

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/Augustin Children's Center

Crisis Nursery of Greater Rochester

Early Intervention

Foodlink

Genesee 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

Kidsthive585.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 |

Center Director:

C. Andrew Aligne, MD, MPH
Andrew_Aligne@urmc.rochester.edu

PLC Rotation Director:

Marc Lavender, MD
Marc_Lavender@urmc.rochester.edu

LARC Initiative Project Coordinator

Jessica Cranch
Jessica_Cranch@urmc.rochester.edu
(585) 276-6234

Center Manager

Rosa Lloyd, MBA
Rosa_Lloyd@urmc.rochester.edu
(585) 273-3737

Community Liaison

Kelly McDermott, MA
Kelly_McDermott@urmc.rochester.edu



601 Elmwood Avenue, Box 777

Room 4.5215

Rochester, NY 14642

Phone: (585) 273-3737 X 5942

Fax: (585) 276-2566

www.hoekelmancenter.org



UR
MEDICINE

GOLISANO
CHILDREN'S HOSPITAL

MEDICINE of THE HIGHEST ORDER

The Hoekelman Center is a unit of the
Department of Pediatrics at the
University of Rochester.

Hoekelman Center For Health Beyond Medicine

www.hoekelmancenter.org



Photo from Rochester Review Magazine January/February 2013

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



UR
MEDICINE

GOLISANO
CHILDREN'S HOSPITAL

MEDICINE of THE HIGHEST ORDER

PLC/MPLC Rotation



The Pediatric Links with the Community (PLC) Program was founded in 1996, and has trained **836** doctors in a required rotation where they learn first-hand about critical factors affecting child health while interacting with medical and non-medical providers at various community-based organizations in the Rochester area. PLC is an elective for Medical Students: PEDS 662. It is also a selective for students on the third year clerkship.



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.

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.



The CARE project of Dr. Megan Lasaponara and Dr. Catherine Agricola continues as Kids Thrive 585, a nonprofit that empowers those who advocate for children to connect with committed community-based organizations in the greater Rochester area. As of 2020, there is also a Thriving Forward podcast!

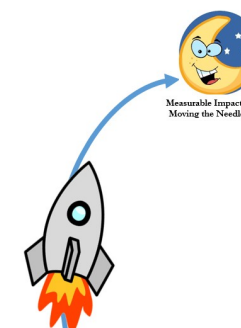
Check out our podcast at
<https://kidsthive585.org/thriving-forward-podcast/>

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.