

Center for Community Health & Prevention

Joining forces with the community to improve health.

Disease prevention and community engagement are what we're all about. We help people lead healthier lives.

For 15 years, we have collaborated with our partners to improve the health of our community. Through disease prevention and healthy living programs, research, education, and policy—we work to create environments that support healthy behaviors.

The Center encompasses a wide variety of programs and initiatives aimed at preventing disease to create a healthier community:

- Chronic Disease Prevention
- Communicable Disease Surveillance and Prevention
- Community and Clinical Engagement in Research
- Education and Practical Experience
- Policy and Community Health Improvement
- Workforce Navigation



Discovery. Inspiration. Transformation.

Chronic Disease Prevention

When it comes to improving health, even small changes have a lasting impact. Our programs help people make small changes they can maintain for life. We offer programs both in person and virtually. Telehealth and distance learning have enabled us to expand our reach and respond to the various health needs of our community.



Clinical Programs

Through individual counseling and group support, we work with people to identify changes they can make and sustain. Using proven strategies and the [science of motivation](#), our physicians, nurse practitioners, registered dietitians, exercise physiologists and lifestyle counselors help people reach their goals.

Our programs address:

- Weight loss
- Diabetes prevention
- Nutrition counseling
- Cholesterol management
- Nicotine cessation counseling and medication treatment
- Stress management
- Physical activity

Community-Based Health Programs

Cancer Services Program of the Finger Lakes Region

Comprehensive cancer education and navigation for breast, cervical and colorectal cancer patients. The program covers the cost of breast, cervical and colorectal cancer screening and diagnostic tests for eligible men and women who are uninsured and live in Monroe, Seneca, Livingston, Wayne, Ontario and Yates Counties.

Promote Health. Prevent Cancer.

An initiative of the Center for Community Health & Prevention and Wilmot Cancer Institute to provide health promotion and cancer prevention education to community members throughout our region. This free eight-week program empowers participants to make and maintain changes in diet, physical activity and exposures. These lifestyle changes lower the risk of cancer and other chronic diseases, while increasing overall health.

Rochester Diabetes Prevention Program

An evidence-based, Centers for Disease Control and Prevention (CDC)-recognized program designed to help people who have been diagnosed with prediabetes prevent the development of type 2 diabetes. The year-long lifestyle change program covers information about nutrition and physical activity, and how they impact our health and daily lives. Facilitators are trained to run programs both in the community and physician practices.

Past Community Programs and Collaborations

Our Center has collaborated with a variety of community partners in Monroe and surrounding counties to provide numerous tailored programs focused on physical activity, nutrition education and overall chronic disease prevention. Programs such as RochesterWalks!, Vida en Salud, and Family, Food and Fun are examples of other community-based health initiatives we've implemented with University of Rochester Medical Center (URMC) departments, Foodlink, Refugees Helping Refugees and IBERO American Action League, Inc., among others.

Communicable Disease Surveillance and Prevention

This work is part of a national effort to provide population-based surveillance to evaluate vaccine effectiveness, monitor the burden of infectious disease and identify populations at risk for severe infection. Conducted in collaboration with the CDC and the New York State Department of Health, the program is part of the 10-state [Emerging Infections Program \(EIP\)](#).

- The EIP conducts infectious disease surveillance to identify risk factors for SARS-CoV-2 (COVID-19), influenza, respiratory syncytial virus (RSV), methicillin-resistant and -sensitive Staphylococcus aureus (MRSA/MSSA), *Clostridioides difficile* (C. diff), Candidemia, multiple-resistant Gram-negative bacteria and non-tuberculous mycobacteria. EIP also studies vaccine efficacy of COVID-19 and human papillomavirus (HPV) vaccines.
- The EIP responds flexibly and rapidly to implement surveillance for emerging diseases of public health importance, such as COVID-19. Our team collects extensive data on all hospitalized COVID-19 cases to better understand risk factors, underlying conditions, clinical course and treatment. We work closely with local and national organizations, including the Monroe County Department of Public Health and the CDC, to monitor and prevent the spread of COVID-19.
- The EIP is also engaged in assisting local nursing homes with COVID-19 and other respiratory disease surveillance, as well as prevalence surveys of healthcare associated infections and antibiotic use in multiple settings.



Community and Clinician Engagement in Research

The Center supports the research efforts of the URM and the community engagement arm of the UR Clinical & Translational Science Institute.

- Collaborative academic-community research partnerships are fostered by linking investigators with community partners and offering guiding principles and consultation services.
- Primary care clinicians and researchers receive consultation on practice-based research through the Greater Rochester Practice-Based Research Network, a collaborative model designed to improve patient care and outcomes.
- Structured forums are provided for researchers to gain valuable insight on their research, as well as learn the multifaceted phases of the process. These forums also serve as an outlet for community partners to provide first-hand perspectives on conducting various research studies.

