INTENT OF THE INTERVENTION

Health Bucks are $2 coupons that can be used to purchase fresh fruits and vegetables at participating farmers’ markets. By providing a financial incentive that increases purchasing power, the Health Bucks program helps residents of low-income neighborhoods increase their consumption of fresh fruits and vegetables. Additionally, by making it financially possible for local farmers to participate in markets in areas that historically have been less profitable, the Health Bucks program affects the physical environment of low-income neighborhoods by increasing access to and availability of fresh produce. Health Bucks affects a neighborhood’s social environment by encouraging low-income customers and Supplemental Assistance Nutrition Program (SNAP) participants to shop at local farmers’ markets.

Health Bucks is a practice-tested intervention.

OVERVIEW

In 2005, the Health Bucks program was developed by the New York City Department of Health and Mental Hygiene. A combination of NYC agencies funds the Health Bucks program. The District Public Health Offices (DPHOs, satellite public health offices in the three highest need areas of the city) distribute Health Bucks to community organizations and farmers’ markets in surrounding low-income neighborhoods. Community organizations can apply to receive Health Bucks for distribution to their clients as an incentive to support nutrition education and other health promotion activities and to encourage first-time shoppers to visit neighborhood markets.

Market managers at participating farmers’ markets who operate the Electronic Benefit Transfer (EBT)1 terminals distribute Health Bucks to SNAP (food stamp) users as an incentive for them to purchase additional fresh produce. At these markets, SNAP consumers receive a $2 Health Buck for every $5 in EBT spent at the farmers’ market — effectively a 40% increase in purchasing power.

Over the past decade, as more markets accept EBT, the number of farmers’ markets in the City has increased. Health Bucks are distributed as an incentive to use SNAP benefits (EBT) both to increase farmer profit and to support healthy purchasing among New York City SNAP customers. In 2012, the Health Bucks program expanded city-wide and can be redeemed in all farmers’ markets instead of in selected neighborhoods.

**Intended Population:** Residents of low-income neighborhoods and SNAP participants.

1 EBT – Electronic Benefit Transfer - an electronic system that allows recipients to authorize transfer of their government benefits from a federal account (formerly food stamp, now SNAP funds) to a retailer account to pay for products received.
Secondary Audience: Local farmers. Health Bucks add to the income of local farmers and help support the local agricultural economy.

Setting: Farmers’ markets and community-based organizations.

Length of Time in the Field: In 2005, the NYC Department of Health and Mental Hygiene piloted the program in the South Bronx and then expanded the program to Brooklyn and Harlem in 2006. Since the program began, the number of participating markets has grown rapidly from approximately 5 in 2005 to 138 in 2012.

HEALTH EQUITY CONSIDERATIONS

Health Bucks, $2 coupons, offer a financial incentive for residents of low-income neighborhoods to purchase fruits and vegetables at farmers’ markets. The program makes a concerted effort to get Health Bucks into the hands of low-income people by distributing them through community-based organizations and at farmers’ markets operating in underserved areas. Health Bucks customers often receive USDA nutrition benefits, such as SNAP, Farmers’ Market Nutrition Program coupons for low-income women, infants and children (WIC FMNP) and the FMN program for low-income seniors. All farmers’ markets that accept SNAP through EBT give one Health Buck coupon to each customer for every $5 spent using SNAP.

The Health Bucks program operates in each borough of New York City. Similar programs using different names operate in numerous urban (Philadelphia, Boston and Baltimore) and suburban (Carrboro, NC) areas of the country.

CORE ELEMENTS

This section outlines the aspects of an intervention that are central to its theory and logic and that are thought to be responsible for the intervention’s effectiveness. Core elements are critical features of the intervention’s intent and design and should be kept intact when the intervention is implemented or adapted.

To learn about how these core elements are implemented by NYC Health Bucks, please see the Implementation section below.

1. Identify farmers’ markets to participate in the program based on need and interest. Work with local health departments and community-based organizations to identify farmers’ markets that are easily accessible for residents of low-income neighborhoods.

