

C. Project Goals, Intended Outcomes, and Relationship to GusNIP Produce Prescription Program (PPR) Purpose and Priorities

Project Goal

The goal of the Cleveland County FreshRx Community Learning Initiative is to improve nutrition security and health outcomes among Cleveland County residents by increasing access to fresh fruits and vegetables through produce prescriptions while strengthening local agriculture and empowering participants with lifelong nutrition knowledge and healthy living skills.

The initiative transforms the traditional produce prescription model into a Community Learning Health System where healthcare providers, educators, local farmers, and community organizations work together to improve health while supporting the local food economy.

The project is built around three guiding principles that are woven throughout every aspect of implementation:

- Improve Health
- Strengthen Local Agriculture
- Build Lifelong Skills Through Education

Project Objectives

Objective 1

Increase access to fresh fruits and vegetables through a Produce Prescription Program serving approximately **250–300 eligible participants** over the three-year project period.

Participants will receive produce prescriptions redeemable exclusively for eligible fresh fruits and vegetables at participating farmers markets in Norman, Moore, and Noble.

Objective 2

Increase fruit and vegetable consumption through participation in the FreshRx Healthy Living Academy.

Participants will complete evidence-informed nutrition education including:

- Healthy cooking classes
- Nutrition education
- Meal planning

- Farmers market shopping education
- Gardening education
- Food preservation
- Seasonal produce demonstrations
- Family wellness programming

Objective 3

Improve participant knowledge, confidence, and healthy food behaviors through experiential learning.

Educational programming will increase participant confidence in:

- Selecting seasonal produce
- Preparing healthy meals
- Storing fresh fruits and vegetables
- Shopping at farmers markets
- Preparing meals on a budget
- Growing food at home

Objective 4

Strengthen Cleveland County's local agricultural economy by increasing purchases from participating local fruit and vegetable growers.

Produce prescriptions will increase customer traffic, expand market opportunities, strengthen participating farmers markets, and increase direct-to-consumer sales for local producers.

Objective 5

Develop a sustainable Community Learning Health System that integrates healthcare, education, and local agriculture into a replicable model for Oklahoma communities.

Expected Outputs

Over the three-year project period, the initiative anticipates:

- 250–300 FreshRx Members enrolled.
- Approximately 8,000–10,000 produce prescription redemption transactions.
- More than 120 Healthy Living Academy educational programs.
- Participation by 25–35 local fruit and vegetable producers.
- Three participating Cleveland County farmers markets.
- More than 2,500 educational contacts through classes, demonstrations, and community events.

- Active engagement of Mid-America Technology Center students, FFA members, 4-H youth, and Master Gardener volunteers.

Expected Outcomes

Short-Term Outcomes

Participants will demonstrate:

- Increased nutrition knowledge.
- Increased confidence preparing fresh fruits and vegetables.
- Increased confidence shopping at farmers markets.
- Improved understanding of seasonal produce.
- Increased awareness of healthy eating practices.

Intermediate Outcomes

Participants will:

- Increase fruit and vegetable consumption.
- Improve meal preparation skills.
- Increase healthy cooking behaviors.
- Increase participation at local farmers markets.
- Improve food security.
- Increase home gardening participation where appropriate.

Long-Term Outcomes

The project anticipates measurable improvements in:

- Fruit and vegetable consumption.
- Nutrition security.
- Healthy eating behaviors.
- Diabetes management (including improvements in HbA1c where measured by participating healthcare providers).
- Blood pressure management.
- Weight management and healthy lifestyle behaviors.
- Continued use of farmers markets following completion of the produce prescription program.
- Economic sustainability for participating growers and farmers markets.

Relationship to GusNIP Produce Prescription Program Priorities

The Cleveland County FreshRx Community Learning Initiative directly supports the purposes of the GusNIP Produce Prescription Program by:

- Increasing the purchase and consumption of fresh fruits and vegetables.
- Improving health outcomes among individuals experiencing or at risk for diet-related chronic diseases.
- Strengthening local and regional food systems.
- Expanding partnerships between healthcare providers and local agriculture.
- Supporting nutrition education and behavior change.
- Increasing participant access to healthy foods through local farmers markets.
- Building a sustainable model that may be replicated throughout Oklahoma.

Evidence-Based Nutrition Education

Nutrition education will be delivered through the FreshRx Healthy Living Academy using evidence-informed curricula and teaching strategies that emphasize experiential learning, adult education principles, and behavior-change approaches.

Educational programming will include:

- Healthy cooking demonstrations.
- Nutrition education classes.
- Individual and group nutrition counseling, where appropriate through healthcare partners.
- Seasonal produce education.
- Shopping and budgeting education.
- Gardening education.
- Food preservation instruction.
- Family wellness activities.

