Community Partners
2-1-1/Lifeline
911 Rochester Emergency Communications Department
ABC/Head Start Program
American Academy of Pediatrics
Arc of Monroe
Boys and Girls Club of Rochester
Cameron Community Ministries
Causeway Community Partners
Central Library of Rochester and Monroe County
Child Protective Services
Children’s Center at Family Court
Coffee Connection
Common Ground Health
City of Rochester
CP Rochester/Augustin Children’s Center
Crisis Nursery of Greater Rochester
Early Intervention
FootLink
Genesee Community Charter School
Health Care for the Homeless
Healthy Baby Network
Hillside Children’s Center
Holy Childhood
IBERO-American Action League
Jennifer House
KidsinKroger585.org
LawNY
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
Villa of Hope
Warner School of Education
Wheaton Domestic Violence Center
Women, Infants and Children (WIC)
YWCA

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

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The Hoekelman Center connects doctors with community partners to make neighborhoods healthier.
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. 193 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 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://kidsthrive585.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, the impressive impact of our initiative has received national attention with the 2020 publication of an evaluation article in the American Journal of Obstetrics and Gynecology (AJOG); free to download at: https://www.sciencedirect.com/science/article/pii/S0002937820300375.

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.