2. Determine how incentives (coupons) will be distributed (at point of purchase, as an incentive for EBT, by community sites, etc.) The Health Bucks program has multiple points of distribution: community-based organizations apply to distribute coupons to their target audiences and farmers’ market managers distribute them as incentives for EBT.

3. Develop a tracking system to monitor how coupons are used. The actual Health Buck coupon plays a central role in monitoring how coupons are used. If your program is just starting out, stamped serial numbers may be the simplest, least expensive way to go. The NYC Health Bucks program has grown to the extent that serial numbers had to be replaced with bar codes for quicker and more detailed tracking. As a part of tracking,
farmers stamp the coupon with their unique Farmers’ Market Nutrition Program stamp before submitting a coupon for redemption. The Health Bucks tracking system can identify the farmer, the farmers’ market, and the community organization, if any, that was involved in a Health Buck consumer transaction. Additionally, tracking ensures markets and community groups are accountable. Each individual who distributes Health Bucks (a market manager or community organization employee) must sign out for each Health Buck or batch of Health Bucks. Every time a Health Buck changes hands someone is accountable.

4. Identify or develop a system that tracks coupons collected by farmers including a mechanism to reimburse farmers for coupons redeemed. The Health Bucks program contracts with the Farmers Market Federation of New York to track, account for and cut checks to reimburse farmers.

5. Promote the incentives to ensure high use and redemption rates. Marketing can include everything from promotional flyers, posters and maps of participating markets to free nutrition workshops and cooking demonstrations at the markets.

6. Develop training materials and program protocols; arrange opportunities for farmers’ market managers, participating farmers and community organizations to learn about the program and their respective roles.

**RESOURCES REQUIRED**

**Staff:**
- The NYC Department of Health recommends a full-time position be allotted to this work for at least 10 months of the year if the coordinator oversees more than 10 participating farmers’ markets.
- Depending on the number of markets in the program and their locations, outreach staff may be needed to distribute Health Bucks and to make connections with community organizations and local markets.
- An organization or group must be responsible for redeeming the coupons, including accounting and distributing reimbursement to farmers. NYC Health Bucks uses a contractor to redeem coupons, the Farmers Market Federation of New York.

**Training:**
Training information is disseminated at the annual kickoff meeting and by email.
- Market managers and operators are trained on program operating procedure and tracking requirements.
- Farmers are trained on Health Bucks use and redemption.
- Community organizations are trained on Health Bucks distribution, best practices and tracking requirements.

**Materials:**
Materials needed to operate the Health Bucks program include:
- Printed Health Bucks
• Promotional materials including flyers, maps and posters for community organizations and banners, buttons, and aprons for participating markets.

• New program adopters should ensure they have the printing capacity to limit the possibility for unauthorized replication of Health Bucks (bar coding, anti-fraud measures, etc.). To print 100,000 Health Bucks and associated promotional materials, NYC printing costs were approximately $20,000.

**Funding:**
Initially, NYC Health Bucks was funded primarily through the Department of Health’s (DOH) budget allocations. The DOH Food Access and Community Health Program (formerly the Physical Activity and Nutrition (PAN) Program) contracts with the Farmers Market Federation of New York (FMFN) to administer the Health Bucks redemption program. The FMFN’s compensation is based on a percentage of each coupon redeemed. When the SNAP-use incentive was incorporated, an additional funding stream from the New York City Human Resources Administration, which administers the SNAP program, was added. The Food Access and Community Health Program funds the promotional materials and also reimburses the FMF for mailing and printing costs.

**Other Costs:**
Participating farmers’ markets should be equipped to accept EBT payments. EBT terminals range in cost from $600-$1000 each, plus usage fees. While EBT equipment is not a direct Health Bucks program cost, program implementation depends upon farmers’ markets’ ability to accept EBT payments. Farmers pay to participate in the markets and some of their costs go to paying for the market manager and EBT terminal. Market managers work approximately 15-20 hours per week for 5 months and are paid hourly via grants or otherwise by the market operators.

