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For Immediate Release:

February 20, 2024

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A New Grant for (FVRx) The Fruit and Vegetable Prescription Program

More Dollars for Fruits and Veggies!

During the past 7 years the FVRx Program has been awarded different grants to sustain its efforts on addressing food insecurity and nutrition education. The FVRx Program currently covers a six-county region in the northern part of the Finger Lakes. We currently partner with 30 health centers and 70 clinics, and vouchers can be redeemed at over 50 food retailers including Farmer's Markets and grocery stores.

This time, SNAP ED NY and the FVRx Program were awarded \$50,000.00 dollars from Fidelis Health Insurance under a food insecurity grant.

The media event was held at CCE Wayne county, and all the Nutrition Educators from Wayne and Monroe County, Program Managers and Directors attended the event, as well as the FIDELIS Region Director, supervisors, and media staff.

Even though this check was presented to CCE Wayne County, CCE Monroe County also contributes with 4 Nutrition Educators that deliver the program in the Rochester area. We currently hold zoom classes and in-person classes in different housing facilities as well as at the Joseph C. Wilson Health Center, part of RRH. The classes are delivered in English and Spanish, and we have the possibility to offer it with ASL interpretation.

We have strong partners like UR Golisano Children's Hospital and Rochester Regional Health that help us promote the program monthly by sending MyCare messages with the FVRx enrollment information to their patients, especially the ones with chronic diseases such as hypertension, high cholesterol, diabetes, obesity, and others.

Over the past 3 years the program has enrolled over 1,500 patients. From those, 70% showed an increase of fruit and vegetable intake and 75% improved access to healthy foods.

Building Strong and Vibrant New York Communities

Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.



\$15 dollars' worth produce at a Retail Store



\$ 15 dollars' worth produce at the Rochester Public Market

During this exciting check presentation, Nutrition Educators were able to showcase the amount of produce that someone can purchase at the Rochester Public Market versus a retail store using the 15-dollar vouchers that participants receive after each class.

The check presentation was recorded by FIDELIS and Channel 13 was also present for an interview.

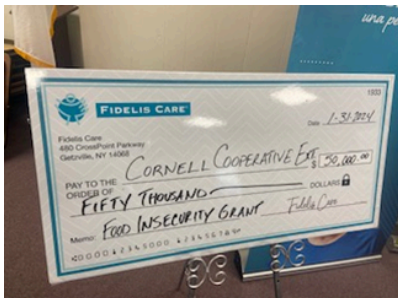
This grant, along with Mother Cabrini's grant will allow more residents in the Rochester area to have access to nutrition education, physical activity education as well as more voucher dollars that will allow them to increase both their fruit and vegetable intake and overall health.

For more information, please visit our CCE Monroe website:

<https://monroe.cce.cornell.edu/nutrition/fvr-program>

FIDELIS blogpost and video:

[Fidelis Care Presents Cornell Cooperative Extension Wayne County with \\$50,000 Food Insecurity Grant | Fidelis Care](#)



CCE Wayne County and Fidelis check presentation.



Media Event and group photo.

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