Center for Community Health & Prevention

Building a Healthier Community Together
Report to the Community 2016-2017

Discovery. Inspiration. Transformation.
Message from our Director

Dear Friends,

As we celebrate our 10th anniversary at Prince Street, we are reaffirming our commitments to the community, reviewing our accomplishments, learning from our weaknesses, and planning for the future. For more than a decade, we have forged partnerships between the University and community organizations to build a healthier community. During these challenging times, our mission is even more critical and we must redouble our efforts.

Healthcare is changing and the opportunities for prevention have never been greater. We still have a long way to go before resources are directed towards keeping us healthy rather than treating our diseases. Using the tools of epidemiology and behavioral research, in both communicable and chronic disease, we are building “shovel-ready” models for the future of healthcare. Adding “prevention” to our name reflects the centrality of this approach. This focus has led to new partnerships within the University of Rochester Medical Center (URMC) and beyond. The Center now partners with URMC Wilmot Cancer Institute in cancer prevention and community engagement. We are building stronger links with URMC departments to provide tobacco cessation, weight loss, and stress management services for their patients. New initiatives such as the Rochester Diabetes Prevention Program; Healthy Living Livingston; Family, Food and Fun; and Tienes Salud expand our reach into the community. Our Communicable Disease Prevention team has decreased the region’s burden of healthcare associated infections, and is working with hospitals and nursing homes to implement antibiotic stewardship programs to reduce antibiotic resistance. The Center’s education programs touch students across the institution and beyond.

Building a healthier community means we must also tackle the economic, social, and environmental factors that undermine the health of many residents. Our policy group is leading the Community Health Needs Assessment and Improvement Plan for Monroe County in partnership with the Monroe County Department of Public Health and hospitals. To build the pipeline for a more inclusive University of Rochester workforce, we have expanded workforce navigation programs for at-risk high school students and University employees. Our Center has established a tradition of excellence. Last year, the accomplishments of our faculty and staff garnered a total of seven local and national awards. Every day, our staff of almost 70 members is making inroads to improve the health and well-being of the residents in our region. This report highlights just a small sample of our successes, which would not be possible without our community and University partners. Thank you for making the dream of living in a healthier community become a reality!

With gratitude,

Nancy M. Bennett, MD, MS
Chronic Disease Prevention/Healthy Living Partners

Our Clinical Programs, which include individual counseling and group support, use proven strategies and the science of motivation to help patients reach their health goals. We also offer Community-Based Health Programs, which provide services that are culturally tailored, accessible, and affordable for those at greatest risk of heart disease, diabetes, cancer, and stroke.

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<tr>
<th>Program</th>
<th>Participation</th>
<th>Outcomes</th>
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<tr>
<td>Employee Health Programs</td>
<td>1,166 employees and spouses enrolled</td>
<td>• 63% quit rate for Tobacco Dependence program</td>
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<td>Rochester Diabetes Prevention Program</td>
<td>70 community peer leaders trained</td>
<td>• 71% achieved blood pressure below 140/90 in Blood Pressure Program</td>
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<td>Blood Pressure Advocate Program</td>
<td>1,528 participants</td>
<td>• 31% reached weight loss of &gt;5% in Weight Loss Program</td>
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<td>Family, Food and Fun Healthy Living Program</td>
<td>392 participants</td>
<td>• 52% reported physical activity of 150+ minutes per week in Weight Loss Program</td>
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<td>Vida en Salud</td>
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<td>• Peer leaders ran 49 programs with 768 participants in 22 locations</td>
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<td>Cancer Services Program of Monroe County</td>
<td>505 people screened</td>
<td>• 85% of participants lost weight</td>
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<td></td>
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<td>• 155.8 minutes of physical activity averaged per week</td>
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<td>• 76% achieved blood pressure below 140/90</td>
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<td>• 88% of participants lost weight</td>
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<td></td>
<td>• Increased physical activity and fruit and vegetable consumption</td>
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<td>• 32 cases of cancer or pre-cancerous conditions identified and treated</td>
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Members of the Center for Community Health & Prevention staff recognize Wear Pink Day to support breast cancer awareness.
Communicable Disease Surveillance and Prevention

Our Communicable Disease Prevention Program is part of a national effort to provide population-based surveillance to evaluate vaccine programs, monitor disease patterns, and identify populations at risk for infection. This work serves as a foundation for research studies and informs public health practice and policy at the local, state, and national levels.

CDI Prevention Collaborative (Clostridium difficile infection): a quality improvement project to prevent CDI in hospitalized patients at four Rochester hospitals

- **34%** Decrease in Clostridium difficile infection in hospitalized patients
- **$3.9 million** saved
- **1,968 hospital days** avoided

Influenza Vaccination Study: studies the impact of influenza each year, demonstrated that vaccinated community-dwelling adults who are hospitalized with influenza had less severe impacts of the disease

HPV Vaccine Impact Monitoring: demonstrating the impact of HPV vaccine to reduce pre-cancerous lesions in our community and across the country

RSV Surveillance: initiated surveillance among adults and children in preparation for studies of effectiveness of a new vaccine

Rochester Nursing Home Collaborative: develops guidelines for diagnosis and treatment of the most common infectious syndromes
Community & Clinician Engagement

The Center actively supports University of Rochester Medical Center research efforts by connecting faculty, students, and staff with community partners to address community health concerns together. We also function as a community engagement arm for the Clinical and Translational Science Institute.