**IMPLEMENTATION**

**How It Works:** The New York City Health Bucks program has grown rapidly. This section of the template describes how the program is currently implemented.

Role of the NYC Department of Health and Mental Hygiene (Department of Health)

• The Department of Health manages, implements, and arranges for the funding of the Health Bucks Program. During the pilot years, the program was funded entirely by the Health Department. As the program grew to incorporate a SNAP-use incentive, funding streams from the New York City Human Resources Administration, which administers the SNAP program, were added.

Role of the NYC Department of Health, Food Access and Community Health Program (formerly the Physical Activity and Nutrition (PAN) Program)

The Food Access and Community Health Program manages and coordinates the Health Bucks Program with the local District Public Health Offices in the South Bronx, East and Central Harlem and Central Brooklyn. PAN’s responsibilities are to:

• Coordinate all central aspects of the Health Bucks program including financing, budgeting, developing application materials, Health Bucks tracking, invoicing, report development, and technical assistance.
- Print Health Bucks—each Health Buck is printed with a unique bar code for tracking. The bar codes allow for tracking of redeemed coupons based on which community-based organization or farmers’ market gave the Health Buck to a consumer. As of 2009, these bar codes can be scanned electronically instead of counted numerically. (In the beginning, NYC stamped each Health Buck with a serial number to allow for tracking and monitoring.)
- Develop, print and distribute promotional flyers, posters and maps of all participating farmers’ markets, including a description of the Health Bucks program and its relationship with EBT.
- Maintain the Health Bucks web site.
- Conduct marketing, including press releases.
- Oversee the outreach and implementation efforts of the District Public Health Offices.
- Operate the Stellar Farmers’ Market initiative that sponsors free nutrition workshops and cooking demonstrations at select markets. This initiative promotes the benefits of a diet rich in fruits and vegetables and improves the ability of New Yorkers to prepare healthy meals using locally grown, seasonal produce. Using the Just Say Yes to Fruits and Vegetables curriculum, Stellar Farmers’ Market nutritionists use produce purchased at the market that day to teach healthy eating, food resource management, food safety and tips on saving money when food shopping. Information on Health Bucks and the EBT incentive is presented at every workshop.

Role of Health Bucks Program Manager at each District Public Health Office
Health Bucks program managers coordinate much of the physical activity and nutrition programming for the District Offices. Coordinating Health Bucks distribution is one of their many tasks. They have responsibilities before and during the market season:
- Approve applications from community-based organizations (CBOs) to distribute Health Bucks.
- Identify potential participating markets and train workers in those markets in Health Bucks mechanics.
- Distribute Health Bucks to community groups and farmers’ markets and encourage their use with EBT benefits at farmers’ markets.
- Visit farmers’ markets to ensure compliance with Health Bucks protocol.
- Distribute promotional materials including flyers, posters, maps and banners.
- Coordinate a promotional “kickoff” event at the beginning of the season event to support community groups and farmers’ markets in adhering to Health Bucks protocol.
- Maintain accurate tracking records of all Health Bucks distributed and submit to the Food Access and Community Health Program staff.

Role of Farmers’ Market Operators and Managers
- If a market accepts EBT, they also generally employ a market manager to run the EBT machine. Farmers’ market managers operate the EBT terminals, swipe EBT cards, distribute Health Bucks to eligible consumers and keep track of every Health Buck distributed.
- Market managers post relevant information about Health Bucks and EBT at their stations and are trained on how to promote EBT use and to answer questions.
• Market managers receive free promotional materials including banners, posters and aprons to ensure customers are aware of the Health Bucks incentive.
• Market operators (people who may not work at the market but oversee its function) and/or the market managers attend an annual meeting and provide EBT data from their markets.

