





What is the IPPP?


The IPPP research study allows medical providers to “prescribe” fruits and vegetables to qualifying patients. Each month for 6 months, patients will receive **\$30 per household member** to spend on fresh fruits and vegetables by interacting with educational videos on a mobile app.

Produce Prescription Programs aim to increase the purchase of fresh fruits and vegetables and can help improve diet-related health conditions.

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Iowa Produce Prescription Program

Introduction



How Does it Work?

After you tell your provider you are interested in participating, they will connect you with the research team. Keep going to your clinic for your usual care, answer survey questions at the start and end of the program, and keep an open mind about healthy changes with your extra fruits and vegetables!



Enroll



Download the App



Learn & Earn



Spend

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SCAN CODE or visit:
www.iowahealthieststate.com/ippp for more details.

01. Enroll

A program Navigator will reach out by email or a phone call to complete a consent form survey online or via phone. You will receive a medical release form to sign & mail.

02. Download the App

You will receive a link to download a smartphone app and watch a short introduction video to get familiar with the app and the program.

03. Learn & Earn

Watch a video and answer a 5 question survey to earn your monthly Produce Rx dollars. These will be added to your app "wallet" after completing the monthly education.

04. Spend

Spend your Produce Rx dollars on fresh fruits and vegetables at participating stores by pulling up a barcode in your app. Make sure you let the cashier know you are spending Produce Rx dollars.

Details on how and where to spend can be found in the app or on our website.