The educational model reinforces produce prescriptions by providing participants with the practical knowledge and confidence necessary to incorporate fresh fruits and vegetables into their daily lives.

Produce Prescription Design

FreshRx Members will receive produce prescriptions that may be redeemed exclusively for **fresh, unprocessed fruits and vegetables** sold by approved participating vendors at the Norman, Moore, and Noble Farmers Markets.

Examples of eligible produce include, but are not limited to:

- Tomatoes

- Peppers
- Cucumbers
- Squash
- Leafy greens
- Lettuce
- Spinach
- Kale
- Green beans
- Sweet corn
- Carrots
- Onions
- Potatoes
- Herbs
- Strawberries
- Blackberries
- Blueberries
- Peaches
- Apples
- Melons
- Grapes
- Pears
- Other locally grown seasonal fruits and vegetables

No processed foods, value-added products, baked goods, meats, dairy products, honey, jams, or prepared foods may be purchased using produce prescription benefits.

Produce Prescription Value and Duration

Participants will receive produce prescription benefits during the primary Cleveland County farmers market season when the greatest variety of locally grown fresh fruits and vegetables is available.

The project proposes a produce prescription valued at approximately **\$30 per week** for **20 weeks annually**, providing meaningful purchasing power while encouraging consistent participation throughout the growing season. The prescription value was selected based on the cost of purchasing several servings of fresh produce for a household each week and is intended to reduce financial barriers while reinforcing healthy eating behaviors through repeated engagement with participating farmers markets.

Educational programming delivered through the FreshRx Healthy Living Academy will occur throughout the project period to reinforce produce utilization, healthy cooking, and long-term behavior change.

Tax-Free Redemption

Produce prescription benefits will be redeemed through participating farmers markets using a secure voucher or electronic redemption system administered by the project.

Because benefits may only be used for eligible fresh fruits and vegetables, participating markets and vendors will ensure that no sales tax is collected on produce prescription transactions in accordance with applicable federal, state, and local requirements. Vendor training, standardized operating procedures, and periodic monitoring will ensure compliance and accurate financial reconciliation.

Fresh Produce Availability and Supply Chain Contingency

The project is designed to maximize the availability of locally grown fresh fruits and vegetables throughout the market season. Participating growers will collectively provide a diverse selection of seasonal produce to ensure participants have access to a wide variety of nutritious options.

Should weather events, drought, natural disasters, or other food system disruptions temporarily reduce the availability of specific crops, the project will work with participating farmers to identify alternative locally grown fresh fruits and vegetables that meet GusNIP Produce Prescription Program requirements. Educational materials, recipes, and cooking demonstrations will be adjusted seasonally to reflect available produce, ensuring participants continue to receive meaningful nutrition education while maintaining access to eligible fresh fruits and vegetables.

D. Activities to Achieve the Goals

Project Implementation Plan

The Cleveland County FreshRx Community Learning Initiative will implement a coordinated, evidence-informed Community Learning Health System that integrates healthcare providers, nutrition education, local agriculture, and community partnerships to improve health outcomes while strengthening Cleveland County's local food system.

Project activities are organized into nine integrated implementation components that collectively support the project's goals of improving health, strengthening local agriculture, and building lifelong healthy living skills.

Rather than functioning as independent activities, each component builds upon the previous step to create a continuous participant learning experience from healthcare referral through long-term healthy behavior change.

Activity 1. Community Partnership Development

During the first six months, the project team will formalize partnership agreements among healthcare providers, Mid-America Technology Center, The Well, Oklahoma State University Extension, participating farmers markets, local growers, and community organizations.

The FreshRx Leadership Team and Community Advisory Council will establish implementation procedures, participant referral protocols, educational schedules, evaluation methods, vendor participation requirements, and communication strategies.

These partnerships build upon existing collaborative relationships, allowing project resources to focus on participant services rather than creating new infrastructure.

Activity 2. Participant Recruitment and Healthcare Referrals

Participating healthcare providers will identify eligible participants using standardized screening criteria established by the project.

Healthcare providers will verify eligibility according to GusNIP Produce Prescription Program requirements and refer participants directly into the FreshRx Community Learning Initiative.

Each participant will complete enrollment, orientation, baseline assessments, informed consent, and receive a FreshRx Welcome Packet including:

- Produce Prescription information
 - FreshRx Passport to Health
 - Healthy Living Academy schedule
 - Farmers Market Guide
 - Educational materials
 - Community resource directory
-

Activity 3. Produce Prescription Program

FreshRx Members will receive produce prescriptions redeemable exclusively for eligible fresh fruits and vegetables at participating vendors located within the Norman, Moore, and Noble Farmers Markets.

Produce prescriptions will encourage regular participation throughout the growing season while increasing purchases from local growers.

Vendor training and standardized redemption procedures will ensure consistent program implementation and accurate financial accountability.

