strongly encouraged to incorporate market tour into their program plan.** For more information, contact farmersmarkets@health.nyc.gov.
- Coordinate a trip to a Stellar Farmers' Market or Farmers' Market for Kids nutrition workshop and cooking demonstration, where available.
- Follow up with your recipients to see whether they've used their Health Bucks and if not, encourage them to use the coupons.
- Host a cooking demonstration at your organization and hand out healthy recipes using items that can be purchased at the farmers' market.
- Make sure your clients know how to maximize their SNAP dollars at farmers' markets that accept EBT. For every \$5 they spend in EBT, they will receive a \$2 Health Buck, while supplies last.
- Applications will be reviewed and accepted on a first-come, first-served basis as Health Bucks are limited.
- Once your application is approved, you will be contacted by your Health Department representative for information on receiving your Health Bucks.

Visit www.nyc.gov/health/farmersmarkets for a list of NYC farmers' markets, information on leading a farmers' market walking tour, free promotional materials, recipes, and additional information on Health Bucks and nutrition classes.

Health Bucks
New York City Department of Health and Mental Hygiene
2015 Participation Agreement:
Community-Based Organizations

Below is information about what your organization will receive and requirements for participation. The requirements were developed to ensure the integrity of the Health Bucks program and to promote equity in implementation across organizations. Please read carefully, as failure to comply with the requirements may jeopardize your eligibility to participate in the Health Bucks program. Please note the number of coupons organizations receive will be based on need and available supplies.

What Your Organization Will Receive:

- Health Bucks coupons
- Toolkit of best practices and resources to support your Health Bucks programming
- Tracking logs and technical assistance for maintaining accurate coupon distribution records
- Promotional materials including posters listing market locations and fold-up farmers' market maps
- Redemption information detailing the number of Health Bucks coupons that were used at the farmers' market

Requirements for Participating Organizations:

- Submit a program plan detailing how your organization will use the Health Bucks coupons; include how you will integrate recommendations outlined in the Best Practices document. Priority deadline is **June 30th**.
- Link Health Bucks distribution to your organization's nutrition or health-related programming.
- Meet with a NYC Health Department representative to receive Health Bucks, review program requirements, discuss best practices, and receive promotional materials and a toolkit.
- Hang posters to advertise the program and distribute Health Bucks maps with coupons.
- Designate one person from your organization to be in charge of Health Bucks for the entire season. Ensure they are trained to monitor and track Health Bucks distribution.
- Distribute Health Bucks between **July 1 to November 30, 2015**.
- Return coupons that were not distributed to the NYC Health Department by **December 15, 2015**.
- Comply with all tracking and monitoring requirements. Store coupons in a locked secure area and submit monthly distribution logs to ensure accurate redemption information at the end of the season.
- Additional Health Bucks coupons can be purchased from the Fund for Public Health of New York.
- Only organizations or markets that purchase their coupons may brand them with their name or logo. Branding or Co-branding must be agreed upon by the NYC Health Department and the purchasing organization or market. Branding or co-branding can be done with a sticker or stamp and must be on the reverse side of the coupon and not cover the UPC code.
- Health Bucks are only redeemable at NYC farmers' markets, unless pre-approved by the NYC Health Department for use at other direct-to-consumer marketing venues such as CSAs.

Signature: _____

Date: _____

Title: _____

Organization Name: _____

Health Bucks Application 2015

Organization Information

Organization Name: _____

Program Name (if different from organization name): _____

Address: _____ Zip Code: _____

Borough: Bronx Brooklyn Manhattan Queens Staten Island

Community District (if known) _____

Did your program/organization distribute Health Bucks last year?

Yes

No

I don't know

Contact Information

Contact Person Name: _____

Title: _____

Phone Number: _____

Email Address: _____

About Your Organization

1. Please check one box that best describes your organization.

Faith-based organization

Clinical (hospital, healthcare center, etc.)

Housing

Anti-hunger (food pantry, advocacy group, etc.)

WIC center

Youth program or services

Child care center

K-12 school: *What grade(s)?* _____

College or university

Senior center

Library

Farmers' market

Benefits enrollment (e.g. SNAP, cash assistance, etc.)

Circle one: Head Start Group Day Care Family Day Care

Other: Please describe _____

2. How many people work at your organization? 1-9 10-19 20-49 50-99 100-499 500+ I don't know

3. Approximately how many people does your organization reach/serve annually? _____

4. Please indicate your organization type: Non-Profit City Agency Other: *Please describe* _____

5. What is your program's mission and what role will Health Bucks play in contributing to this mission? (100 words or less)

Health Bucks Distribution Plan

6. Describe your Health Bucks distribution plan. For example, to whom will you distribute, in coordination with what activity, for what purpose and how many at a time. *It is recommended that you distribute 2-3 Health Bucks per client or family member to help ensure coupon redemption. (150 words or less)*
7. Please indicate all activities that will be part of your organization's Health Bucks distribution plan. Please check all that apply.
- Nutrition education and/or counseling
Circle: Group counseling Individual counseling
- Cooking class or demonstration
- Farmers' market walking tour or farmers' market based activity
- Group physical activity (e.g. walking group or fitness classes)
- Health care visit (e.g. health screening)
- Other *Please explain* _____
8. Will your organization distribute Health Bucks at more than one location?
- No
- Yes *Please list the zip codes of locations where the Health Bucks will be distributed:*
9. How will you incorporate nutrition education into Health Buck distribution? *(100 words or less)*

The NYC Department of Health and Mental Hygiene would love to take you and your clients on a farmers' market walking tour! To schedule a walking tour or group trip to a Stellar Farmers' Market or Farmers' Markets for Kids workshop, please email farmersmarkets@health.nyc.gov.

Email completed application and market to farmersmarkets@health.nyc.gov.
You may also fax it to 347-396-4766, Attn: Nicole Andersen
or mail to NYC Department of Health and Mental Hygiene,
Gotham Center, 42-09 28th Street, 11th Floor, CN 46,
Queens, NY 11101

Note: All documents associated with Health Bucks are subject to audit at any time.