



WHAT IS KC FRESH RX?

KC Fresh Rx is a program that helps participants learn about the importance of including fresh fruits and vegetables in their diet to improve their blood sugar and/or blood pressure. The program provides resources participants can use to apply what they learned.



**KC Fresh Rx is a program
provided by the
Mid-America Regional Council.
Questions? Call 816-701-8247.**

*This material is based upon work that is
supported by the National Institute of Food and
Agriculture, U.S. Department of Agriculture,
under award number 2022-70424-38548.*



Patients with Medicaid:

*Is your blood pressure
or blood sugar
getting too high?*

*Do you worry about
having enough food?*

**KC Fresh Rx
might be the
program for you!**



PROGRAM INFORMATION



THIS PROGRAM IS FOR PEOPLE WHO:

- Receive their insurance through Medicaid (KanCare or MO HealthNet).
- Have been diagnosed with at least one of the following:
 - Pre-hypertension
 - Hypertension
 - Pre-diabetes
 - Diabetes (well controlled and not on insulin)
- Have struggled with having enough food in the past year.

THIS PROGRAM RUNS APRIL TO OCTOBER 2026 AND PROVIDES:

1. Funds given monthly on a KC Fresh Rx card to purchase fresh fruits and vegetables.
2. Nutrition education resources and classes.

A follow-up evaluation meeting will occur in November. **Participants are required to attend the April and November sessions.**

THE KC FRESH RX CARD

You will be given a KC Fresh Rx card that is reloaded with money each month to purchase fresh fruits and vegetables. You can shop at any of the 24 Balls grocery stores in the Kansas City area, which consist of Balls Price Chopper stores, Hen House stores, Balls Sun Fresh stores, and one Payless Discount Foods store. This will not affect any food assistance you are currently receiving.



MORE ABOUT NUTRITION EDUCATION

The monthly group classes will give you a chance to learn from a nutrition expert and connect with other participants on ways to buy, store and prepare fresh fruits and vegetables. You will learn how adding produce into your daily diet can improve your blood sugar, blood pressure and overall health. During each class, you will receive recipe cards and fun giveaways. Cooking demonstrations highlighting seasonal produce will be part of the classes, and you will be able to taste the recipes made.

In-person attendance of the first session is required for enrollment in the program. In-person attendance of the remaining five education sessions is not required, but is highly recommended to get the most out of the program. All participants will have access to program resources such as recordings of the monthly lessons, weekly interactive text/email messages, and the KC Fresh Rx website.

Participants are expected to actively participate with the KC Fresh Rx program each month to continue receiving funds on the card. Active participation means using the KC Fresh Rx card to buy fresh fruits and vegetables and engaging with nutrition education.



WHAT DO I DO NEXT?

If you think you might be eligible for the KC Fresh Rx program, a referral form filled out by both the participant and their healthcare provider is needed by March 15. You can fill out a form **one** of the following ways:

1. **Online form** — Scan the QR code at right or go to www.marc.org/fresh to access a link to the referral form. After submitting the online form, it will be sent to your healthcare provider, who will confirm your eligibility for this program and will fax or email the form to program staff.
2. **Paper form** — A printable digital version is located here: www.marc.org/fresh. If you need a form sent to you, or need additional assistance, call 816-701-8247.



After filling out the patient section, please have your healthcare provider fill out the provider section. The completed form will need to be returned via mail or fax:

Address: Mid-America Regional Council,
Attn: KC Fresh Rx, 600 Broadway Blvd,
Suite 200, Kansas City, MO 64105

Fax Number: 816-421-7758
Attn: KC Fresh Rx