Role of Local Farmers
• Local farmers are invited to participate in the Health Bucks program and receive information about how it works.
• Participating farmers redeem their Health Bucks from a contractor (Farmers Market Federation of New York), which sends them a check for the value of their submitted coupons. To track their coupons, farmers stamp each Health Buck with their identification number.

Role of The Farmers Market Federation of New York (FMFNY)
FMFNY is a grassroots, membership organization of farmers’ market managers, market sponsors, farmers and market supporters. The role of the FMFNY is to:
• Administer the Health Bucks redemption to farmers. Farmers submit their Health Bucks to the FMFNY, which is responsible for tracking, accounting and cutting checks to farmers. In 2009, bar codes replaced serial numbers on the coupons, allowing scanning to replace manual coupon verification. Coupons are electronically scanned, allowing each coupon to be recorded in a farmer’s individual spreadsheet. Payment reaches farmers in 2-3 days.
• Promote the Health Bucks program to farmers and recruit them to join the program.
• Educate participating farmers about how the program works and how to redeem Health Bucks for money. The growing number of nutrition programs to assist low-income consumers can overwhelm farmers. The FMFNY, with the assistance of the New York State Department of Agriculture, created a laminated instruction card highlighting the details of accepting and redeeming script from each of the different nutrition programs. The instruction card is distributed to each farmer participating in EBT, USDA Farmers’ Market Nutrition Programs (FMNP) and the WIC Vegetable and Fruit Check Program. Each farmer participating in the Health Bucks program is given a detailed instruction sheet highlighting the differences between accepting and redeeming Health Bucks and coupons from FMNP.
• Track redemption rates per farmer, market and community site using spreadsheets provided by the Department of Health.

Role of Community Partners:
• The DPHOs distribute Health Bucks to approved community-based organizations (CBOs), which, in turn, distribute the coupons to community residents to encourage them to shop at their local farmers’ market. Approved CBOs and sites include churches, schools, youth centers, WIC centers, federally funded clinics, and afterschool and daycare programs. Community organizations located in neighborhoods served by the DPHOs receive priority to apply for Health Bucks to distribute to their constituents. In their applications, CBOs must indicate how they will incorporate educational information about the benefits of increasing produce consumption into their Health Bucks distribution plan.
Many organizations, including the Department of Health’s Stellar Farmers’ Market initiative (see above) and Cooperative Extension, provide nutrition education and cooking demonstrations at the market itself using fresh market produce to educate shoppers about how to use the fruits and vegetables they purchase. Cooking demonstrations encourage shoppers to try new foods and increase sales at the markets. Nutrition education classes can include information about portion sizes, the food pyramid, proper food storage and safety. Educating people on proper use and storage of fresh foods is particularly important if they use EBT and are at greater risk of using all of their food stamp benefits before the end of the month.

Some SNAP programs (e.g. SNAP enrollment offices) distribute Health Bucks to their recipients.

Some WIC programs give Health Bucks to parents, and, by engaging mothers, encourage more fruits and vegetables in children’s diets.

**Keys to Success:**

- Increase the number of markets that can accept EBT.
- Health Bucks handed directly to customers at the markets encourage EBT use, which results in Health Bucks being used immediately and in high redemption rates and farmer profit. In addition, having Health Bucks as an incentive for EBT use has tremendously increased EBT sales at markets.
- The new electronic bar code system, which replaced inputting by hand, has reduced from days to hours the time taken to prepare per farmer accounts. Scanning bar codes on Health Bucks accelerates coupon verification, allowing reimbursement checks to be sent to farmers within 2-3 days of the Health Bucks being received.
- The color of the Health Buck coupon should be changed each year. This helps farmers recognize the current year coupon without having to search for a date. This is important in a fast-paced marketplace. To track coupons to individual farmers, each farmer stamps his/her identification number in a box on the Health Buck.
- Promotions using the coupon image in an ad should print “VOID” across the coupon to eliminate the possibility of fraud.
- Maps showing locations of farmers’ markets, including information on the incentive program, help direct customers to nearby markets.
- Send mailings to SNAP recipients informing them about the Health Buck incentive.
- Marketing materials promoting the Health Bucks incentive should be visible at all participating markets.
- To assist farmers, develop and distribute a laminated instruction card highlighting the details of accepting and redeeming coupons from the various nutrition assistance programs. For more details, see Role of FMF above.
- Nutrition workshops and cooking demonstrations help SNAP recipients try new foods and recipes. Farmers reported increased sales — and some even sold out of the produce featured in the workshops.

