



COMMUNITY
FARM
ALLIANCE

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FRESH RX COORDINATOR

2021

The *Fresh Rx Coordinator* is a full-time Community Farm Alliance (CFA) employee and a key member of the staff team responsible for the coordination and implementation of CFA's Fresh Rx for MOMs produce prescription program. This position is 100% funded by the USDA's Gus Schumacher COVID Relief and Response grant.

Fresh Rx for MOMs (FRx) helps to remove obstacles for Kentucky's expecting moms on Medicaid to obtain fresh fruits and vegetables, by offering prescriptions for locally-grown produce currently redeemable at four farmers markets across the state. FRx provides \$20 in weekly produce prescriptions to each participant, helping to combat food insecurity and support positive health outcomes through increased access to fresh, Kentucky-grown fruits and vegetables, paired with nutrition education and tailored guidance from registered dietitians.

As a response to the increased rates of food insecurity resulting from the pandemic, the *Fresh Rx Coordinator* will lead the ambitious expansion of the program, with an anticipated ten markets participating in FRx during 2022. *The Fresh Rx Coordinator* is responsible for the day-to-day activities necessary for administration of the program, including providing technical assistance to implementation sites, collaborating with stakeholders to administer the program, conducting outreach, and implementing measures to improve program outcomes.

GENERAL RESPONSIBILITIES (10%):

- Maintains clear and regular communications with the Food Access Program Director and the Executive Director;
- Contributes as needed to communication content via print, web, and social media with CFA's membership regarding the work of the organization and enhances the quality of the communication systems where possible;
- Designs and facilitates meetings and workshops of all sizes;
- Collaborates with CFA's staff team, CFA members, allied organizations, businesses, community leaders, institutions, policy makers, and the media to advance the mission and goals of CFA;
- Fulfills organizational reporting requirements; and
- Participates in CFA staff team activities including, but not limited to, staff and organization meetings, preparing for the annual membership meeting and fundraising events, and mass mailings.

FOCUSED RESPONSIBILITIES:

Outreach (35%)

- In collaboration with market sites, develops and implements outreach and marketing strategies to build awareness about and increase participation in Fresh Rx for MOMs;
- Conducts outreach to referring organizations and potential participants to build awareness of the Fresh Rx for MOMs program, educating on program processes as well as how and where to access the program;

- Develops or participates in community engagement and education events, such as health fairs, nutrition education, and/or other complementary outreach opportunities; and
- Conducts outreach and trainings with local and statewide stakeholders about Fresh Rx (e.g. trains community partners to be ambassadors of the program).

Technical Assistance/Operations (45%)

- Assists participating markets with implementation and marketing of Fresh Rx for MOMs and maintains regular contact with market sites;
- Assists participating markets with planning and implementation of FRx nutrition education and dietitian activities, and maintains records of nutrition education activities at markets;
- Makes regular site visits to each of the participating FRx sites to offer assistance related to program operations;
- Assists with data management and site reimbursement/program financial processes, as needed;
- Compiles reports of program operations across FRx sites and assists as needed with regular grant reporting;
- Distributes, tracks, and manages FRx currency inventories at participating farmers markets;
- Attends relevant education opportunities, such as seminars or workshops, related to local food, produce prescription programs, and Community Farm Alliance; and
- Leads the development of a Fresh Rx toolkit (to serve as an educational tool for potential future program sites) in collaboration with participating market staff.

Evaluation (10%)

- Assists with evaluation activities in partnership with evaluation partner (the University of Kentucky's Community and Economic Development Institute of Kentucky); and
- Provides requested materials and maintains regular communications with the USDA's Nutrition Incentive Program Training, Technical Assistance, Evaluation and Information Center (NTAE).