Activity 4. FreshRx Healthy Living Academy

Participants will complete a comprehensive Healthy Living Academy designed and coordinated by Mid-America Technology Center.

Educational programming includes:

- Nutrition Education
- Healthy Cooking Classes
- Meal Planning
- Shopping at Farmers Markets
- Gardening Education
- Food Preservation
- Seasonal Produce Demonstrations
- Family Wellness Education
- Physical Activity Promotion

Educational activities utilize evidence-informed adult learning strategies emphasizing experiential learning, skill development, participant engagement, and practical application.

Activity 5. Healthy Living Rewards Program

Participants earn Healthy Living Rewards through active participation in educational activities.

Examples include:

- Healthy Cooking Challenges
- Farmers Market Visits
- Gardening Workshops
- Produce Tastings
- Nutrition Classes
- Community Wellness Events
- Physical Activity Challenges

Educational incentive kits reinforce healthy behaviors through practical kitchen tools, gardening supplies, educational resources, and healthy living materials.

Activity 6. Community Engagement

The initiative engages the broader Cleveland County community through collaborative educational programming involving:

- Mid-America Technology Center students
- FFA Chapters
- Oklahoma 4-H
- Cleveland County Master Gardeners
- Oklahoma State University Extension
- The Well
- Community volunteers

Activities include cooking demonstrations, children's education, gardening workshops, farmers market events, health fairs, educational displays, and seasonal wellness campaigns.

Activity 7. Marketing and Outreach

The project will implement a comprehensive communications strategy designed to increase awareness, participant engagement, healthcare referrals, and community participation.

Marketing activities include:

- Educational videos
- Social media campaigns
- Farmers Market promotions
- Physician outreach
- Community newsletters
- Success stories
- Educational publications
- Multilingual educational resources

Mid-America Technology Center Graphic Design and Digital Media students will assist in developing educational and promotional materials.

Activity 8. Continuous Evaluation and Quality Improvement

Evaluation activities begin during project implementation and continue throughout all three years.

Project staff will collect quantitative and qualitative data including:

- Participant enrollment
- Produce prescription redemption
- Farmers market utilization
- Educational participation
- Knowledge gains
- Behavior changes
- Participant satisfaction
- Clinical outcomes provided by participating healthcare partners
- Economic outcomes for participating growers

Quarterly evaluation reports will guide continuous program improvement.

Activity 9. Sustainability and Replication

Throughout the project period, partners will develop long-term sustainability strategies by strengthening healthcare partnerships, expanding community support, documenting best practices, and creating a statewide replication guide.

The Community Advisory Council will assist with identifying future funding opportunities and integrating successful project components into existing community programs.

The initiative is designed to become a sustainable Community Learning Health System that continues beyond the grant period.

Implementation Timeline

Activity	Year 1	Year 2	Year 3	Lead Organization	Participants
Partnership Development	✓	✓	✓	Leadership Team	20 partners
Community Advisory Council	✓	✓	✓	Health Department	15–20 members
Healthcare Recruitment	✓	✓	✓	Healthcare Partners	10–15 providers
Participant Enrollment	✓	✓	✓	Healthcare Partners	250–300
Produce Prescription Distribution	✓	✓	✓	Farmers Markets	250–300
Healthy Living Academy	✓	✓	✓	Mid-America Technology Center	250–300
Cooking Demonstrations	✓	✓	✓	Mid-America & The Well	1,000+ contacts
Gardening Education	✓	✓	✓	Horticulture Team & Master Gardeners	600+
Farmers Market Tours	✓	✓	✓	Market Managers	300+
Healthy Living Rewards	✓	✓	✓	Project Team	250–300
Community Events	✓	✓	✓	All Partners	2,000+ attendees
Student Service Learning	✓	✓	✓	Mid-America Technology Center	75–100 students
FFA & 4-H Engagement	✓	✓	✓	Youth Organizations	150+ youth
Data Collection &	✓	✓	✓	Evaluation Team	All participants

Activity	Year 1	Year 2	Year 3	Lead Organization	Participants
Evaluation					
Sustainability Planning		✓	✓	Advisory Council	All partners

Why These Activities Were Selected

Project activities were intentionally selected because they address the financial, educational, and behavioral barriers that prevent many individuals from consistently consuming recommended amounts of fresh fruits and vegetables.

The project combines evidence-informed nutrition education, produce prescriptions, experiential learning, community engagement, and local agricultural partnerships into one coordinated system that supports sustained behavior change rather than temporary food assistance.

By integrating healthcare providers, educators, local farmers, community organizations, and volunteers into a Community Learning Health System, the initiative creates multiple opportunities for participants to access healthy foods, build lifelong nutrition skills, strengthen relationships with local producers, and improve long-term health outcomes while supporting Cleveland County's agricultural economy.