**Barriers to Implementation:**

- Getting EBT into farmers’ markets can be financially challenging.
- As the Health Bucks program grows in popularity, identifying a stable source of funding can be difficult. The demand for Health Bucks is endless; funds are limited.
- As the program expands, distributing and tracking Health Bucks becomes more time intensive.
EVIDENCE REVIEW SUMMARY

Underlying Logic:
High prices and limited access to fresh produce are identified barriers to eating healthy in low-income communities. Health Bucks, which are $2 coupons, aim to address these barriers by incentivizing the purchase of local, fresh produce in farmers’ markets. The distribution/redemption of Health Bucks coupons increases purchasing power and ultimately improves dietary intake.

Strategies Used2:
The Health Bucks are distributed to SNAP participants and residents of low-income neighborhoods to incentivize their purchase of fresh produce, an example of pricing strategies to favor healthy foods and beverages.

The Health Bucks initiative employs the evidence-based strategy changing access and availability to favor healthy foods and beverages by encouraging an increase in the number of farmers’ markets that set up in low-income neighborhoods. Furthermore, the farmers/vendors offer increased availability of fresh produce options for neighborhood consumers to purchase.

EVALUATION OUTCOMES
CDC contracted with Abt Associates to evaluate the NYC Health Bucks Initiative. In 2012, Abt issued an Evaluation Report that included both process and outcome evaluation. Center TRT used the Abt Report as the basis for this review and for the decision to disseminate Health Bucks as a practice-tested intervention.

Abt Associates began with extensive work to prepare for both the process and outcome evaluation of the program. In addition, interviews/group discussions and surveys were carried out with a broad range of stakeholders, including farmers/vendors, neighborhood residents, and consumers shopping at farmers’ markets.

Process Outcomes

Farmers/vendors:

Data collection methods included telephone interviews with farmers/vendors selling produce at NYC Health Bucks farmers' markets (n=6) and on-site survey of vendors working at farmers' markets stalls/stands (n=141).

Overall, farmers/vendors were satisfied with the Health Bucks program and didn’t find it complicated to implement. They felt Health Bucks provided them with additional revenue; however, the evaluation couldn’t determine specific impact of the Health Bucks program relative to other incentive programs, such as SNAP. As a result of the Health Bucks program, farmers/vendors believed they were likely to sell more fresh fruits and vegetables and indicated that the six weeks redemption timeline was acceptable/not burdensome.

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2 A full description of the intervention strategies used can be found on www.centerfrt.org with references to the sources of evidence to support the strategies.
When possible, Health Bucks were distributed at farmers’ markets accepting SNAP benefits via the EBT system. Wireless EBT terminals have to be available for SNAP participants to use their benefits, and prior to 2010, limited EBT terminals were a major barrier to farmers’ markets participation. In the same year, funding was provided to address this concern; additionally, mini-grants were funded to support staff to operate EBT terminals. However, the mini-grants were time-limited, thus in the future, EBT operation could be a barrier to adoption of Health Bucks program across other farmers’ markets.

Consumers:

Data collection methods included focus groups and on-site point-of-purchases surveys (onsite point-of-purchase surveys with farmers’ market shoppers n=2,287).

Results of program awareness in groups targeted by Health Bucks were:

- 33% of District Public Health Office-area (DPHO) SNAP participants were aware of the Health Bucks program,
- 31% of DPHO-area lower-income residents were aware of the program, and
- Approximately 2/3 of both these groups reported using Health Bucks.

