

# GROCERY DELIVERY

## Making the **HEALTHY** choice the **EASY** choice

Healthy eating is one of the most effective ways to prevent disease and promote health – but significant barriers exist for many Americans. Food deserts, the built environment, and transportation issues all drive this [lack of access and opportunity to purchase healthy foods](#).

One high-impact solution is to leverage **grocery delivery platforms**, like Shipt and Instacart, to deliver healthy foods as part of SNAP and WIC benefits. The cost of grocery delivery is less than \$100 a year per person and could improve the health of millions of Americans.

Our team of physicians and researchers at the University of Michigan studies how grocery delivery impacts access to healthy food among those who could benefit most– young moms and their children who are on WIC.

**“Some days I wouldn’t eat at all, but since I had groceries in the fridge, like fruit, vegetables, I would just grab like some and take it for a snack”**

– new mother, age 18

Results from our work have shown that [young pregnant mothers eat healthy foods more regularly when available via delivery to their homes](#), which impacts their own health and the health of their children. These experiences suggest that policy change to provide access to grocery delivery for young moms (and other SNAP or WIC beneficiaries) will support both healthy eating and activities of daily living among these populations.

While the USDA currently supports online shopping for SNAP recipients via a [pilot program that was expanded during COVID](#), **online grocery delivery is yet to be made available to WIC beneficiaries or to support costs of home delivery**. By expanding access to these services, young mothers and their children on WIC will have access to the healthy foods that they need.

**“Being able to actually have access...just made it that much easier”**

– new mother, age 22

Blue Cross Blue Shield of Michigan is additionally invested in this strategy to make the healthy choice the easy choice and has partnered with us to implement programs that use grocery delivery to help food insecure patients with diet-sensitive chronic diseases, like diabetes and heart disease, receive the foods that can help them manage their disease, and promote overall health and wellbeing.

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