Community Partners
2-1-1/Lifeline
9-1-1 Rochester Emergency Communications Department
ABC/Head Start Program
American Academy of Pediatrics
Arc of Monroe
Boys and Girls Club of Rochester
Cameron Community Ministries
Causewave Community Partners
Central Library of Rochester and Monroe County
Child Protective Services
Children’s Center at Family Court
Coffee Connection
City of Rochester
CP Rochester/Agustin Children’s Center
Crisis Nursery of Greater Rochester
Early Intervention
Foodlink
Geneseo Community Charter School
Health Care for the Homeless
Healthy Baby Network
Highland Family Planning
Hillside Children’s Center
Holy Childhood
IBERO-American Action League
Jennifer House
KidsFirst585.org
Lifespan
Mary Cariola Children’s Center
Mental Health Association
Western NY Metro Council for Teen Potential
Monroe County Department of Public Health
Nielsen House
Nurse Family Partnership (NFP)
Planned Parenthood of Central and Western NY
REACH Program
Rochester City Police Department
Rochester City School District
Teen Empowerment
Trillium
Villa of Hope
Warner School of Education
Willow Domestic Violence Center
Women, Infants and Children (WIC)
YWCA

Major Financial Sponsors
◊ The Hoekelman Fund ◊ The Greater Rochester Health Foundation
◊ Bloom Family Trust ◊ Last Man Standing
◊ Fairport Music Festival ◊ Wilson Community Foundation
◊ Andrew Aligne

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We are a unique program that connects doctors with non-profits to benefit kids and adults by making our communities healthier places to live.

Photo from Rochester Review Magazine January/February 2013
Recent CARE project topics include:

- Vaccination information
- Literacy
- School Success
- Obesity Prevention
- Connection to Community-Based Resources
- Global Health (Reduction of Malaria and Infant Mortality)
- Support for Refugees
- Safe Sleep and Sleep Hygiene

Ongoing CARE Project Examples

Cyclopedia

The photo on the front of this brochure is from a bicycling program called Cyclopedia that continued for several years in Rochester. The founder of the program, Dr. Cappy Collins, left for New York City and it is still rolling along there now.

CARE Track & Global CARE

The Community Health & Advocacy Resident Education (CARE) Track is an elective longitudinal experience starting in the second year of residency. 184 young doctors have participated. CARE starts with a two-week experience which covers the essentials of health policy, evidence-based public health, cross cultural communication, leadership and other areas. It is followed by a 2-3 year longitudinal project in collaboration with a community partner. CARE project areas are determined by residents’ interests. CARE Block is offered to medical students as an elective: PEDS 661.

The LARC Initiative

With help from the Bloom Family Trust, we had the opportunity in 2012 to try to scale up a project with a community-level impact. Starting with the Evidence-Based Contraceptives for Teens project, which was led by Dr. Hilary Yehling and Dr. Anne Huber, we designed the LARC (Long Acting Reversible Contraception) Initiative for unintended teen pregnancy prevention. With support from the Greater Rochester Health Foundation and in partnership with numerous community partners, this program has been very successful in facilitating LARC access for teens in Rochester, NY. As published in 2020 in the American Journal of Obstetrics & Gynecology (AJOG), between 2013 and 2017 adolescent LARC use increased from 4% to 24% in Rochester.

Project Launchpad

PLC and CARE have won numerous national awards for teaching community health and advocacy. But too few of our projects continue long-term. We would like to scale up more projects into community programs, as we did with the LARC Initiative. To make that happen we need to increase our capacity for implementation with a project “launchpad.” By connecting with existing resources and organizations, the Hoekelman Center can use simple, upstream, evidence-based solutions to help solve daunting community health problems affecting children in Rochester and beyond.

For more information on how you can help achieve our mission, please visit us in person or online at www.hoekelmancenter.org.