Survey of DPHO-area neighborhood residents (telephone survey n=1,025):

- Approximately 1/5 of residents surveyed were aware of the Health Bucks program. Of those, approximately 2/5 reported using Health Bucks.
- 1/2 of those who indicated using Health Bucks said they obtained them with EBT benefits at the market
  - About ¼ obtained them from markets as part of a promotion
  - 15% received them from local community-based organizations (CBOs)
- 13% of Health Bucks users said they purchased items other than fruits and vegetables with the coupons. However, it is unclear whether this is genuine improper use or if users confused Health Bucks with other incentive programs, like SNAP or WIC.

Community-based Organizations (CBOs)

- CBOs were surveyed about the application process to participate in the Health Bucks program and found it to be acceptable/not difficult.
- Nearly all CBOs paired Health Bucks distribution with nutrition programming.

Effectiveness Outcomes

- Increase in number of participating farmers’ markets coincided with Health Bucks program introduction
  - In 2005, 15 farmers in 5 markets participated.
  - In 2010, the numbers increased to 81 farmers in 60 markets.

- Increase occurred each year in the number of Health Bucks coupons distributed at farmers’ markets and by community organizations
  - In 2005, 3,000 Health Bucks coupons were distributed.
  - In 2010, the number increased to 138,930 coupons.
  - CBOs distribute ~30% of coupons while 71% are issued as an incentive with SNAP/EBT benefits at markets.
• Increase occurred each year in the number of Health Bucks redeemed by farmers
  o Redemption rates increased from 25% (in 2005) to 83% (in 2010).

• Increase in purchase and consumption of fresh fruits and vegetables in low-income populations
  ▪ While there is a limitation in the quality of these data, Health Bucks users are more likely to report increase in fruit/vegetable consumption today compared to last year.
  ▪ Farmers’ market shoppers are more likely to consume 5/more servings of fruit/vegetables, but no difference based on Health Bucks users.
  ▪ No difference in perceived access to fruit/vegetables for varying levels of participation in Health Bucks.

• Perceived and actual benefits by:
  o Farmers/vendors
    ▪ Participating farmer revenues increased over last 5 years from ~$200 (in 2005-07) to ~$2,800 (in 2010).
    ▪ Market managers felt that Health Bucks attracted farmers to their markets and increased overall business.
  o Consumers and Residents
    ▪ Consumers believed Health Bucks had significant impact on their purchasing and eating behavior and contributed to increased knowledge/awareness of preparing fruits/vegetables.
    ▪ Majority of neighborhood residents reported that Health Bucks made them more likely to shop at farmers’ markets and buy more fruits/vegetables.

**POTENTIAL PUBLIC HEALTH IMPACT**

The Health Bucks intervention has a high potential for public health impact.

**Reach:** The potential for reach is high due to the different opportunities/avenues for distribution/redemption of coupons in low-income and poor access areas. The program is intended for SNAP participants and residents of low-income neighborhoods and aims to engage community-based organizations (CBOs) that work with such populations. Additionally, community engagement with intended populations is a key program component that increases its potential for reach.

**Effectiveness:** While the evidence of the Health Bucks program’s direct impact on behavior (increasing consumption of fruits and vegetables) is limited, perceived and actual benefits appear to be strong. The Health Bucks program demonstrated increased access to locally grown fresh produce by expanding the number of farmers /vendors willing to operate in low-income neighborhoods. Additionally, Health Bucks demonstrated an increase in the purchase of fresh fruits and vegetables as reflected by annual increases in coupon redemption. The program also addresses multiple evidence-based strategies to reduce obesity. CBOs often combine Health Bucks with other health promotion activities (e.g., nutrition education, one-on-one counseling), which enhances the program’s potential impact. Many CBOs reported adding or expanding nutrition programming as a result of distributing Health Bucks.
Adoption: The Health Bucks program and similar programs have been adopted by various farmers’ markets across New York City and in similar cities with comparable infrastructure and “buy-in” from the community. Adoption may be limited in rural areas and towns without the financial resources and community infrastructure needed to support the intervention.