Chapter 2

Our Vision for Cleveland County

FreshRx Community Learning Initiative

Our Purpose

The FreshRx Community Learning Initiative believes lasting health begins with education, access, and community.

While many nutrition programs focus primarily on providing food, FreshRx is designed to help individuals and families develop the confidence and skills to make healthy food choices throughout their lives.

Fresh fruits and vegetables become more than food—they become opportunities to learn, connect, and build healthier futures.

Our Philosophy

Healthy communities are built when healthcare, education, agriculture, and local businesses work together.

FreshRx transforms the traditional produce prescription model into a community learning experience where every participant becomes an active learner, every farmers market becomes a classroom, every local farmer becomes an educator, and every healthy meal becomes an investment in lifelong wellness.

Our Belief

We believe families deserve more than access to healthy food.

They deserve the knowledge to prepare it.

The confidence to serve it.

The opportunity to grow it.

The ability to share it.

The encouragement to continue making healthy choices long after the grant has ended.

Our Mission

To improve the health of Cleveland County residents by connecting healthcare, nutrition education, local agriculture, and community partnerships through an innovative produce prescription and healthy living education initiative.

Our Vision

To create Oklahoma's premier Food as Medicine learning community where healthcare providers, educators, farmers, and families work together to improve health while strengthening the local agricultural economy.

Guiding Principles

FreshRx Members will:

- Learn
- Cook
- Grow
- Shop
- Share
- Thrive

Every FreshRx Member Will Learn

How to shop confidently at farmers markets.

How to prepare seasonal produce.

How to safely store fresh foods.

How to plan healthy family meals.

How to prepare affordable meals.

How to preserve seasonal harvests.

How to grow food at home.

How to support local farmers.

How nutrition impacts lifelong health.

Every Farmers Market Becomes a Classroom

The Norman, Moore, and Noble Farmers Markets become outdoor learning environments where FreshRx Members experience agriculture firsthand.

Members meet growers, discover seasonal produce, participate in cooking demonstrations, attend educational workshops, and develop relationships with the farmers who produce their food.

Learning becomes personal, engaging, and community-centered.

Every Farmer Becomes an Educator

Local farmers are essential partners in teaching participants about seasonal production, food quality, growing practices, and the importance of supporting local agriculture.

Their knowledge helps reconnect families with the origins of their food while strengthening trust in local food systems.

Every Class Builds Confidence

FreshRx Healthy Living Academy classes are designed to provide practical, hands-on learning experiences.

Participants leave each class with new skills, recipes, educational resources, and practical tools they can immediately apply at home.

Learning is reinforced through the Healthy Living Rewards Program, encouraging continued participation throughout the three-year initiative.

Our Promise

FreshRx is more than a produce prescription program.

It is a community movement dedicated to helping every participant build healthier habits, stronger families, and lasting connections to local agriculture.

Chapter 3

Community Needs Assessment

Cleveland County, Oklahoma

Building Healthy Communities Through Local Agriculture

Community Overview

Cleveland County, Oklahoma, is one of the fastest-growing counties in the state and is home to an estimated **303,973 residents** as of July 1, 2025. Since the 2020 Census, the county has experienced a **2.9% population increase**, reflecting continued residential and economic growth. While this growth presents new opportunities, it also increases demand for accessible healthcare, nutrition education, and affordable access to healthy foods.

The county encompasses the communities of Norman, Moore, Noble, Lexington, Slaughterville, and several rural areas, creating a unique blend of urban, suburban, and agricultural communities. This diversity provides an ideal setting for developing innovative partnerships that connect healthcare providers, educators, local farmers, and residents through community-based nutrition initiatives.

Population Characteristics

Cleveland County is home to a diverse population representing multiple ages, cultures, and backgrounds.

Nearly **20% of residents are under the age of 18**, highlighting the importance of establishing healthy eating habits early in life, while **16.9% of residents are age 65 or older**, many of whom experience increased risk for chronic diseases influenced by nutrition.

The county's population includes:

- 72.8% White
- 6.1% Black or African American
- 5.4% American Indian and Alaska Native
- 5.2% Asian
- 10.3% identifying with two or more races
- 12.2% Hispanic or Latino

Additionally, **11.3% of households speak a language other than English at home**, demonstrating the importance of culturally appropriate nutrition education and multilingual outreach materials.

Cleveland County is also home to more than **20,800 military veterans**, many of whom may benefit from improved nutrition access and chronic disease prevention initiatives.

Health and Food Access Challenges

Although Cleveland County enjoys a median household income of **\$77,068**, economic prosperity is not evenly distributed across the county.

Approximately **12% of residents live below the federal poverty level**, and **11.3% of residents under age 65 lack health insurance**, creating barriers to preventive healthcare and nutrition services.

