Bringing Fresh Food to Low-income Families

The Challenge: Low-income families often have limited access to fresh fruits and vegetables, while nutrition education programs focus on school-aged children. The Healthy Kids, Healthy County project is unique because it serves low-income families with children younger than 13.

Project Goal: The goal of this project was multi-faceted – seeking to influence county decision-makers and create a nutrition educator position in Green County. It also sought to increase the availability of fruits and vegetables to Early Head Start (EHS) families by teaching food-preparation skills and providing taste-testing.

Results: A team of public health providers delivered educational programming, which included twice-monthly “family fun day” events that gave families opportunities to taste-test and learn new recipes and food-preparation methods. The team also created a partnership with community-supported agriculture (CSA) farms to provide fresh fruits and vegetables to families at the events. Green County hired a nutrition educator in January 2014 to provide services to county residents and continue the team’s work.

The project served 45 EHS families. Pre- and post-project surveys indicated that EHS families increased their consumption of fruits and vegetables as snacks by 8 percent and 6 percent, respectively. The majority of the families who regularly attended the events and picked up their CSA shares reported that they enjoyed the vegetables they received and were using most of them. Unused CSA produce was donated to the local food pantry, which shared it with other low-income families.


Green County Health Department. “Healthy Kids, Healthy County.” 2013 Annual Report.