

The Start of a Transformation



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CENTER FOR COMMUNITY HEALTH

At the Center for Community Health (CCH), the community is our patient. Our focus is on disease prevention and improving access to care, especially for at-risk populations, to prevent health problems before they start. Partnering with the URM, our research-based interventions range from policy and environmental change planning and advocacy, to community and practice-based programs, which help people maintain healthy behaviors over the long-term. Through CCH programs, we explore the best ways to transform our community into a healthier community: one policy, one program, one person at a time.

Making Rochester a Healthier Community

Our goal is to inspire people in the Rochester community to lead healthier lives, and we accomplish this through research, education, and service. At the Center for Community Health, we offer more than 21 evidence-based programs to ensure that healthy choices are the easy choices, and that people have the resources to change their behaviors. The following is a sampling of our programs:

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

Healthy Living Program. African-American and Latino adults are at a greater risk of suffering from heart disease, diabetes, and stroke. The Healthy Living Program and its Latino counterpart, Vida en Salud, are culturally tailored, community-based fitness and health education programs aimed at helping African-Americans and Latinos feel better and live healthier. The program is designed to be easy, convenient, and affordable.

HEART (Health Engagement and Action for Rochester's Transformation). This initiative is a wonderful jump-start to effectively transform Rochester into a healthier community. HEART makes it possible for Rochester to develop and implement proven strategies to reduce risk factors responsible for the leading causes of death and disability, and to prevent and control chronic diseases in our community. The URM, the Monroe County Department of Public Health and numerous community partners were awarded a five-year CDC grant to fund HEART and promote health by making healthy living easier. Private funding is critical to sustain the program, and an endowment will allow it to continue once the grant is complete in 2016.

THE EASTMAN DIRECTIVE

George Eastman had the vision "to make Rochester one of the healthiest communities in the world" when he agreed to fund the creation of the University of Rochester School of Medicine and Dentistry in 1920. The Eastman directive is embedded in URM's mission, and led to the establishment of the Center for Community Health to strengthen its commitment to the health and vitality of the community.

Your gift helps us *pursue better health*

Building a healthier community takes a shared vision. Our goal is to be the national model for prevention and community engagement for other communities that are like ours. Our success can be achieved only by continued investment in people and programs. Below is a sampling of how you can help. Every gift we receive makes a difference.

ENDOWED PROFESSORSHIPS AND DIRECTORSHIP—\$1,500,000 to \$2,500,000

By funding a permanent, named professorship you will have a lasting impact on improving human health by supporting today's and tomorrow's leaders at CCH. Endowed professorships (\$1.5 million) support top faculty whose research findings will be translated into better health. Endowed professorships are among the most prestigious honors a faculty member can receive. The endowed directorship (\$2.5 million) will permanently name the position and enable the Director to continue her own original research into ways in which the health care system can align with the community to address health and social issues, improve the health care experience and reduce the cost of care.

SEED FUNDS: PUTTING NEW IDEAS TO WORK TODAY—\$50,000 to \$100,000 (annually)

Great programs and research often start with the germ of an idea. In our current economic climate, however, more grant support is being awarded to proven concepts. By providing current-use funds for new work and ideas, our faculty can create programs and pilot research projects, proving a concept that can both change lives and lead to new federal funding.

BREAKTHROUGH FUNDS: EDUCATION, RESEARCH AND PROGRAMMATIC ENDOWMENTS—\$250,000 to \$750,000

For years, CCH has served in a pivotal "match-making" role, connecting URMC faculty, students and staff with community partners to address community health concerns. Your gift can name a permanent fund, the earnings from which, each year, can support education, research or specific community programs. Some examples include student, resident and professional education in prevention and behavioral change counseling, national and international travel for students and faculty, and innovative approaches to addressing community needs.

GEORGE EASTMAN CIRCLE—\$7,500 to \$50,000+

The George Eastman Circle recognizes those who make a five-year unrestricted pledge, of \$1,500 or greater annually, to any of the Medical Center's schools and programs. Your gift supports areas of greatest need or promise for CCH such as education, research, patient care or community health. By supporting community health through the George Eastman Circle, members honor the legacy of one of our greatest benefactors and help "to make Rochester one of the healthiest communities in the world."



MEDICINE of THE HIGHEST ORDER

CENTER FOR COMMUNITY HEALTH

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