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Imagine living in one of the healthiest communities in the world. This is the ambitious goal of URM and the Center for Community Health. We are at the heart of a community-wide transformation to make Rochester a healthier place to live, work, and play.




For years, we have served a pivotal “match-making” role, connecting URM faculty, students and staff with community partners to address community health concerns, believing that healthy behaviors are the essential underpinnings of a healthy community. Together we have launched community-based programs and services to improve access to care and encourage healthy lifestyles especially among those whose health is at greatest risk – those living in poverty, the unemployed and undereducated, and those who suffer, often in “quiet desperation.”

This Annual Report to the Community highlights just a small sample of the successes and significant inroads we have made over this past year. With a keen focus on doing what works, all of our interventions are evidence-based or include a community-based research component to help us discover the most effective ways to help people change and maintain healthy behaviors over the long-term.

The 16th US Surgeon General Dr. David Satcher often said that, “The health of the individual is inseparable from the health of the larger community.” As this year demonstrates, the Center, along with the URM and our valued community partners, is improving the health of our residents and, therefore, the community as a whole. Working together, the possibility of living in a healthier community is becoming more than just a dream, it is an exciting reality.

Nancy Bennett

Building a healthier community for over 90 years

- 1920** — Philanthropist George Eastman pledges \$4 million to the UR School of Medicine and Dentistry, with a caveat: “to make Rochester one of the healthiest communities in the world.” 
- 1925-1997** — URM departments and centers independently integrate community health into their education, patient care, and research activities.
- 1997** — The URM becomes a key contributor to Monroe County Department of Public Health’s (MCDPH) HEALTHACTION process to establish community-wide priorities for health improvement.
- 1997** — A partnership between the URM and MCDPH called the Center for Rochester’s Health is created to conduct research in support of HEALTHACTION priorities.
- 1999** — URM announces “audacious” goal to make Rochester the healthiest community by 2020.
- 2002-2005** — 16th U.S. Surgeon General David Satcher, MD, PhD, who trained at the University of Rochester, becomes a senior advisor to URM’s community health initiatives. 
- 2004** — URM officially makes community health its fourth core mission.
- 2004** — Association of American Medical Colleges awards the UR School of Medicine and Dentistry its prestigious Outstanding Community Service Award.
- 2006** — The Center for Community Health (CCH) is established to further advance the community health mission.
- 2008** — CCH is relocated to a city-based facility to enhance its awareness and accessibility, especially among at-risk populations. 
- 2010** — The CCH opens a new and innovative Healthy Living Center to help individuals make healthy, lasting changes to improve and maintain their health.
- 2011** — URM, MCDPH, and five community partners are awarded a 5-year, \$3.6 million Community Transformation Grant by the Centers for Disease Control and Prevention.
- 2013** — CCH celebrated its 5-year anniversary in its community-based location.

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Center for Community Health

Building a healthier community



Making Rochester a Healthier Community

At the Center for Community Health, the community is our precious “patient.” Helping it become and stay healthy, strong and resilient has been our focus since 2004, when the University of Rochester Medical Center (URMC) formally recognized community health as its fourth mission alongside research, education and health care services.

Our mission – *To join forces with the Rochester community to eliminate health inequities and improve health through research, education, and service* – has guided our efforts to not only improve individual health, but to develop a greater understanding of the forces that impact the health of individuals and

the community at large. Our overarching goal is to prevent health problems *before* they occur.

By listening, learning and working hand-in-hand with our fully engaged community partners, we are dedicated to addressing the barriers and burdens that impact the health of our most vulnerable citizens. In addition to neighborhood- and clinic-based chronic disease prevention services, grassroots wellness programs, health screenings, and research initiatives, we are actively advocating for policy and environmental changes. We know that, in the long run, these will have a major and lasting impact on this community’s overall health.

The Start of a Transformation



In 2012-13, the Center made significant progress toward our goal to transform the health of our community by making healthy living easier where people live, work, and play.

Embracing the tenets of a “prevention agenda,” the Center, in collaboration with URMC faculty/staff and our community partners, continued to make a positive impact on the community’s overall health by focusing on:

- Health Policy and the Environment
- Health Improvement Services and Programs
- Outreach and Education
- Research
- Community Partnerships

To the right are highlights of the difference we are making . . . one policy, one program, one place, and one person at a time.

Making a Difference . . .

HEALTH POLICY & ENVIRONMENT

Rochester’s Got H.E.A.R.T.!
HEART stands for Health Engagement and Action for Rochester’s Transformation. It is a 5-year initiative, funded by the Centers for Disease Control and Prevention, to effectively transform Rochester into a healthier community.



HEART makes it possible for Rochester to develop and implement proven strategies to reduce the risk factors responsible for the leading causes of death and disability, and to prevent and control chronic disease in our community.

Together with the URMC, the Monroe County Department of Public Health, and our community partners, HEART is already making a difference.

Highlights

- o Foodlink expanded its city-based farm stand program from 2 stands to 10 (including the Rochester Recreation Club for the Deaf farm stand), increasing access to healthy, affordable fruits and vegetables for inner city residents.
- o The Rochester City School District implemented its school health assessments/improvement plans ahead of schedule: 59 of 63 schools have already been assessed and are working on improvement plans.
- o The Genesee-Finger Lakes Active Transportation Summit, which took place in April 2013, attracted nearly 300 community members. The purpose of the summit was to help educate, inspire, and mobilize our nine-county region to make walking, biking, and transit easier, safer, and more available to all.



Making a Difference . . .