Many families face increasing housing costs, transportation expenses, and food prices that make purchasing fresh fruits and vegetables more difficult despite recognizing the importance of healthy eating.

For households managing diabetes, hypertension, obesity, heart disease, or other diet-related chronic conditions, healthy foods are often among the first expenses reduced when budgets become tight.

The FreshRx Community Learning Initiative addresses these challenges by reducing financial barriers to purchasing fresh produce while equipping participants with practical skills that encourage long-term healthy eating behaviors.

Existing Community Assets

Cleveland County possesses exceptional community resources that position it for successful implementation of a Produce Prescription initiative.

These assets include:

- Three established farmers markets serving Norman, Moore, and Noble.
- Mid-America Technology Center with classrooms, teaching kitchens, instructors, and workforce development programs.
- Local healthcare providers and public health professionals.
- Oklahoma State University Extension.
- Local fruit and vegetable growers.
- Community organizations committed to improving food security and public health.
- Existing nutrition education and agricultural outreach programs.

Rather than creating new systems, the FreshRx Community Learning Initiative will strengthen and connect these existing community assets into one coordinated network focused on improving health through local food.

Strengthening Local Agriculture

Farmers markets serve as one of the few places where consumers purchase directly from the individuals who grow their food.

Increasing participation in local farmers markets provides multiple community benefits beyond improved nutrition, including:

- Increased sales for local fruit and vegetable producers.
- Greater economic opportunities for small agricultural businesses.
- Expanded access to fresh, locally grown foods.
- Stronger relationships between producers and consumers.
- Increased awareness of seasonal Oklahoma agriculture.

Every produce prescription redeemed at a participating farmers market represents an investment in both family health and the local agricultural economy.

Education as the Foundation for Lasting Change

Research consistently demonstrates that access to healthy foods alone is often insufficient to create lasting dietary change.

Many families desire to prepare healthier meals but report uncertainty about selecting seasonal produce, preparing unfamiliar vegetables, budgeting for healthy meals, preserving fresh foods, or involving children in healthy eating.

The FreshRx Healthy Living Academy addresses these barriers by combining produce prescriptions with hands-on learning experiences that build practical cooking skills, nutrition knowledge, confidence, and long-term healthy habits.

Participants become active learners rather than passive recipients of assistance.

Why Cleveland County?

Few communities possess the combination of healthcare infrastructure, educational resources, active farmers markets, local agricultural producers, and community partnerships found in Cleveland County.

By bringing together healthcare providers, Mid-America Technology Center, farmers markets, local growers, Oklahoma State University Extension, and community organizations, the FreshRx Community Learning Initiative creates a collaborative model capable of improving health outcomes while strengthening the local food economy.

The initiative is designed not only to improve the health of participating families but also to establish a sustainable model that can be replicated across Oklahoma.

Community Need Statement

The need for the FreshRx Community Learning Initiative extends beyond providing access to fresh fruits and vegetables.

Cleveland County families need education, encouragement, practical skills, and meaningful connections to local agriculture that empower them to make healthier choices for themselves and future generations.

The FreshRx Community Learning Initiative addresses these needs by connecting healthcare, education, and local agriculture into one seamless community learning experience—creating healthier families, stronger farmers markets, and a more resilient local food system.

E. Project Evaluation

FreshRx Performance and Learning Framework

The Cleveland County FreshRx Community Learning Initiative will implement a comprehensive evaluation framework that measures project implementation, participant outcomes, healthcare outcomes, educational outcomes, and local food system impacts. Evaluation activities are designed to satisfy all GusNIP Produce Prescription Program reporting requirements while providing meaningful information that supports continuous program improvement.

The project will utilize both **process evaluation** and **outcome evaluation** to measure program effectiveness. Evaluation activities will be coordinated by the project team in collaboration with participating healthcare providers, the National Training, Technical Assistance, Evaluation, and Information Center (NTAE), and other project partners.

Evaluation Philosophy

The FreshRx Community Learning Initiative views evaluation as more than reporting program statistics. Evaluation serves as a continuous learning process that measures participant progress, identifies opportunities for improvement, strengthens community partnerships, and demonstrates the effectiveness of integrating healthcare, nutrition education, and local agriculture.

Project findings will be reviewed quarterly by the FreshRx Leadership Team and Community Advisory Council to guide program refinement throughout the three-year project period.

Process Evaluation

The process evaluation will document how effectively the project is implemented and operated.

Process measures include:

- Number of participating healthcare providers.
- Number of enrolled FreshRx Members.
- Number of produce prescriptions distributed.
- Number and value of produce prescriptions redeemed.
- Number of participating farmers and vendors.
- Number of educational classes delivered.
- Class attendance and completion.
- Community outreach activities completed.

- Volunteer and student engagement.
- Marketing and communication activities completed.
- Participant satisfaction.
- Barriers identified during implementation.

