



KENTUCKYDOUBLE DOLLARS

2024 KHA QUALITY WEBINAR





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KENTUCKY DOUBLE DOLLARS DIRECTOR



KENTUCKY'S HEALTH & NUTRITION CRISIS

- Ranks in the top 10 nationally for overall food insecurity
- Only 5.6% of adults meet recommended daily vegetable intake
- 13.7% of Kentuckians have been diagnosed with diabetes

FARMERS MARKETS AS HEALTH SOLUTION

- Communities with farmers markets have increased fruit and vegetable intake¹
- Proximity to farmers markets can be associated with lower body mass index¹
- Improves social connections¹
- Higher vitamin and mineral content for food that has traveled shorter distances²
- For our program, participants report better digestive health, eating less processed food, lower food insecurity, and higher physical activity levels³

¹<https://farmersmarketcoalition.org/education/farmers-markets-support-health-communities/>

²[https://www.hopkinsmedicine.org/health/wellness-and-prevention/health-benefits-of-farmers-](https://www.hopkinsmedicine.org/health/wellness-and-prevention/health-benefits-of-farmers-markets#:~:text=Produce%20from%20local%20farmers%20has,levels%20of%20vitamins%20and%20minerals.)

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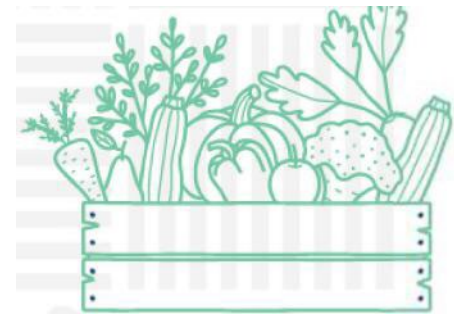
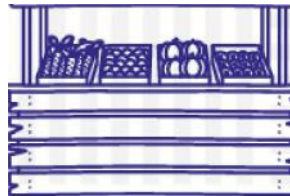
³ <https://kentuckydoubledollars.org/wp-content/uploads/2022/12/KDD-2020-2022-Program-Report.pdf>





HOW KENTUCKY DOUBLE DOLLARS SUPPORTS HEALTH & FARMERS MARKETS

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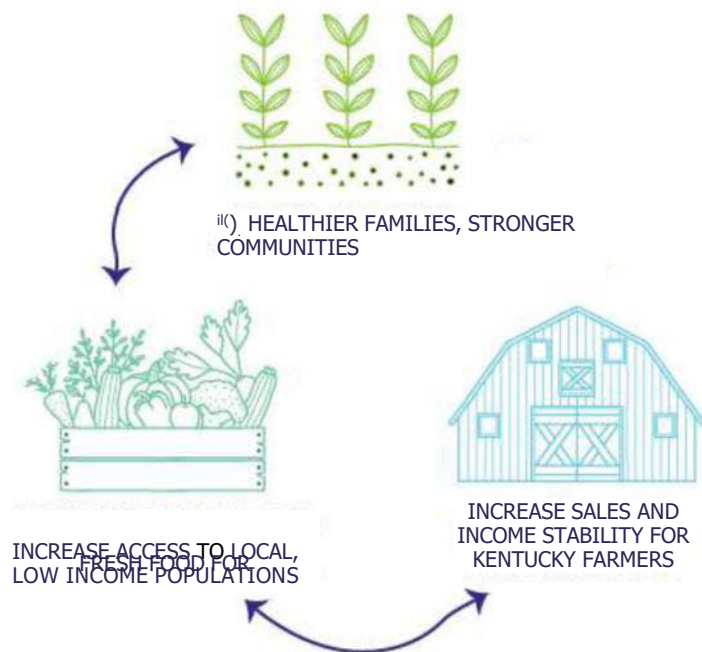
SWIP^LSPEND

- Provides additional funds for Kentucky-grown food for low-income customers
- Supports market growth and stability through funding, training, staffing and technical support





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"The program helps us tremendously to put fresh food on the table for our children. Doubling the benefits gives us more opportunity to spend more money at the farmers' market. We always have a wonderful time with the family shopping at the market and picking out our produce direct from local families who grew it themselves. It is wonderful to get to talk with the farmers and to meet new people. We are so grateful for this program"

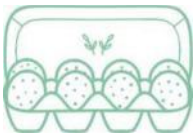
PROGRAM SUMMARY

ECONOMIC IMPACT



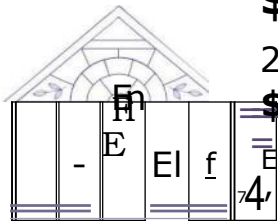
\$363,901

2023 Farm Sales Generated



\$607,715

2023 Economic Impact*



\$3,756,369

Economic Impact Since 2017

2024 Kentucky Double Dollars

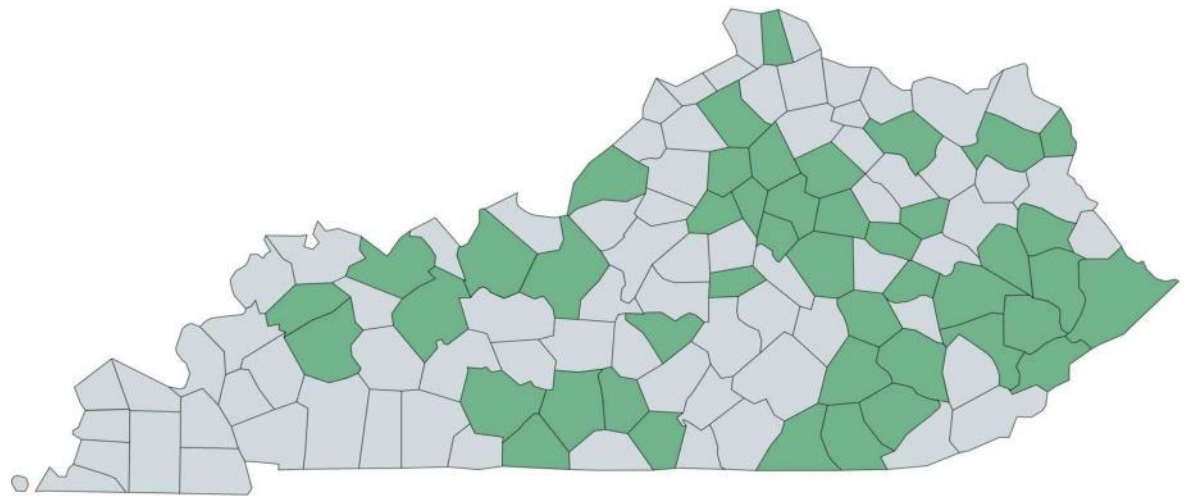
Awards:

\$453,913

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LOCATION

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WWW.KENTUCKYDOUBLEDOLLARS.ORG



HOSPITAL PARTNERSHIPS

- Financial support
 - Sponsorships
 - Donations
 - Grant Opportunities

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HOSPITAL PARTNERSHIPS

- Physical location
 - Long term partnerships
 - Pop up markets
 - Special events

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HOSPITAL PARTNERSHIPS

- Referrals/awareness
 - Social media/newsletters
 - Signage in common spaces
 - Patient education
 - Social worker resources

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HOSPITAL PARTNERSHIPS

- Health education
- CSAs
- Gift Shop

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A FEW REMINDERS

- Markets vary in staffing and resources
- Great partnerships take time to develop
- Take the initiative
- Lean on nonprofit partners

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BECOME A KDD COMMUNITY PARTNER





THANK YOU
Jamie@cfaky.org



Foundation for
Appalachian
Kentucky

