

**University of California, San Diego
Consent to Act as a Research Subject**

**Optimization of the ¡Más Fresco! More Fresh Nutrition Incentive Program
Online Enrollment Consent Form**

You are being invited to participate in a research study titled “Optimization of the ¡Más Fresco! More Fresh Nutrition Incentive Program.” Dr. Rhee and the Center for Community Health at UC San Diego are conducting a study funded by the USDA (United States Department of Agriculture). The purpose of this study is to learn how rebates, discounts/promotions, and nutrition education provided through the *¡Más Fresco! More Fresh* program affect how people buy and eat fruits and vegetables. You have been asked to participate in this study because you shop at Northgate Gonzalez Markets and receive CalFresh (SNAP) benefits. There will be about 30,000 participants in this study.

*When you enroll in the program, you will receive a Northgate “Mi Familia” Loyalty Card. You will be able to use this *Mi Familia* card to earn and redeem *¡Más Fresco! More Fresh* rebate dollars for qualifying fruits and vegetables. To earn rebate dollars, you will need to use this *Mi Familia* Card AND your CalFresh benefits on your EBT card at a Northgate store.*

Here is how it works:

- **Spend \$1 of CalFresh, earn \$4 of rebate dollars:** For every \$1 of your CalFresh EBT benefits you spend on eligible fruits and vegetables, you will earn a \$4 match in rebate dollars. You can then use the rebate dollars that you have earned to buy more eligible fruits and vegetables at your next purchase.
- **Eligible fruits and vegetables** include fresh, frozen, dried, or canned whole or cut fruits and vegetables without added sugars, fats or oils, and salt (i.e. sodium).
- **Monthly Limit:** You can earn up to \$50/month in rebate dollars.
- **Rebates only Work with CalFresh:** If you do not currently receive CalFresh benefits, you cannot participate in this program. This program only works at Northgate Gonzalez Markets while you are receiving CalFresh benefits. If your CalFresh benefits end after you enroll, you will be able to use any rebate dollars you earned before your CalFresh ended, but you will not be able to earn any more rebate dollars.
- **Additional Support:** Throughout the study, you will also be able to participate in discount promotions and nutrition education activities at Northgate Markets and other organizations, even if you are not earning rebate dollars. You will be asked at the end of this form if you would like us to share your contact information with local organizations so you can receive more information about nearby health and nutrition education classes.
- **End of the Program:** You will be able to earn and redeem rebate dollars until the end of the study on September 14, 2027, or when the study funds are depleted, whichever comes first. We will notify you if the program is ending sooner.

- **Information We Collect:** We will track your purchases on your *Mi Familia* card during this time to learn how participants use their rebate dollars and what fruits and vegetables they buy. We will also ask you to complete a few questions about food in your home later in this form. This information will be kept private and will not be shared with anyone outside of the study team.

There is minimal risk associated with participating in this study. There is the potential risk of loss of confidentiality. However, the research team will make every effort to keep all personal identifying information confidential. All information collected will be kept confidential and stored in locked cabinets or on a secure UCSD computer server. Only study team members will be able to access this information. All data will be destroyed within 5 years of the close of the study.

Because this is a research study, there may be some unknown risks that are currently unforeseeable. You will be informed of any significant new findings.

There is no additional cost to you for participating in this program. You simply have to spend the CalFresh dollars that you would normally spend on eligible fruits and vegetables to earn *¡Más Fresco! More Fresh* rebate dollars that can be used to buy more fruits and vegetables.

Participation in this program is entirely voluntary. You may stop using your “*Mi Familia*” Loyalty Card at any time without penalty or loss of other benefits to which you are entitled. If you decide that you no longer wish to continue in this study, please contact the study coordinator and inform them that you are no longer participating. Your card will then no longer be able to earn any of the study rebate dollars.

You will be told if any important new information is found during the course of this study that may affect your wanting to continue.

Research records will be kept confidential to the extent allowed by law. Your information will not be released without your consent to the extent the law allows. If the study results are published or presented, you will not be identified. However, while you are in this study, research records may be reviewed by the UCSD Institutional Review Board and USDA. Northgate will have access to your contact information and your purchases when you use your *Mi Familia* card since they will manage your card and your rebate dollar account. Your card may be part of Northgate’s *Mi Familia* card program if they develop one for all of their customers. Because of this, you may receive additional marketing materials and promotions offered by Northgate that are not related to the *¡Más Fresco! More Fresh* program, UC San Diego, or USDA.

If you have questions about this project, you may call the toll-free program number at 1-888-282-2711 or contact the researcher, Dr. Rhee, at 858-534-6827.

If you have any questions concerning your rights as a research subject, you may contact the UCSD Human Research Protections Program Office at 858-246-HRPP (858-246-4777).

Thank you for your time and consideration!

By clicking “You agree” below you are indicating that you are at least 18 years old, have read this consent form, and agree to participate in this research study. Please print a copy of this page for your records.

You
Agree

You Do
Not Agree