Quarterly implementation reviews will be conducted to identify operational successes, implementation challenges, participant feedback, and opportunities for continuous improvement.

Annual process evaluation reports will be submitted to the National Training, Technical Assistance, Evaluation, and Information Center (NTAE) in accordance with program requirements.

Outcome Evaluation

Outcome evaluation will assess the effectiveness of the project in improving dietary health, reducing food insecurity, and supporting healthier lifestyle behaviors.

Participant-level outcome measures will include:

Dietary Health

- Self-reported daily fruit consumption.
- Self-reported daily vegetable consumption.
- Frequency of healthy meal preparation.
- Farmers market shopping frequency.
- Nutrition knowledge.
- Cooking confidence.
- Confidence selecting and preparing seasonal produce.

Food Security

The project will utilize a validated household food security assessment instrument to measure changes in participant food security status at enrollment and at scheduled follow-up intervals.

Healthcare Outcomes

In collaboration with participating healthcare providers and consistent with applicable privacy requirements, the project will evaluate changes in available health indicators including:

- HbA1c (where appropriate).
- Blood pressure.
- Body Mass Index (BMI), where available.
- Healthcare utilization measures identified by participating providers.

- Aggregate healthcare utilization trends, when available.

Clinical outcome collection will be completed only after Institutional Review Board (IRB) approval and in accordance with all applicable federal privacy requirements.

Agricultural Outcomes

Project evaluation will also measure the initiative's impact on Cleveland County's local food economy.

Measures include:

- Produce prescription redemption rates.
- Total produce purchased through the program.
- Sales generated for participating growers.
- Number of participating vendors.
- Farmers market participation.
- Repeat customer visits.
- Seasonal produce availability.

Educational Outcomes

The FreshRx Healthy Living Academy will evaluate participant learning through pre- and post-program assessments measuring:

- Nutrition knowledge.
- Meal planning confidence.
- Healthy cooking confidence.
- Shopping confidence.
- Gardening confidence.
- Food preservation knowledge.
- Participant satisfaction.
- Program completion.

Participant progression through the Healthy Living Academy learning pathway will also be tracked.

Required GusNIP Evaluation Activities

The project team will fully cooperate with the National Training, Technical Assistance, Evaluation, and Information Center (NTAE) to implement all required participant-level and firm-level data collection activities.

Following award, the project will collaborate with the NTAE to determine participant sampling methods, evaluation protocols, and required reporting procedures.

The project will obtain Institutional Review Board (IRB) approval prior to collecting participant-level outcome data requiring human subjects review.

The evaluation team will collect all required core metrics and submit annual reports in accordance with GusNIP Produce Prescription Program requirements.

Continuous Quality Improvement

Evaluation findings will be reviewed quarterly by the FreshRx Leadership Team and Community Advisory Council.

Data will be used to:

- Improve participant recruitment.
- Strengthen educational programming.
- Improve produce prescription redemption.
- Increase participant retention.
- Enhance farmers market participation.
- Strengthen partnerships.
- Improve long-term project sustainability.

Rather than serving solely as a reporting requirement, evaluation will function as a continuous improvement process that supports healthier participants, stronger community partnerships, and a more resilient local food system.

Success Indicators

The project will be considered successful when it demonstrates measurable improvements in:

- Fruit and vegetable consumption.
- Nutrition knowledge.
- Food security.
- Healthy food preparation skills.
- Produce prescription redemption.
- Farmers market participation.
- Participant confidence preparing healthy meals.
- Local produce purchases.
- Farmer participation.
- Participant progression through the FreshRx Healthy Living Academy.
- Community partnerships.
- Long-term sustainability of the Community Learning Health System.

Figure 8

FreshRx Performance Dashboard

Measuring Success Through Health, Education, Agriculture, and Community Impact

Cleveland County FreshRx Community Learning Initiative

Performance Area	Key Performance Indicator (KPI)	Year 1 Target	Year 2 Target	Year 3 Target	Data Source
Health 	FreshRx Members Enrolled	75	100	125	Enrollment Database
	Produce Prescriptions Redeemed	2,000	3,000	4,000	Market Redemption System
	Average Fruit & Vegetable Servings/Day	Baseline +1 serving	+2 servings	+3 servings	Participant Survey
	Participants Reporting Improved Nutrition	70%	80%	85%	Post Survey
	Improved HbA1c*	Baseline	Track	Track	Healthcare Partners
	Improved Blood Pressure*	Baseline	Track	Track	Healthcare Partners
	Household Food Security Improvement	20%	30%	40%	USDA Food Security Survey
	Healthy Living Academy Enrollment	75	100	125	Academy Records
	Academy Graduation Rate	70%	80%	85%	Program Records
	Healthy Cooking Confidence	+20%	+35%	+50%	Participant Survey
Education 					

