



HEALTHY INCENTIVES FOR HEALTHIER EATING

HIP (Healthy Incentives Pilot) was implemented in Hampden County, MA from November 2011 to December 2012. A sample of 7,500 SNAP households was randomly selected to participate in HIP. For more information, see <http://www.fns.usda.gov/hip/healthy-incentives-pilot>.

HOW HIP WORKED

HIP offered 30 cents back for every SNAP \$1 spent on targeted fruits and vegetables.

\$10



earned

\$3



spent on HIP targeted fruits and vegetables

credit to participant's EBT card for future SNAP purchases

HEALTHIER PURCHASES

11% more was spent in SNAP benefits on targeted fruits and vegetables by HIP participants than non-HIP participants.



HEALTHIER DIETS

26% more targeted fruits and vegetables (about 1/4 cup more per day) were eaten by HIP participants than non-HIP participants.



HEALTHIER HOMES

2/3 of HIP households said they bought larger amounts and a greater variety of fruits and vegetables because of HIP.

