

# Health Bucks

## Best Practices for Organizations

### 1. Tell your community about Health Bucks.

- ❑ Explain that Health Bucks are \$2 coupons that can be used to purchase fruits and vegetables at all farmers markets in New York City (NYC).
- ❑ Let community members know that they can get more Health Bucks when shopping at NYC farmers markets using SNAP benefits. For every \$5 spent using SNAP on an EBT card, shoppers get \$2 in Health Bucks. Health Bucks are available year-round at over 100 farmers markets. **Remember: spend \$5, get \$2!**
- ❑ Encourage participants to use their Health Bucks right away. Unlike wooden tokens, Health Bucks expire on December 31, 2020.

### 2. Encourage community members to spend their Health Bucks.

- ❑ Distribute farmers market maps and help participants find markets most convenient to them.
- ❑ Display laminated farmers markets borough maps in visible locations within your organization.

### 3. Distribute Health Bucks to community members and share nutrition resources.

- ❑ Share links to electronic nutrition resources such as the Health Department's nutrition tips webpage and farmers market recipes. Encourage participants to make their own healthy choices using foods that can be purchased at the farmers market.
- ❑ Gather stories from participants about how Health Bucks impacted their family and community using the Comment Card.