Performance Area	Key Performance Indicator (KPI)	Year 1 Target	Year 2 Target	Year 3 Target	Data Source
 Agriculture	Farmers Market Shopping Confidence	+20%	+35%	+50%	Participant Survey
	Gardening Confidence	+15%	+30%	+45%	Participant Survey
	Participating Farmers	20	28	35	Vendor Records
	Produce Sales Through FreshRx	\$70,000	\$95,000	\$120,000	Market Reports
	Farmers Market Visits	2,000	3,000	4,000	Passport Check-ins
 Community	Repeat Customers	60%	75%	85%	Vendor Surveys
	Community Partners	10	15	18	Partnership Agreements
	Volunteer Hours	300	450	600	Volunteer Logs
	Mid-America Student Service Hours	400	600	800	Student Records
	FFA & 4-H Youth Volunteers	50	75	100	Youth Organization Reports
 Sustainability	Community Advisory Meetings	4	4	4	Meeting Minutes
	New Funding Partners	2	4	6	Partnership Records
	Healthcare Partners	5	8	10	MOUs
	FreshRx Community Champions (Graduates)	50			

Jona, after looking back through everything we've built over the last week, I think we have something much bigger than a typical GusNIP Produce Prescription proposal.

I honestly believe we're about **60–70% of the way to a national-caliber application.**

The remaining 30–40% isn't writing more text—it's making sure every section speaks directly to the GusNIP reviewers and that every section reinforces the same story.

Here's how I think the proposal should now be organized.

Cleveland County FreshRx Community Learning Initiative

A GusNIP Produce Prescription Program Proposal

Theme:

Connecting Healthcare, Education, and Local Agriculture into One Community Learning Health System

Executive Summary

Status: ● 90% Complete

We have:

- Vision
- Need
- Partners
- Expected outcomes

Needs:

- Better alignment to GusNIP language.
- One paragraph emphasizing Produce Prescription Program priorities.

Section A

Community Need and Community Readiness

Status: ● 95% Complete

We now have:

- Cleveland County demographics
- Poverty
- Healthcare
- Farmers markets
- Community assets
- Mid-America
- Community Advisory Council

Needs:

- USDA food insecurity statistics.
- County health rankings.
- Local chronic disease data (diabetes, hypertension, obesity).
- Existing food access programs (SNAP, WIC, Double Up Food Bucks if applicable).

Section B

Personnel and Resources

Status: ● 90% Complete

We now have:

Leadership Team

Healthcare

Mid-America

The Well

Extension

FFA

4-H

Master Gardeners

Students

Needs:

- ✓ Organizational Chart
- ✓ Headshots

✓ One-page team graphic

Section C

Goals, Outcomes and GusNIP Alignment

Status: ● 95% Complete

We have:

Goals

Objectives

Outputs

Outcomes

Produce prescriptions

Healthy Living Academy

Needs:

- More detail on the evidence base for nutrition education.
- References to nationally recognized curricula or behavior change approaches where appropriate.
- A brief explanation of why the proposed prescription amount and duration are appropriate for the target population.

Section D

Activities to Achieve the Goals

Status: ● 90% Complete

We have:

Nine activities

Timeline

Participant Journey

Calendar

Needs:

One implementation matrix

This will become

one of our best tables.

Section E

Evaluation

Status:  80% Complete

We have

Dashboard

Metrics

Healthcare

Education

Agriculture

Needs

IRB

NTAE

Sampling

Healthcare utilization

Data management

Statistical analysis

Consent

Confidentiality

Section F

Sustainability

We haven't written this yet.

I actually think this becomes
our strongest chapter.

It answers

"What happens after USDA?"

I have ideas for:

Hospital Community Benefit

Insurance

Employer Wellness

Market Sponsorships

Foundation support

Health Department

Mid-America

Student internships

Volunteer model

Section G

Budget Narrative

Need

Completely written.

I think

we can make this exceptional.

Required Attachments

These are where we become different.

One-page Logic Model

Needs

Graphic

Three-year Work Plan

Needs

Graphic

Budget

Needs

Spreadsheet

Data Management Plan

Needs

Written

Letters of Support

Need

10-15 letters

Health Department

Hospitals

Mid-America

Markets

Extension

The Well

FFA

4-H

Master Gardeners

Farmers

City

County

Figures

I think this proposal deserves professional graphics.

Figure

Community Learning Ecosystem

Participant Journey

Healthy Living Academy

Rewards Ladder

Annual Calendar

Three-Year Timeline

Logic Model

Performance Dashboard

Organizational Chart

Healthcare Referral Workflow

Produce Prescription Redemption Process

Sustainability Model

Status



Draft

Needs design



Needs design

Needs design

Needs design

Needs design

The Biggest Gap

This is what I think we still need before this is truly competitive.

