Integrating Nutrition into Falls Prevention:

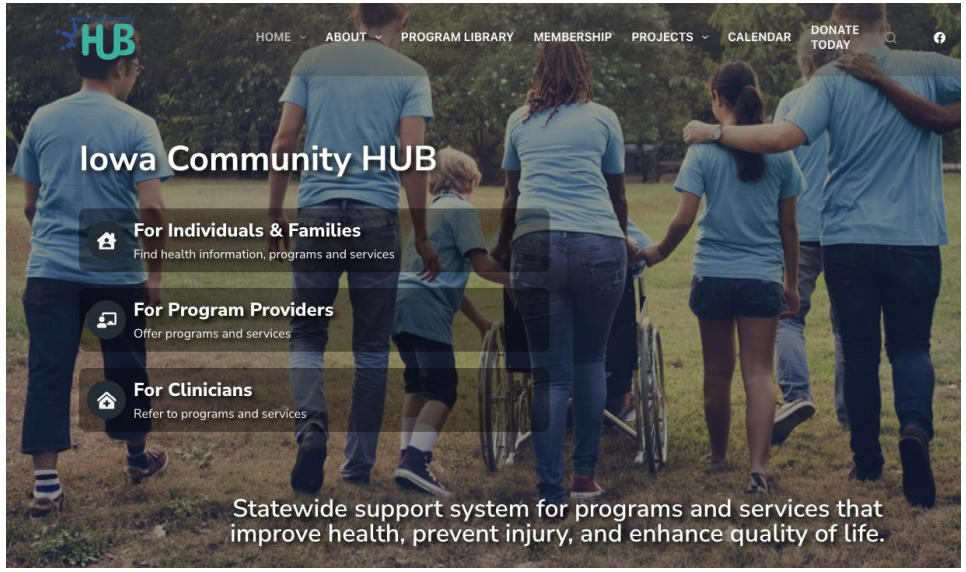
The Fresh Produce Box Initiative

Iowa Falls Prevention Coalition
09/24/2026

iowa community HUB

Iowa Community HUB

- Community Care Hubs (CCHs) serve as the bridge between healthcare and community, coordinating access to community-based programs and services through a trusted network of partners.
- The HUB is a statewide CCH connecting Iowans to:
  - **Evidence-based prevention and chronic disease programs**
  - **Health-related social supports, including nutritious food**
- We help people find the right support, connect them to it, and follow up to make sure they received it.



Website: https://iacommunityhub.org/

More information about CCHs

Building Community-Clinical Linkages



Referral Pathways to the Iowa Community HUB

Multiple ways to refer. One trusted connection.

You can refer in the way that works best for you and your patients.

Website Form
- Easy-to-use online form
- Available 24/7

Secure Fax
- HIPAA-secure fax
- Fast and familiar to use

Findhelp / Unite Us / 211 / Partners
- Refer through trusted platforms
- We monitor referrals daily

Direct Messaging
- Secure message or in-platform chat
- Quick and convenient communication

Electronic Referrals
- Secure electronic referral systems
- Fast, efficient, and integrated

EHR Referral Order
- Integrated referral from your EHR

All referrals are received by a HUB Navigator

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HUB Navigator

Bilingual Support
(English / Español)

Language Line

Navigators outreach to every referral to connect, listen, and help.

1



Healthcare & Community Referral

Healthcare providers and community organizations refer individuals to the HUB because they could benefit from extra support.

2



HUB Navigator

A trained Community Health Worker reaches out, listens, and gets to know the person and their needs.

3



Personalized Support

The Navigator talks with the person about their goals, identifies challenges, and creates a plan that fits their situation.

4



Connection to Programs & Resources

The Navigator connects the person to local resources and evidence-based health programs, and helps with enrollment and next steps.

5



Follow Up

The Navigator follows up to make sure connections were successful and provides ongoing support.

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Through statewide navigation, the Iowa Community HUB helps make the connection between **healthcare** and the community and between **Iowans** and the support they need to *thrive*.

HUB Fresh Produce Box Program

An Opportunity to Pair Healthy Food with Additional Tools to Build Better Health



Fresh produce delivered to participants' doorsteps in partnership with Capital City Fruit

WHO WE SERVE

People who screen positive for food and nutrition insecurity and enroll in a health program through the HUB.

WHAT WE DO

Connect participants to a monthly box of fresh produce delivered directly to their home while they participate in a program.

WHY IT MATTERS

The produce makes healthy choices more accessible. The program provides the knowledge, skills and support to make those choices stick.

2024–2025 IMPACT

1,006
Iowans received fresh produce

4,150
produce boxes home delivered

Access
serving 25+ counties and growing

Support
for lasting change

Impact Across Iowa Since 2024

400 Iowans participating in falls prevention programs received fresh produce

Total of **1,222** fresh produce boxes delivered directly to falls prevention participants' homes

$45,825 is the amount of funding it cost to support this coupling of support to Iowans

Fresh food.
Stronger bodies.
Safer steps.





Let the people tell the story…

- **“Excellent program — it has helped with my spinal injury recovery.”**
- **“Amazing program — [a great] sense of community.”**
- **“The best part was the produce… it was amazing.”**

Investing in Healthier, Safer Iowans

Partnership makes the Fresh Produce Box Program possible.

FUNDING PARTNERS

Fueling healthier, safer communities

$118,000

from **Prairie Meadows**
over the past three years

Our largest Fresh Produce Box Program funder.

PRAIRIE MEADOWS

Plus support from additional generous funding partners!

STATEWIDE DISTRIBUTION

Bringing fresh produce to Iowans' doorsteps

CAPITAL CITY FRUIT 1949

Capital City Fruit

Our food distribution partner makes statewide reach possible by preparing and delivering fresh produce directly to participants' homes. We simply couldn't achieve this impact without them.

GROWING THE IMPACT

More partners. More Iowans. Bigger impact.

The need and opportunity continues to grow.

We're always looking for partners who want to help us reach more Iowans!



Together, our partners help make nutritious food accessible at **no cost** to eligible program participants.

Thank You!

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