The Nuts and Bolts to Bridging the Academic-Public Health Divide in Rochester, New York

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**Center for Community Health Goals**

- Build/strengthen community partnerships
- Incorporate community health into overall URMC mission
- Facilitate community access to URMC resources
- Conduct/support community/public health research
- Secure funding for community health research/interventions

**Population Served in Western New York State**

A tale of two cities, “The Haves and Have Nots”

- City of Rochester - severe poverty
- Surrounding affluent suburbs
- Surprising health disparities between city and surrounding

**URMC Community Health Statistics**

- URMC Community Based Research Projects: 159
- URMC Community Based Research Funding: $39 M
- URMC Department Sponsored Community Outreach Programs: 70+
- Departments Involved: 20+
- Students Involved in Volunteer Outreach: ≥ 50%

**Some Key Accomplishments**

- "Lazos Fuertes" provides culturally sensitive, bilingual behavioral health services to Hispanics
- "Pediatric Links to the Community" trains medical residents in community settings
- Nationally funded initiatives reduce disparities in childhood and adult immunization rates
- Pediatric telemedicine brings virtual medical care to multiple day care centers and area schools
- School-based health and dental centers serve medically-underserved children and youth

**URMC**

- Multi-disciplinary environment
- Evidence-based research approaches
- Existing community health research/interventions
- Primary care physician network
- Largest employer in Rochester, NY

**MCDPH**

- Statutory responsibility for the health of county residents
- Partnerships with community organizations
- Independent, unbiased agency

**Additional Accomplishments**

- "Pediatric Links to the Community" trains medical residents in community settings
- "Lazos Fuertes" provides culturally sensitive, bilingual behavioral health services to Hispanics
- Nationally funded initiatives reduce disparities in childhood and adult immunization rates
- Pediatric telemedicine brings virtual medical care to multiple day care centers and area schools
- School-based health and dental centers serve medically-underserved children and youth

**Partnership Challenges**

- Working within two large bureaucracies
- Gaining trust in the community
- Communicating effectively
- Addressing health disparities
- Funding

**Partnership Strengths**

- Adhere to nationally established Principles of Partnership (Community-Campus Partnerships for Health)
- Be sensitive to individual and organizational differences and interests
- Communicate, communicate, communicate

**Partnership Lessons Learned**

- Adhere to nationally established Principles of Partnership (Community-Campus Partnerships for Health)
- Be sensitive to individual and organizational differences and interests
- Communicate, communicate, communicate

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"Go to the people. Live among them and learn from them. Start with what they know. Build on what they have. And the best of leaders, when their work is done, "We have done it ourselves."

--Chinese Proverb

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