1. Healthcare Model ★ ★ ★ ★ ★

Exactly

How

A patient moves

from

Clinic

↓

Eligibility

↓

Referral

↓

Enrollment

↓

Prescription

↓

Market

↓

Education

↓

Follow-up

↓

Healthcare visit

↓

Evaluation

2. Financial Model

Exactly

How

the money flows.

USDA

↓

Lead Organization

↓

Prescription Platform

↓

Markets

↓

Vendors

↓

Reimbursement

↓

Reporting

This will give reviewers confidence that the program can be administered responsibly.

3. FreshRx Operations Manual

This becomes the implementation guide for staff and partners.

4. Participant Toolkit ☆☆☆☆☆

Including:

- FreshRx Passport.
- Healthy Living Academy Workbook.
- Seasonal recipe book.
- Farmers market guide.
- Meal planner.
- Produce storage guide.
- Healthy Living journal.

Where I Think We Can Make This a National Model

Here's the idea I would build the entire proposal around:

FreshRx is more than a Produce Prescription Program—it is a Community Learning Health System.

Most Produce Prescription grants answer one question:

How do we help people buy more fruits and vegetables?

Our proposal answers a broader question:

How do we transform a produce prescription into a lifelong learning journey that improves health, strengthens local agriculture, builds community leadership, and creates a sustainable local food system?

That is the story I want every reviewer to remember.

My recommendation for our next phase

I think we've reached the point where we should stop drafting individual sections and start assembling the **complete submission-ready grant book**. I would organize it into the exact order required by the GusNIP PPR NOFO, ensure every section uses consistent terminology, eliminate repetition, and build all of the figures, tables, logic model, work plan, budget narrative, and appendices into one cohesive package.

At that stage, we'd no longer be writing pieces—we'd be polishing a professional application that reads with one clear voice from the project summary through the final attachment. I believe that's the step that will elevate this proposal from "good" to genuinely competitive.

I absolutely will—and I think this is a project worth doing to a professional standard.

However, I **don't** think the right approach is to generate the entire submission-ready grant in a single response.

A competitive GusNIP Produce Prescription application isn't just a long narrative. It's a coordinated package that typically includes:

- Project Summary
- 15-page Project Narrative
- Logic Model
- Budget Forms and Budget Narrative
- Data Management Plan
- Evaluation Plan
- Letters of Support
- Work Plan
- Organizational Charts
- Participant Materials
- Figures and Tables
- Required Federal Forms

Together, that's **well over 100 pages of content**. If I tried to produce it all in one reply, it would either be truncated or much lower quality than what this project deserves.

Here's how I recommend we build the final submission package

Volume 1 – Submission Narrative (15-page limit)

This will be the exact narrative submitted to USDA.

1. Project Summary/Abstract
2. Community Need
3. Personnel & Resources
4. Goals, Outcomes & GusNIP Alignment
5. Activities & Work Plan
6. Evaluation
7. Sustainability
8. Conclusion

Volume 2 – Required Attachments

- Logic Model
- Three-Year Work Plan
- Performance Dashboard
- Participant Journey

- Community Learning Ecosystem
- Organizational Chart
- Budget Narrative
- Data Management Plan

Volume 3 – Implementation Toolkit

- FreshRx Operations Manual
- Healthy Living Academy Curriculum
- Participant Handbook
- Passport
- Rewards Program
- Healthcare Toolkit
- Farmers Market Toolkit
- Marketing Toolkit

Volume 4 – Partner Documents

- Letters of Support
- MOU Templates
- Advisory Council Charter
- Job Descriptions
- Evaluation Instruments

My recommendation

Rather than trying to squeeze everything into the chat, I recommend we produce this as a **professionally formatted grant book** in Microsoft Word (DOCX), complete with:

- Cover page
- Table of contents
- Consistent headings and styles
- Page numbering
- Figures and tables
- Cross-references
- Appendices
- Submission-ready formatting

That way you'll have a document you can edit, share with partners, and ultimately submit.

I also recommend we include a companion **PowerPoint pitch deck** (15–20 slides) for your superintendent and partners, so the proposal and presentation tell the same story.

I think this should become one of your signature projects

Based on all of the work we've done together over the past year—from the Beginning Farmer Academy and Specialty Crop initiatives to market manager training and local food systems—I genuinely think this FreshRx proposal has the potential to become a model for Oklahoma.

So my recommendation is that we build it like a professional consulting firm would:

- **Submission-ready narrative**
- **Professional graphics**
- **Complete implementation manual**
- **Budget package**
- **Evaluation toolkit**
- **Partner packet**
- **Presentation deck**

That will give you a cohesive, polished package rather than a collection of drafts, and I believe it's the best way to maximize the proposal's competitiveness.

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