Community Advisory Council

This council represents the voices of the community to guide and support education, research, patient care and community health efforts at the URM. This is critical to identifying priority health needs and, in collaboration with academic partners, developing successful strategies that address these needs and reduce health inequalities.

Education

Introducing the next generation of health providers and researchers to the importance of community health, systems science and health equity.

Student Experiences

We work with students from the University of Rochester, as well as many other local colleges, to connect them with programs and community partners engaged in the work of community health. These opportunities enable students to have real-world public health experiences. Our clinical dietitians mentor and train students, including those completing their residency program.

Community-Engaged Research Training

Our experts offer education and research training to URM students and investigators engaged in community-based research.

Policy

Many factors impact the health of the community. Work in this area focuses not just on policies directly related to health, but also on those that impact social determinants of health.

We share information about health policies developed on a national, state and community level, and advocate where important. The Center supports key policy and legislative initiatives working through several local health coalitions and alliances. The development of the Monroe County [Community Health Improvement Plan](#) and [Community Health Needs Assessment](#) is coordinated through the Center, leading collaboration between the hospitals, health department and community agencies in Monroe County.

Workforce Navigation

To address the social determinants of health, we offer workforce navigation programs for students living in the City of Rochester and University employees.

Teen Health and Success Partnership

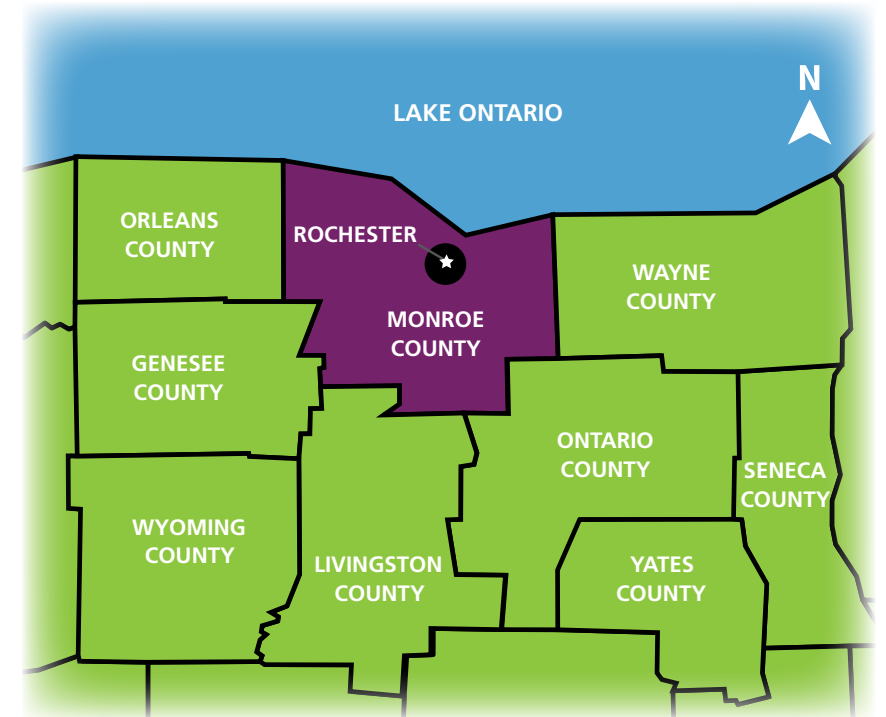
We collaborate with local high schools and agencies, such as Hillside Work-Scholarship and FutureReady, to facilitate employment at the University of Rochester for high school students living in the City of Rochester. We also work with University departments to develop healthcare career pathways that provide students with hands-on experiences and exposes them to local career opportunities.

The partnership supports student academic success, part-time employment and career goal achievement. Students receive coaching and mentorship from Teen Health and Success Partnership staff, as well as University faculty and staff.

Rochester Health Profession Opportunity Grants (ROC-HPOG)

The Center has worked, and anticipates future collaboration, with community partners to provide support and training to low-income individuals for entry and professional growth in healthcare fields. Our staff worked with URMC and Highland Hospital employees on career assessment and coaching, work etiquette training, resume assistance and employment navigation to advance their careers.

Proud to serve Monroe and Surrounding Counties with in-person and virtual community programs, as well as our clinical services. We continue to expand our reach and partnerships to create more environments that support healthy behaviors and chronic disease prevention. Our service area continues to grow.



Helping everyone in our community lead a healthier life.

Center for Community Health & Prevention

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