

# Food Pharmacy Pilot

June - August 2021



Municipal  
Marketplace



Food as Medicine  
Collaborative



## Contact:

Naomi Maisel

[naomi@lacocinasf.org](mailto:naomi@lacocinasf.org)

Janna Cordeiro

[janna@sfphf.org](mailto:janna@sfphf.org)



## Pilot Goals

- Sustainable + dignified food access opportunities
- Nutrition education + diverse food choices
- Opportunities for socialization
- Investment in small, local, women-of-color food businesses
- Replicable model for regenerative, community-based economic development that addresses food security needs





## Method

- 59 gift cards; \$65 per person
- Participants from Food Pharmacies at Curry Senior Center Clinic + Healthright 360
- 2 month pilot (June 8 - Aug. 13)
- 6 cuisines from La Cocina Marketplace
- Bingo cards + raffle encouraged participants to try a variety of cuisines
- Data collection: pre + post survey, card transaction data, bingo cards, interviews



# Results

- Participants self described as one or more of the following: Black or African American (31%), Asian or Pacific Islander (23%), Latino or Hispanic (19%), Native American (3%), and White or Caucasian (32%)
- 74% were age 55+; 44% women
- 56% rarely or never eat meals out; 33% have no access to cooking equipment
- 73% sometimes or often worried about food security
- 126 transactions; \$16 avg amount per transaction
- \$2K thus far in total revenue to La Cocina entrepreneurs
- 86% had never been to Marketplace, but found food to be enjoyable (83%) and healthy (95%) and environment to be welcoming (100%) and convenient (71%)
- Participants agreed that gift card program was flexible and increased the variety of foods they ate (98%), want to continue program (90%), and plan to visit the Marketplace again (90%) regardless of program
- One La Cocina entrepreneur hired a participant as their new cashier



## Participant Feedback

*"You give a reason to get up, walk outside and enjoy sunshine."*

*"I appreciated the program. I can try out different types of food. I can take my son to go there when I have a chance."*

*"It is flexible. It is easy. The gift card is like a treat for myself. I will try the pupusa next time!"*

*"I feel safe going there and the food was delicious!"*





## Lessons Learned

- Extend cohort to 3 months, providing more time to use card
- Advertise \$5 meals + low-price options to address cost concerns
- Upcoming Nepalese vendor will address desire for Asian cuisine; consider Asian vendor pop-ups
- Continue menu rotation to address requests for variety

## Next Steps

- Funding secured for next round
- Gather participant input to improve program
- Implement V2 Fall 2021 - 2022 to reach at least 200 seniors

