

# Center for Community Health & Prevention

## Chronic Disease Prevention



The [Center for Community Health & Prevention](#) offers chronic disease prevention and health improvement programs for a variety of conditions. Using proven strategies and the science of motivation, our team of clinicians will help your patients realize their health goals. We have expanded our reach with telehealth and virtual learning, meeting patients where they are most comfortable.



We also offer community-based programs that focus on health education and screenings.

### Programs to Meet Patient Needs

Led by physicians, nurse practitioners, registered dietitians, certified personal trainers and lifestyle counselors, these one-on-one or group programs address:

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



Our team works closely with you to monitor your patient's progress and provide regular updates via EPIC/EMR.

Refer your patients to the **Center for Community Health & Prevention**: Select "AMB REF Healthy Living."  
Call (585) 602-0720 for assistance.

Discovery. Inspiration. Transformation.

# Appointments and Sessions to Fit Any Schedule

- Individual appointments and group sessions are available, virtually and in person, at locations throughout the Rochester region.
- Telehealth options are available for many of our individual and group programs.

## How to Refer a Patient

In "Orders," select "AMB REF Healthy Living."

## Would Your Patients Benefit from a Group Program?

We are happy to discuss potential collaborations. Talk with our Director of Clinical and Community-Based Programs about your specific needs.

If you have questions regarding our individual sessions or group programs, or need assistance with a patient referral, contact the Center at **(585) 602-0720**.

Many of the services listed above are covered by insurance. Self-pay is also available. **For UR employees/spouses/domestic partners:** some services are provided as part of the University of Rochester Well-U employee wellness program, and may be available at no cost to eligible employees enrolled in the University health care plan. Call the Center for more information.

## Our Approach

Self-Determination Theory (SDT) is a theory of motivation that has been applied in life domains such as health, sport, education and work. Studies have shown that when people are more autonomously motivated, they are more likely to achieve their health goals over time.

According to SDT, all of us have three key psychological needs, as depicted graphically in the left hand column.

At the Center for Community Health & Prevention, we focus on providing your patients with evidence-based information and supporting their psychological needs so that we can help them discover how they can be successful on their journey to making, and maintaining, healthy lifestyle changes.





## Health Education and Motivation Programs

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. Whether your patients are looking to prevent chronic disease, manage a specific health concern or improve their overall wellbeing, we're here to help.

### What We Specialize in:

- Diabetes prevention
- Nicotine dependence
- Healthy weight
- Nutrition
- Kidney health
- ASCVD prevention
- Physical activity
- Stress management

### Diabetes Prevention Program (DPP)

This year-long program is designed to help individuals who have been diagnosed with prediabetes prevent the development of type 2 diabetes. Recognized by the Centers for Disease Control and Prevention (CDC) as a quality, evidence-based program, the DPP is facilitated by trained lifestyle counselors who provide participants with information about nutrition and physical activity and how healthy lifestyle habits impact our lives.

The program is driven by group support from others who share similar goals and struggles. Groups are offered at different times of the day throughout the year. To be eligible, participants need to have a hemoglobin A1C of 5.7%–6.4%.

*Refer your patients for participation in the DPP through "AMB REF Healthy Living." Please add notes requesting the Diabetes Prevention Program. Are you an external provider? Fax a recent office note and lab work to 585-530-2398.*

### Nicotine Dependence Treatment Program

Are your patients ready to stop smoking/vaping or reduce their habit? The Center for Community Health & Prevention is your regional resource for comprehensive [nicotine dependence treatment](#).

- Using evidence-based strategies and the science of motivation, our multi-disciplined team will provide patients the support and encouragement they need to be successful. In addition to working with adults on their smoking cessation journeys, we also see adolescents who are interested in stopping vaping.

- Research shows that individuals who receive one-on-one counseling have an increased quit rate. Success rates are even higher when coupled with medication. The Center provides comprehensive services, including prescribing medication and subsequent counseling. There is also a counseling-only option. With either choice, we will communicate progress on your patients' care through their EMR.

*Refer your patients for participation in our Nicotine Dependence Treatment Program through "AMB REF Healthy Living." Please add notes requesting individual counseling, or individual counseling and medication, in the "clinical reason for the referral" section. Are you an external provider? Give us a call at (585) 602-0720.*

- Are you a pediatrician or family doctor? Refer parents who are looking to cut down or quit their use of nicotine products. We will work with them one-on-one to build a custom plan fit to their particular circumstances and help them breathe easier knowing they're reducing risks associated with secondhand exposure to their family members.

*You can refer while in the child's chart. Just include a note in the comments that the referral is for a parent.*

In addition to these services, our virtual [Commit to Quit! group program](#) is a great resource for individuals looking for support and accountability from their peers. Led by trained smoking cessation experts, the free six 60-minute sessions provide an interactive and understanding environment designed to support participants on their journey. The free program is based on four pillars – Awareness, Support, Planning and Goals, with each week focusing on a different topic.

*Interested patients can register online at [www.committoquit.urmc.edu](http://www.committoquit.urmc.edu).*

## University of Rochester [Well-U Lifestyle Management](#) Programs

Working with the University of Rochester's employee wellness program, our team of expert providers help faculty and staff make healthy lifestyle changes they can maintain for life. Our clinicians lead both individual and group programs for employees.\*

### Individual Programs

University of Rochester employees work one-on-one with an expert to meet their personal health goals.

**Cholesterol Management** - Discover how small changes to diet and exercise can help lower cholesterol and reduce the risk of heart disease and stroke.

**Nicotine Cessation** - Working with our nurse practitioners and smoking cessation experts, employees will develop a plan to manage withdrawal symptoms, prevent relapses and improve their overall health.





**Nutrition Counseling** - Address personal nutrition goals and individual dietary needs to better manage existing health concerns and prevent chronic diseases.

**Fitness 201: Get Stronger (follows Fitness 101)** - Personal training program, expertly designed to improve individual's strength and fitness and support his or her personal needs.



## Group Programs

Group programs are offered at various times and locations throughout the year. Programs have been offered virtually, as well as in person, at a department or workplace.

**Weight Loss** - Achieve weight loss and improve overall health with proven tools, expert guidance and ongoing support needed to make and maintain lifestyle changes.

**Fitness 101: Get Started** - Gain a better understanding of the various components of fitness, explore motivational challenges to being more physically active, and learn how to prevent injuries.

**Nutrition Basics** - Review the latest nutrition guidelines and recommendations, learn about various dietary patterns and how a balanced diet helps prevent chronic disease.

**Stress Reduction** - Gain practical skills to manage stress, improve relationships, find a healthier work-life balance and refocus on priorities.

**Mindfulness-Based Stress Reduction** - Discover how meditation can help provide more balance, stability and satisfaction.

More information about each program, as well as availability, can be found under Lifestyle Management on the University of Rochester's Office of Human Resources website.

*\*Please refer University of Rochester employees to the Center for Community Health & Prevention or the Well-U website for additional information.*



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# Community-Based Programs

The Center works with a variety of community partners to make free health education and resources available throughout the region.

## **Cancer Services Program of the Finger Lakes Region:**

Comprehensive cancer education and navigation for breast, cervical and colorectal cancer patients. This New York State grant-funded 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.

**Rochester Diabetes Prevention Program:** Customized for delivery in community settings, this evidence-based CDC-recognized program is 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.

**Promote Health. Prevent Cancer.** An initiative offered in partnership with 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.

**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 departments, Foodlink, Refugees Helping Refugees and IBERO American Action League, Inc., among others.



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[www.urmc.rochester.edu/community-health](http://www.urmc.rochester.edu/community-health)

