

GOOD FOOD at home Englewood

Good Food at Home is a 3-month program designed to increase access to good food – food that is affordable, sustainable, nutritious, high-quality, and culturally connected – and help families build healthy habits of fruit and vegetable consumption. Since 2020, Good Food at Home has provided fresh fruits and vegetables to families in over 30 cities. From December 2023 to February 2024, participants received \$60 per month to buy fresh fruits and vegetables (called Fresh Funds) on Instacart's online shopping platform. Altarum, a nonprofit health research consulting organization, measured program impact and satisfaction by surveying participants and analyzing sales data. Across the four cities participating in Good Food at Home, 45% of survey respondents reported an increase in nutrition security from before to after the program. This infographic highlights findings from Englewood.

Englewood families were supported with fresh produce



200

Families served



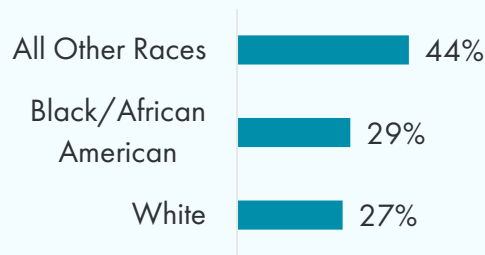
27,706

Servings of fresh fruits and vegetables purchased

“Thank you for help[ing] me with fresh funds. My family and I really enjoyed your help with **eating fresh fruits and vegetables.**”
- Englewood Good Food at Home Participant

Families in need benefited from the program

A majority of participants were from **diverse racial backgrounds**



50%

of participants were Hispanic or Latino/a

71%

of households were below 130% of the federal poverty level

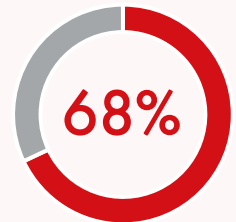
26%

participated in SNAP

33%

participated in WIC

Fresh Funds helped families stretch their food budgets



of participants made **at least 1 purchase** with their Fresh Funds



\$14,413

in Fresh Funds were used to purchase

3,314

fresh fruit and vegetable items across

380

online orders

Satisfaction with Good Food at Home and the Instacart online shopping experience was high.



91% of respondents were **satisfied** with the **online shopping experience**



91% of respondents were **satisfied** with the **convenience of online shopping**



80% of respondents were **satisfied** with the **ease of online shopping**



58% of respondents are **likely** to **continue shopping through Instacart**

Good Food at Home helped families in need build healthy habits.

89%

of respondents said that Fresh Funds helped their family **build a habit** of eating more fruits and vegetables

85%

of respondents said that the produce credits **allowed them to buy more fruits and vegetables** than they can usually afford

85%

of respondents said that Fresh Funds **empowered them to provide good food** for themselves and their families

Good Food at Home helped improve factors related to nutrition security.

47% of respondents felt they had **more control** over their own **food preferences**

44% of respondents felt **more able** to **buy healthy foods** without worry

39% of respondents felt they had **more control** over the **healthfulness of food** they buy

Good Food at Home supported increases in the frequency of fruit and vegetable consumption.

57%

of survey respondents **increased how often they ate fruits and vegetables** from baseline to post-intervention

The Englewood community helped bring this program to local families.

"We ate way more fresh produce... and my grandchildren [were] able to have fresh fruits for lunch. They are even asking for certain fruits and veggies we couldn't afford in the past."

- Englewood Good Food at Home Participant

Program Organizers and Community Partners included:

Partnership for a Healthier America; Center for Food Action (CFA); Instacart; Altarum