HEALTH IMPROVEMENT SERVICES & PROGRAMS

Healthy Living Center
The Center’s Healthy Living Center (HLC) was established in 2010 to further our commitment to address prevalent underlying behavior in at-risk populations such as poor nutrition, tobacco use, stress and sedentary lifestyles. Through individual and group support, the HLC’s goal is to research and implement programs to help people make meaningful and lasting lifestyle changes.

Highlights

- Enrolled 996 patients this year, representing a 32% increase over last year.
- Enrolled over 750 University of Rochester employees in the first eight months of 2013, exceeding expectations.

Making a Difference . . .

COMMUNITY-BASED HEALTH PROGRAMS & SERVICES

From fitness programs to cancer screenings, from nutrition classes to blood pressure counseling, the Center offers helpful, culturally tailored programs and services for those at greatest risk of heart disease, diabetes, cancer, and stroke. Our offerings are designed to be easy, convenient, and affordable.

Highlights

- Cancer Services Program – Monroe County enrolled more than 1,800 un- and under-insured men and women, and screened almost 1,500 during its grant year. It also assisted 567 people who needed follow-up services. Of this number, 36 were found to have cancerous or pre-cancerous conditions.
- The Center, along with our partner Action for a Better Community, dedicated and labeled eight walking routes in urban neighborhoods as part of Rochester Walks!, our walking initiative to promote physical activity among city residents.
- Nine Healthy Living Programs (nutrition/exercise classes) held in community-based settings, reached 123 registered participants.
- Reached over 2,800 parents and children through interactive educational sessions and displays implemented by our Healthy Hero Outreach Project.
- Engaged over 500 patients in our Blood Pressure Advocate Program, a clinic-based intervention to help patients manage their blood pressure. After participating in the program, those now in control of their blood pressure experienced, on average, a decrease from 150/85 to 132/78.

Making a Difference . . .

RESEARCH & SURVEILLANCE

The Center actively supports the URMC’s research efforts, as the “community engagement” arm of the Clinical and Translational Science Institute. In addition, our Communicable Diseases Surveillance and Prevention (CDSP) program is part of a national effort to provide population-based surveillance for communicable disease patterns, to evaluate prevention programs, and to identify populations at risk for infection and those in need of screening and preventive care.

Highlights

- Conducted 168 community-based and practice-based research consultations on topics ranging from study recruitment to research protocol to quality control.
- Launched upgraded health research/education web site, call center, and participant navigator program to increase recruitment and retention of a diverse population of research participants.
- Continued to spearhead a quality improvement project through our Communicable Diseases Surveillance and Prevention program to prevent Clostridium difficile infections in hospitalized patients at four Rochester hospitals. Preliminary data analysis shows a promising downward trend in infections.
- Communicable Diseases Surveillance and Prevention (CDSP) program tracked the impact the year’s severe flu season, during which approximately 6,000 cases were diagnosed and 1,100 patients required admission to the hospital.
- CDSP also tracked the impact of the HPV vaccine on precancerous cervical lesions, which showed a downward trend. Likewise, tracking revealed a decrease in MRSA (*Methicillin-resistant Staphylococcus Aureus*) infections.

Making a Difference . . .

OUTREACH & EDUCATION

Reaching the public with healthy messages, engaging and supporting high school students, and training the next generation of health care providers is central to our mission.

Highlights

- Enrolled 105 students in the Teen Health and Success Partnership, who then became employed by the University of Rochester. Of these teens, at risk of high school dropout: 100 percent graduated high school, 88 percent enrolled in trade school or college, and 58 percent achieved employment promotions within the University of Rochester.

- Provided community health “field experience” for over 50 students from undergrad through medical residency. Field experience includes onsite experience at the Center, as well as opportunities to work in community settings.
- Conducted 18 Public Health Grand Rounds, including a 7-week summer series, which reached an average of 80 attendees per session, totaling over 1,400 attendees.
- Presented free health and wellness talks, called “Got Health?,” in 12 community-based venues, reaching 830 attendees.



Young adults employed by the University of Rochester through the Center’s Teen Health and Success Partnership attended the Your Vision, Your Future conference, sponsored by the Partnership.

AWARDS & RECOGNITION

2012-2013 brought welcome recognition to several Center staff and programs.

- Teen Health & Success Program was awarded the 2013 Presidential Diversity Award, which recognizes contributions to diversity and inclusion through exemplary leadership.
- Kim Muratore, Program Manager for the Teen Health and Success Partnership program, was selected for the City of Rochester’s HEART Award, which recognizes adults within the schools who “consistently respect and support youth.”
- Andrea DeMeo, the CCH’s Executive Director and Chief Operating Officer, was designated as a 2013 Witmer Award Finalist, which recognizes staff members for careers characterized by outstanding and sustained contributions to the University.
- Shaquana Divers, Manager of HEART, was honored with a Rising Star Award, one of the Greater Rochester Awards, sponsored by the Rochester Business Journal and United Way of Greater Rochester.

Making a Difference . . .

PARTNERSHIPS

Our community partners include grassroots and faith-based organizations, human service providers, community-based clinics, schools, area businesses, foundations and local government.

Highlights

- Served on and supported 20 community coalitions.
- Honored two URMC faculty with Dr. David Satcher Community Health Improvement Awards, which recognizes URMC-community partnerships that improve community health.
- Awarded four Community Health Mini-Grants to support URMC-community health initiatives.
- Served as a clearinghouse for community requests, responding to 55 requests for assistance (e.g., speaker requests, health care referrals).
- Welcomed 12 outside groups into Center conference space (free of charge) on 75 occasions.
- In collaboration with the University of Rochester’s Office of Diversity, held film screening and discussion of “July ‘64” for 83 faculty, staff and community members.

