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.

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

**Healthy Diets**
26% more targeted fruits and vegetables (about ¼ cup more per day) were eaten by HIP participants than non-HIP participants.

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