Community Advisory Council: the voice of the community that provides guidance and supports the four missions of the University of Rochester Medical Center - Education, Research, Patient Care, and Community Health.

- Action for a Better Community
- African-American Health Coalition
- American Diabetes Association
- Catholic Family Center
- City of Rochester
- Common Ground Health
- Empire Justice Center
- Finger Lakes Developmental Disabilities Service Office
- Greater Rochester Chamber of Commerce
- Ibero-American Action League
- Latino Health Coalition
- Lifespan
- Mental Health Association of Rochester & Monroe County
- Monroe County Department of Public Health
- Monroe County Medical Society
- Perinatal Network of Monroe County
- Rochester City School District
- Rochester School for the Deaf
- St. Joseph's Neighborhood Center
- The Settlement Houses
- Urban League of Rochester
- WXXI Public Broadcasting

Greater Rochester Practice-Based Research Network: consultation on 32 projects, including 19 studies to improve patient care outcomes

Community Health Needs Assessment and Monroe County Community Health Improvement Plan: leads the development of plans in collaboration with all four hospitals in Monroe County and the Monroe County Department of Public Health.

Fostering collaborations between research institutions: assists faculty and trainees to increase the quality and quantity of translational research in the Upstate New York region; brought together researchers, clinical leaders, and data scientists for the UNYTE Scientific Session - Accelerating Health Research Innovation through Primary Care Partnerships

55 attendees

Monday, November 7, 2016

Reaching special populations with new partnerships:
Rochester Regional Health Center for Refugee Health

Patient Activation Measures Project: assists individuals with enrolling in Medicaid or helping them use primary and preventive care services to improve health outcomes

5 sessions with 8 researchers with 50 community experts

10 agencies collaborated

130 neighborhood participants
Workforce Navigation

To address local poverty and unemployment, the Center offers workforce development programs for at-risk high school students and University employees.

Teen Health and Success Partnership:
- matched 60 at-risk high school students with jobs in 36 University departments
- 26 graduates in 2017; 85% enrolled in college

Rochester Health Professions Opportunity Grants (ROC-HPOG): career advancement support for University of Rochester Medical Center and Highland Hospital employees

Education

Investing in community health education is central to our mission. We provide the public with messages that encourage healthy behaviors throughout the year. Our teams also serve as educators to the next generation of healthcare providers, and work to shape the future of training for community health clinicians.

Sparking dialogue between the University and community:
- 47 events with more than 1,200 attendees
- Dr. Bernard Guyer Lectureship in Public Health
- Dr. David Satcher Special Grand Rounds Presentation
- Public Health Grand Rounds
- Free Wellness talks in community venues – Got Health? and ¿Tienes Salud?

Community health field experience site: students from the undergrad level through medical residency complete clinical rotations and internships working on projects related to the Center or in partnership with other community organizations

Re-aligning curriculum for medical students: grant-funded evaluation of Community Health Improvement Course (CHIC) to expand the evidence base related to the impact of innovative teaching partnerships in prevention education

37 students mentored
Leadership in Community Health

Nancy M. Bennett, MD, MS, Director, Center for Community Health & Prevention
- 2017 Edward Mott Moore Award, Monroe County Medical Society
- Chair, Advisory Committee on Immunization Practices (ACIP), Centers for Disease Control and Prevention

Candice Lucas, EdD, MBA, Director of the Cancer Services Program of Monroe County and Director of Community Health Services
- Chair, African American Health Coalition convened by Common Ground Health
- Chair, Race and Health Disparities Workgroup of the “Facing Race, Embracing Equity” initiative
- 2017 University of Rochester Meliora Award

Andrea Clark, Community Liaison, DSRIP Patient Activation Measures Project
- 2017 University of Rochester Community Service Award

2016 Dr. David Satcher Community Health Improvement Awards: Rajeev S. Ramchandran, M.D., M.B.A., Robert L. Weisman, D.O., and Catherine A. Bunce, R.N., M.S.

Building a Systems Approach to Community Health and Health Equity: a three-year, national initiative to improve health equity by mapping the community health-focused activities of University of Rochester Medical Center and the other participating institutions in an effort to solve problems found in virtually every community across our nation

Regional and National Recognition

Represented on 17 community coalitions and 25 state and national committees

Authored 15 scientific papers
Gave 14 professional presentations
Impact By the Numbers

- Individuals impacted by programs in the City of Rochester: 3,748
- Total individuals impacted by programs in Monroe County: 7,179
- Total individuals impacted by programs in our region: 7,888