Implementation: Various key stakeholders (e.g., market vendors, community-based organizations and coupon recipients) have responded positively to the program. Overall, they have felt the Health Bucks program has been fairly easy to implement. Also, the reimbursement/redemption of coupons has been acceptable to participating farmers. Technical assistance (toolkits and trainings) are offered to participating markets and community organizations. Successful program implementation depends on the involvement of state, local and community partners.

Maintenance: The current program has been in existence for seven years. Staff and skill capacity necessary to sustain such a program should be available in most locations, however, the cost of maintaining the fiscal capacity for the incentive program is a concern for sustainability.

INTERVENTION MATERIALS

Materials for Download
To view intervention materials used in the New York City Health Bucks program, visit the program’s website: www.nyc.gov/health/farmersmarkets

Available online are:
- Marketing posters and flyers
- Map and listing of participating farmers’ markets
- Community-Based Organization Application for organizations requesting to distribute Health Bucks
- Reports detailing history of Health Bucks program (also see Publications below)

EVALUATION MATERIALS

The Health Bucks Evaluation Toolkit was created to assist farmers’ market incentive programs to design and implement evaluations. The tools provided in the kit can be adapted for incentive programs of various sizes, and can be scaled to guide both small and large evaluations depending on available resources. The toolkit uses the New York City Health Bucks program as an example, providing evaluation tools, sample evaluation questions and recommendations/lessons learned. This toolkit was developed by Abt Associates Inc., with the Centers for Disease Control and Prevention, Division of Nutrition, Physical Activity, and Obesity (CDC DNPAO) and the New York City Department of Health and Mental Hygiene, Physical Activity and Nutrition (PAN) Program.

The toolkit provides a step-by-step guide to conducting a sound evaluation, with a particular focus on evaluation of farmers’ market incentive programs.

- Section 1: Checklist of Basic Evaluation Steps, serves as an introduction to evaluation and presents a framework for evaluating incentive programs.
- Section 2: **Summary of the Health Bucks Program Evaluation**, focuses specifically on the Health Bucks program and details process and outcome evaluation measures.
- Section 3: **Program Evaluation: Techniques and Tools**, outlines best practices for data collection, and includes a library of tools used in the Health Bucks evaluation such as sample surveys, interview guides and consent protocols.
- Section 4: **Dissemination of Findings: How to Share Results**, describes general dissemination guidelines and details lessons learned for program evaluation implementation.

The Health Bucks Evaluation Toolkit can be downloaded in full or by section from the Center TRT website [www.centertrt.org/?p=intervention&id=1109&section=10](www.centertrt.org/?p=intervention&id=1109&section=10)

**TRAINING AND TECHNICAL ASSISTANCE**

Center TRT presented a webinar on the implementation of Health Bucks, which included an overview of the intervention, its core elements, a summary of evidence and potential for public health impact. You can access the webinar [here](http://example.com).

Please contact Sabrina Baronberg for additional technical assistance (see Additional Information).

**ADDITIONAL INFORMATION**

**Web link for Health Bucks and Stellar Markets**
[www.nyc.gov/health/farmersmarkets](www.nyc.gov/health/farmersmarkets)

**Related web link: Just Say Yes to Fruits and Vegetables**
[www.jsyfruitveggies.org](www.jsyfruitveggies.org)

This project is dedicated to improving the health and nutritional status of SNAP (food stamp) populations in a variety of community settings by providing comprehensive nutrition education programs.

**Publications:**
New York City Department of Health & Mental Hygiene. *Farmers’ Markets Initiatives: Promoting Fresh Fruits and Vegetables in Underserved Communities 2010 Report* and *2011 Report*
[www.nyc.gov/health/farmersmarkets](www.nyc.gov/health/farmersmarkets)

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