

# Food as Medicine

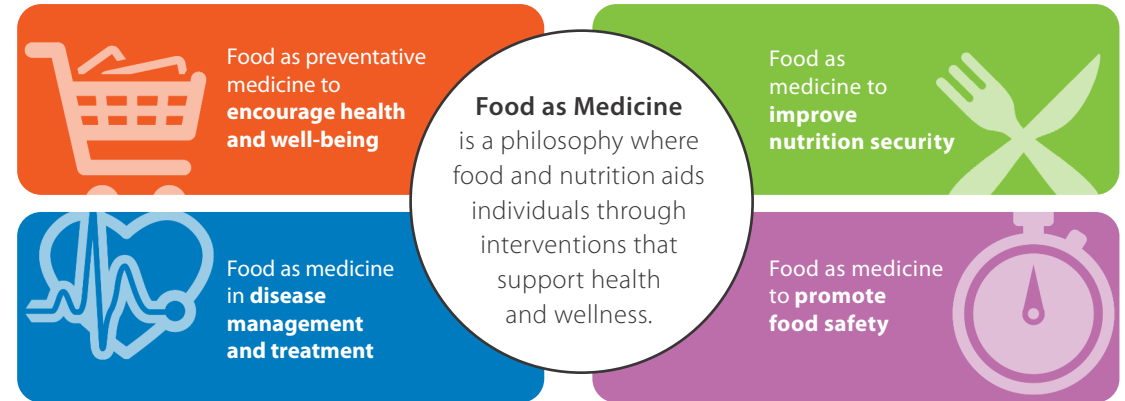
## RETAIL NUTRITION FRAMEWORK

### WHAT IS FOOD AS MEDICINE?

**Food as Medicine programs emphasize:**



**Food as Medicine Definition:**



**Food as Medicine** is a reaffirmation that food and nutrition play a role in sustaining health, preventing disease, and as a therapy for those with conditions or in situations responsive to changes in their diet.

### FOOD AS MEDICINE PROGRAM MODELS



- Produce Prescriptions
- Food Prescriptions



- Coupons
- Vouchers
- Discounted Pricing
- Rebates
- Taxes



- Medically Tailored Meal Programs
- Medically Tailored Food Programs



- Signage
- Displays
- Nutrition Attribute Labeling
- Cooking Demo
- Media Promotions



- Classes
- Store Tours
- Health Screenings
- 1:1 MNT / Counseling
- Employee Wellness

Utilizing a combination of any of these Food as Medicine program models will increase a food retailer's success in producing both:

**RETURN ON INVESTMENT  
&  
POSITIVE HEALTH OUTCOMES**

# FOOD AS MEDICINE RETAIL NUTRITION FRAMEWORK

**Focus Area #1:**  
ENCOURAGE  
HEALTH AND  
WELL-BEING



**Target Shoppers**

- Families
- Aging Healthfully
- Employees

**Recommended Program Models**

- Incentive Programs
- Personalized Nutrition Education
- Path-to-Purchase Marketing

**Focus Area #2:**  
DISEASE  
MANAGEMENT  
AND TREATMENT



**Target Shoppers**

- Individuals with Diabetes
- Individuals with Obesity
- Individuals with Heart Disease

**Recommended Program Models**

- Prescription & Incentive Programs
- Personalized Nutrition Education
- Medically Tailored Nutrition

**Focus Area #3:**  
IMPROVE  
NUTRITION  
SECURITY



**Target Shoppers**

- SNAP & WIC Beneficiaries
- Low-Income Households

**Recommended Program Models**

- Incentive & Prescription Programs
- Incentive & Personalized Nutrition Education

**Focus Area #4:**  
PROMOTE  
FOOD  
SAFETY



**Target Shoppers**

- Customers
- Employees
- Community Partners

**Recommended Program Models**

- Path-to-Purchase Marketing
- Personalized Nutrition Education

## FOOD AS MEDICINE RESOURCES

Additional resources from the Academy Foundation are available for free download at [www.eatrightfoundation.org/foodasmedicine](http://www.eatrightfoundation.org/foodasmedicine), serving as a roadmap for RDNs leading Food as Medicine initiatives.

