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## **CCE Monroe County SNAP-Ed Program Update**

**September 2025**

### **Program Highlights**

#### **FVRx at Monica's Place**

August events were full of energy and community connection! The FVRx program continues its women's group at Monica's Place, where participants learn about healthy eating and receive vouchers at the end of each class to support purchasing fresh produce.

#### **Pinnacle Place Housing**

SNAP-Ed nutrition educator facilitates weekly nutrition classes at Pinnacle Place Housing. The feedback has been very positive, participants are engaged and excited to learn new ways to improve their health through nutrition.

#### **Rochester Public Market with Excellus**

SNAP-Ed partnered with Excellus at the Rochester Public Market for a food demonstration. Shoppers had the chance to stop by for samples and nutritional education, making it a great opportunity to reach the wider community. The event also featured the mobile mammogram unit and wellness screenings. SNAP-Ed held two food demos highlighting the importance of fruits and vegetables, with the "Power Smoothie" being a crowd favorite!

#### **Westside Farmers Market**

The market is open—and SNAP-Ed is back! We're tabling every Tuesday from 4–7 PM, sharing nutrition education and resources with shoppers. It's a wonderful way to stay connected with the community.

#### **FVRx at Jordan Health**

In-person FVRx classes launched at three Jordan Health brown square. The class was offered in English, with plans to expand into Spanish-language sessions. August marked the conclusion of this cycle, and participants shared lively discussions in their final class. The group also enjoyed a hands-on food demo on how to make guacamole. The activity came from a participant's interest in incorporating more avocados into meals, so the educator demonstrated how to check ripeness using examples from unripe to ripe. There is growing interest in offering more nutrition classes for patients at Jordan Health in the future.

#### **Monroe Community College (MCC)**

Our strong partnership with MCC continues at both the downtown and Brighton campuses. It's exciting to connect with students and share healthy eating resources. Upcoming events include Wellness Days tabling at the Brighton campus, with September's theme kicking off with Better Breakfast Month. Educators will highlight simple, nutritious, grab-and-go breakfast options for busy students.

## **Strategic Plan Update**

1.2 Intentionally imbed practices of diversity and equity in all programming Bilingual Teaching Materials:

- After a recent review of strategic objectives, we have decided to keep this as an action item along side brainstorming ways to include more bilingual teaching materials in other languages in addition to English and Spanish

3.2 Celebrate our Success Collaborator Recognition

- Educators have this at the top of mind and we decided to start sending letters of appreciation to our partners.

4.1 Leverage our relationships with current partners and identify new collaborators to address gaps and opportunities. Nutrition Advocacy

- The Nutrition Advisory is meeting again in November to discuss changes to SNAP-Ed funding and outreach to community partners.

## **BOD Engagement Opportunity**

### **Help Us Bridge the Gap!**

See the google doc listing different potential partnerships and connect Andrea to any that you have personal or professional relationship with. [https://docs.google.com/spreadsheets/d/1wCdqL\\_0rTd-aoJ80EPAponynglt4McB4/edit?usp=sharing&ouid=117428651642059699288&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1wCdqL_0rTd-aoJ80EPAponynglt4McB4/edit?usp=sharing&ouid=117428651642059699288&rtpof=true&sd=true)

You can also share whitepapers with different types of organizations.

<https://monroe.cce.cornell.edu/nutrition>

A “Partner With Us” form is also available for perspective partners to fill out for more information about any of our programs – website home page: <https://monroe.cce.cornell.edu/>

## **Story of Celebration or Success**

### **At the Rochester Public Market – Second Event of the Year**

The SNAP-Ed team has been providing nutrition classes with the FVRx program at Jordan Health Brown Square. Throughout the weeks, we’ve had many conversations about our personal food histories and how these experiences can influence our eating habits as adults. We’ve discussed topics such as added vs. natural sugars, strategies to reduce sodium intake, the importance of eating fruits and vegetables using MyPlate as a guide, and tips for creating balanced meals. After each class, participants receive \$15 in vouchers to purchase fresh fruits and vegetables at local retailers.

One participant shared, *“These classes have opened my eyes to what I am eating. With the vouchers, I purchased collard greens and made them homemade. Next, I plan to buy avocados because I’ve never had them before!”*



***“Shown here is a colorful veggie platter, highlighting the importance of incorporating a variety of fruits and vegetables into your meals.”***