

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 more than 10 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/Healthy Living Partners
- Communicable Disease and Surveillance Prevention
- Community and Clinical Engagement in Research
- Education
- Policy
- Workforce Navigation



Discovery. Inspiration. Transformation.

Healthy Living Partners

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.



Clinical Programs

Through individual counseling and group support, we work with people to determine changes they can make and sustain. Using proven strategies and the science of motivation, our physicians, nurse practitioners, registered dietitians, exercise physiologists, and counselors help people reach their goals. Our programs address:

- Weight loss
- Diabetes prevention
- Nutrition counseling
- Blood pressure
- Cholesterol
- Tobacco use
- Stress
- Physical activity

Community-Based Health Programs

Cancer Services Program of Monroe County: Comprehensive cancer education and navigation for breast, cervical, colorectal, and ovarian cancer patients. The program covers the cost of breast, cervical, ovarian, and colorectal cancer screening and diagnostic tests for eligible men and women who are uninsured or underinsured.

Rochester Walks: A partnership between the Center and City of Rochester, this program promotes walking and physical activity in city neighborhoods.

Healthy Living Program/Vida en Salud: Physical activity and health education programs aimed at helping community members prevent chronic disease. These programs are offered in Monroe County and in partnership with the URMW Wilmet Cancer Institute throughout the southern tier.

Family, Food and Fun: Conducted in public housing facilities for families with children ages 2-16. Educators teach families simple ways to include more fruits and vegetables in their diets, prepare healthy meals, and perform physical activities together.

Rochester Diabetes Prevention Program: New initiative with community partners that targets increased screenings, referrals, and environmental changes. Facilitators are trained to run programs both in the community and physician practices. These programs use the Centers for Disease Control & Prevention's evidence-based Diabetes Prevention Program (DPP).

Communicable Disease Surveillance and Prevention



This work is part of a national effort to provide population-based communicable disease data. Studies evaluate vaccine programs, monitor disease patterns, and identify populations at risk for severe infections. Conducted in collaboration with the Centers for Disease Control and Prevention (CDC) and the New York State Department of Health, the program is part of the 10-state Emerging Infections Program.

- The Emerging Infections Program includes studies of vaccine efficacy for influenza and HPV, and risk factors for influenza, respiratory syncytial virus (RSV), methicillin-resistant and sensitive *Staphylococcus aureus* (MRSA/MSSA), *Clostridium difficile* (*C. diff*), Candidemia, and multiply-resistant Gram-negative bacteria.
- The program is also engaged in antibiotic stewardship projects in nursing homes, and 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 University of Rochester Medical Center and the engagement arm of the Clinical and Translational Science Institute.

- 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.
- Volunteers are recruited through our Healthy Living Research Center for translational research studies to understand the motivational and psychological mechanisms that drive health behavior change.

Education

Training the next generation of healthcare providers is central to our mission.

Student Training

We work with students from the University of Rochester, as well as many other local colleges, to connect them with agencies engaged in the work of community health. These opportunities enable students to have real-world public health experiences. Students in local dietitian programs also complete clinical rotations on-site at the Center.

Community-Engaged Research Training

Our experts offer education and research training to University of Rochester Medical Center 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 all social determinants of health.

We play an active role in health policy on a national and community level. The Center advances 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 led by the Center, in collaboration with all hospitals in Monroe County.

Workforce Navigation

To address the social determinants of health, we offer workforce programs for at-risk students and University employees.

Teen Health and Success Partnership

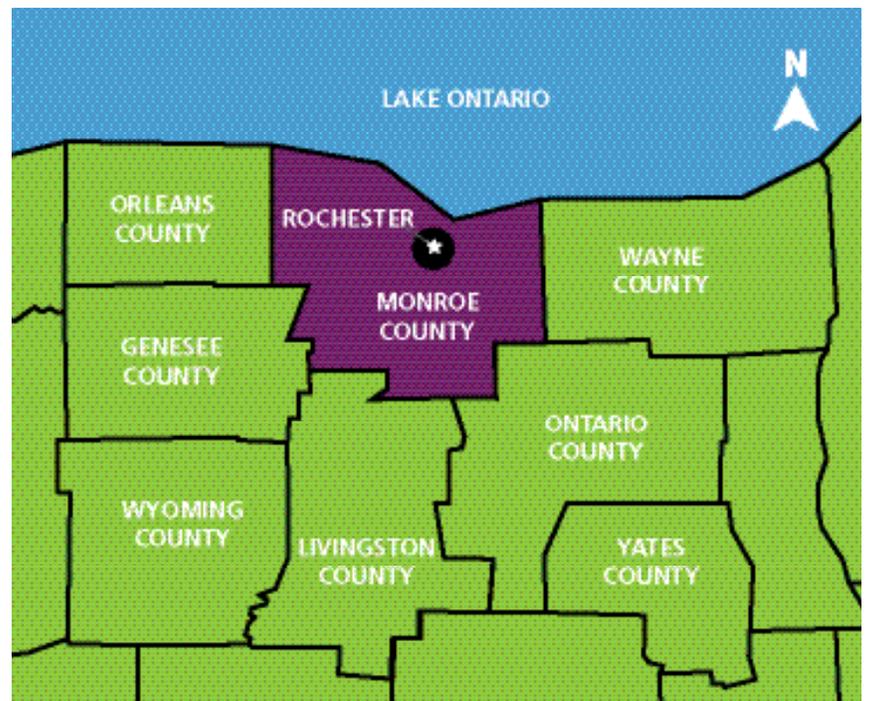
We collaborate with Hillside Work-Scholarship Connection to coordinate employment of Rochester City School District students at the University of Rochester. The partnership supports student academic success, part-time employment, and career goal achievement. Students receive coaching from Teen Health and Success Partnership staff as well as University faculty and staff.

Rochester Health Profession Opportunity Grants (ROC-HPOG)

The Center works in collaboration with community partners to provide support and training to TANF recipients and other low-income individuals for entry and professional growth in healthcare fields. Our staff works with University of Rochester Medical Center and Highland Hospital employees on career assessment and coaching, work etiquette training, resume assistance, and employment navigation to advance their careers.

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



Center for Community Health & Prevention

46 Prince Street
Rochester, NY 14607
(585) 224-3050
Fax: (585) 442-3374

www.urmc.rochester.edu/community-health

