

Food Revolution at Santa Rosa Family Medicine Residency & Community Health Centers

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May 2011



The Santa Rosa Family Medicine Residency, a UCSF affiliate, is situated 50 miles north of San Francisco. Faculty, residents, and students care for a multicultural, multilingual group of underserved patients in a federally-qualified community health center in the setting of a unique humanistic approach to personal and professional development.

Santa Rosa Community Health Centers

- For patients without insurance, or inadequate coverage (Medicaid, Medicare)
- ~70% of our patients at poverty level, additional 20% at 200% poverty level
- Last year, about 110,000 visits for nearly 32,000 patients.
- 58% Latino, 27% Caucasian, 15% other

Santa Rosa Integrative Medicine Fellowship

“IM4U” = Integrative medicine for the underserved. Since 2008, a unique one-year integrative family medicine fellowship with a specific focus on care of the underserved has augmented the residency program.

Innovation in Residency Curriculum:

Diseases that arise from unhealthy food choices increasingly dominate the practice of Family Medicine. Yet, medical school provides little formal training in patient-centered approaches to food and nutrition. The standard medical school and residency education around dietary counseling continues to be limited to reductionist principles of macronutrients that fail to address the multifactorial, complex web of influences guiding individual's eating habits. Many residents therefore find themselves ill-equipped to

effectively counsel patients about making healthy food choices. Beginning in 2009, the Santa Rosa Family Medicine Residency developed and instituted a novel curriculum in food education and advocacy.

In order to address this, we have developed and implemented a novel food advocacy curriculum for residents. The educational components of the curriculum include:

- Nutrition education and cooking with our faculty chef Dr Wendy Kohatsu
- Working in the garden with a local farmer
- Personal “food map” exercise
- Cooking and offering healthy breakfast for patients in the waiting room of the Family Practice Center
- “Nutrition Detectives” presentations in a local grade school
- Advocacy training session
- Group visit to their local Sonoma county representatives to discuss current policies related to patient health

Innovations in Patient Care

Supermarket visits:

- Goal #1: Patient education -- Meeting people at the point of purchase, where the most important decision-making occurs.
- Goal #2: Physician awareness – Walking through the supermarket with your patient gives the physician an opportunity to understand what is really guiding patients' food choices.

Case example: One patient with ESRD 2/2 uncontrolled HTN for many years, who has to live on \$100/month for food, said "I had no idea that the ramen I was eating was so high in salt!; I still buy it because it's so cheap, but I use less than half of the seasoning packet so it's lower in salt, and it tastes just as good".



Shared Medical Appointments – Nutrition & Lifestyle

We have implemented shared medical appointments (aka “group visits”) in order to more effectively promote nutrition, movement/exercise, and stress reduction for the treatment of diabetes, HTN, obesity, depression, chronic pain, PTSD and insomnia. These are 90-minute appointments with range of 8 – 16 patients attending per appointment, with one medical assistant, billed at 99212 level. Patients report significant satisfaction with this format of healthcare delivery, and

physicians comment that they are more inspired to tackle the burden of chronic disease.

Innovative Alliances

SAVOR! - The Sonoma Alliance for a Veggie Outreach Revolution

SAVOR! is a dynamic group of community partners, including the Santa Rosa Farmers Market, the Sonoma County Department of Health, physicians from Santa Rosa Family Medicine Residency, VOICES – an advocacy group for youth in foster care, and local farmers, that meets to develop and enact strategies to increase consumption of local, healthy food in our communities. We successfully implemented the use of EBT/ food stamps in Sonoma County Farmers Markets in 2010.

Upcoming Research: VeggieRx program

Goal of project is to develop a clinical trial to determine if intensive nutritional education and physician-prescribed fruit and vegetable vouchers for women at risk for gestational diabetes (GDM) and their families will reduce risk for developing GDM, lead to healthier eating habits. Vouchers would be dispensed at a dollar value aimed to enable families to increase their fruit and vegetable consumption by one serving of fruits/veggies per family member per day.

Primary outcomes will include: increased consumption of vegetables and fruits; use of vouchers at local Farmers Market; non-excessive weight gain in pregnancy; prevention of GDM, and/or minimizing insulin requirements for those women who do develop GDM (vs being diet-controlled).

Secondary outcomes will include: knowledge/attitudes/beliefs about healthy eating; change in BMI of children pre and post study; patient satisfaction with project. If our pilot demonstrates that a fruit and vegetable prescription (VeggieRx) program leads to significant change in the above measures, our goal would be to develop and disseminate best practice methods to inform replication of VeggieRx in other communities.

Evidence

Vouchers to farmers markets increase consumption of fresh fruits and vegetables
This study showed low-income women participating in WIC who were given vouchers for fruits and vegetables at local supermarkets and farmers markets increased their produce consumption

Herman DR, Harrison GG, Afifi AA, Jenks E. Effect of a Targeted Subsidy on Intake of Fruits and Vegetables Among Low-Income Women in the Special Supplemental Nutrition Program for Women, Infants, and Children. Am J Public Health. 2007 Nov 29

Participants of WIC/Farmers' Market Nutrition Program eat a healthier diet

This study demonstrated that participants in WIC/Farmers' Market Nutrition Program exhibited more indicators of a healthful diet than participants in those in the normal WIC program.

Kropf ML, Holben DH, Holcomb JP Jr, Anderson H. Food security status and produce intake and behaviors of Special Supplemental Nutrition Program for Women, Infants, and Children and Farmers' Market Nutrition Program participants. J Am Diet Assoc. 2007 Nov; 107(11):1903-8.

Farmers markets

A simple guide to getting food stamp benefits accepted at farmers markets:
<http://www.ecologycenter.org/ebt/pdf/simpleguide2007.pdf>

Characteristics of a successful farmers' market in an underserved area:
http://www.eatbettermovemore.org/sa/enact/neighborhood/farmers_markets.php

Location of farmers' markets to be established on the edge of low-income communities or in places with a mixed income consumer base.

Product mix should include familiar products and be priced affordably.

Community members are actively involved in the market and feel a sense of ownership.

Location should be inviting and designated as a safe public space.

Brings together people of different ethnic groups and incomes.

Effective transportation systems servicing market areas

Flexible market hours (including regular night and weekend hours)

Hiring sales staff from community

Utilizing a community organizing approach

Accepting WIC Farmers' Market Nutrition Program (FMNP) and/or Senior Farmers' Market Nutrition Program (SFMNP) coupons

Offering Electronic Benefits Transfer (EBT) as a payment option.

Nonprofits

Roots of Change: rootsofchange.org

Roots of Change (ROC) works to develop and support a collaborative network of leaders and institutions in California with interest in establishing a sustainable food system in our state by the year 2030. This network involves food producers, businesses, nonprofits, communities, government agencies, and foundations that share a commitment to changing our food thinking, food markets, and food policies. The resulting system will provide healthy and affordable food, benefits and wealth to workers and farmers, and will help restore the soil, water, species diversity, and climate upon which food production depends.

Wholesome Wave: wholesomewave.org

The mission of Wholesome Wave is to nourish neighborhoods by supporting increased production and access to healthy, fresh, and affordable locally grown food for the well-being of all.

Wholesome Wave achieves success through partnership-based programs that serve food deserts of historically excluded urban and rural communities: