

FOODLINK MATERNAL HOME DELIVERY PROGRAM



System Transformation and Community Investment Program focus on integrating community-based care into the healthcare delivery system, supporting community based organizations in programming designed to positively impact health outcomes, health equity, and the cost of healthcare.

Food insecurity is a social determinant of health and a driving force of health inequities. The COVID-19 pandemic has exacerbated the crisis of food insecurity, disproportionately affecting women and racial and ethnic minorities.

FLPPS is partnering with Foodlink on an innovative program that promotes eating healthy and addresses food insecurity for pregnant women. A healthy diet is very beneficial for both mom and baby throughout the pregnancy and after the baby is born.

“Foodlink’s Curbside Market has always stepped up in innovative ways to increase access to healthy food and reach more households throughout the Rochester region. This home delivery pilot is making great strides to provide healthy food options to more than 150 pregnant individuals and their families. We’re so grateful to all of the funders, supporters and community partners that have made this possible.”

**JULIA TEDESCO
PRESIDENT & CEO OF FOODLINK**

“Addressing food insecurity is a clear need in our community. Understanding how health equity and social determinants impact our members’ health allows us to provide them with better care. Excellus BCBS is committed to using our resources to advance health equity. The maternal food program partnership with Foodlink allows us to address disparities in maternal health and support moms at risk.”

**GINA CUYLER, M.D.
VICE PRESIDENT HEALTH EQUITY AND
COMMUNITY INVESTMENTS FOR EXCELLUS
BLUECROSS BLUESHIELD**

Foodlink is collaborating with Excellus BlueCross Blue Shield to enroll program participants and will serve over 150 expectant mothers in Monroe and Ontario counties.

This innovative program provides home delivery of nutritious food along with virtual cooking classes during the pregnancy and postpartum period. Cooking kits are provided that include an array of pots, pans, kitchen utensils, baking sheets, oils, and spices. To ensure a high level of customer satisfaction, Foodlink is leveraging routing and texting technology to manage the most efficient delivery routes and manage ongoing communication with program participants.

