

Health Through Food



At Blue Cross and Blue Shield of North Carolina (Blue Cross NC), we're building on more than 25 years of commitment to food and nutrition security by bringing Food is Medicine to the forefront of health care in North Carolina. This includes developing innovative programs that help prevent and manage chronic medical conditions, address key drivers of health care costs, and encourage our health plan members and communities to focus on their individual health and well-being.



Making it simpler to eat healthy

To create healthier communities, Blue Cross NC provides both individual support and community programs to encourage healthy food and nutrition habits.

Tailored nutrition benefits

Many Blue Cross NC members are eligible for up to 30 nutritional counseling sessions per year at no additional cost.¹ These sessions are provided by licensed registered dietitians and can help manage chronic medical conditions like diabetes and heart disease, support healthier eating habits, and offer personalized nutrition guidance based on individual health goals. Help is available for mental health conditions under the plan as well.

Hands-on help in teaching kitchens

Many people need support and education to feel confident preparing healthy meals. Blue Cross NC's teaching kitchens can help. They offer personalized, culturally relevant programs that help you build both cooking skills and healthy eating habits. Led by registered dietitians, these hands-on classes build confidence, skills, and nutrition knowledge – all in a fun, supportive, social environment. Blue Cross NC is the first health insurer to join the Teaching Kitchen Collaborative, a global coalition that works to advance teaching kitchens as a tool for improving health through food. Our teaching kitchens are located in Beyond Blue Neighborhood Centers in Boone, Charlotte, Fayetteville, Greenville, and Raleigh.

Food is Medicine for all

As a leader in developing Food is Medicine initiatives, Blue Cross NC is pioneering innovative programs for our members. We're working to expand Food is Medicine partnerships to improve health and reduce health care costs across North Carolina.

Transforming diabetes care with Feed Your Health

73% of Americans with chronic conditions say they want to use food to manage their health as much as possible.² Blue Cross NC is making that a reality in North Carolina with Feed Your Health. This innovative food prescription program helps support members with uncontrolled type 2 diabetes.

The program provides groceries, medically tailored meals, and culturally relevant food, along with nutrition coaching from a registered dietitian – all at no cost to the member. To date, participants have seen an **average A1C reduction of 1.5 points** after 16 weeks in the program.³

Driving progress through Food is Medicine programs

Blue Cross NC recognizes the essential role community-based organizations play in advancing Food is Medicine health solutions. By supporting such community-based and nutrition-driven programs, we're helping position North Carolina as an innovative leader in the Food is Medicine approach.



Expanding access to make North Carolina first in food

Blue Cross NC is transforming the way fresh, nutritious food reaches members and communities to help improve health statewide.

Strengthening local food systems

The Blue Cross NC Foundation's support of small and mid-sized farmers and "food hubs" is key to expanding access to healthy food. Food hubs collect and distribute food from multiple small farms to places like schools, hospitals, and grocery stores. Food hubs play a vital role in strengthening local food systems, supporting rural economies, and increasing access to fresh food. In North Carolina, where 1 in 7 residents lack reliable access to nutritious foods,⁴ food hubs also serve as a key supply source for Food is Medicine programs across the state.

Harnessing the power of Blue Cross NC employees

Improving health through food requires meaningful community engagement and collaboration. To support nutrition-focused organizations, Blue Cross NC's commitment includes volunteering right in our members' communities. Since January 2024, Blue Cross NC employees have recorded more than 2,440 volunteer hours for the benefit of food-related organizations.⁵

To learn more about Health Through Food, visit BlueCrossNC.com/healththroughfood.

1 Your Blue Cross NC plan may include nutritional counseling benefits, with the number of covered visits varying based on your plan. When using out-of-network (OON) preventive health providers, OON deductibles and coinsurance may apply. Please refer to your benefit booklet for more details.

2 Deloitte. (2025, December 24). Consumers want to eat their way to better health. How can health and business leaders help? Deloitte Insights. www.deloitte.com/us/en/insights/industry/health-care/us-consumers-and-healthy-eating.html (Accessed January 2026).

3 NourishedRx (Feed Your Health program) data on percentages of members whose self-reported scores improved from start of program to week 16 (among members with baseline risk/need). Data as of September 30, 2025. NourishedRx. Feed Your Health Diabetes Third Quarter Business Review (Accessed November 2025).

4 Hunger in America: North Carolina. Feeding America. (n.d.). www.feedingamerica.org/hunger-in-america/north-carolina (Accessed January 2026).

5 Blue Cross NC internal employee volunteer data from January 2024 through January 2026 (Accessed January 2026).

Blue Cross NC offers care management and wellness programs as a convenience to aid you in improving your health; results are not guaranteed. Blue Cross NC may contract with independent third-party vendors for the provision of certain aspects of our wellness programs and is not liable in any way for goods or services received from them. These vendors do not offer Blue Cross or Blue Shield products or services. Blue Cross NC reserves the right to discontinue or change our wellness programs at any time. These programs are educational in nature. They are intended to help you make informed decisions about your health and comply with your doctor's plan of care. Decisions regarding your care should be made with the advice of a doctor.

Feed Your Health is offered by NourishedRx, an independent company providing nutritional services on behalf of Blue Cross NC. NourishedRx does not offer Blue Cross or Blue Shield products or services. ©, SM are marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans. All other marks and names are property of their respective owners. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. U491131, 2/26