Imagine living in one of the healthiest communities in the world. This is the ambitious goal of URMC and the Center for Community Health. We are at the heart of a community-wide transformation to make Rochester a healthier place to live, work, and play.

For years, we have served a pivotal “match-making” role, connecting URMC faculty, students, and staff with community partners to address community health concerns, believing that healthy behaviors are the essential underpinnings of a healthy community. Together we have launched community-based programs and services to improve access to care and encourage healthy lifestyles, especially among those whose health is at greatest risk—those living in poverty, the unemployed and undereducated, and those who suffer, often in “quiet desperation.”

This Annual Report to the Community highlights just a small sample of the successes and significant inroads we have made over this past year. With a keen focus on doing what works, all of our interventions are evidence-based or include a community-based research component to help us discover the most effective ways to help people change and maintain healthy behaviors over the long-term.

The 16th US Surgeon General Dr. David Satcher often said that, “The health of the individual is inseparable from the health of the larger community.” As this year demonstrates, the Center, along with the URMC, and our valued community partners, is improving the health of our residents and, therefore, the community as a whole. Working together, the possibility of living in a healthier community is becoming more than just a dream; it is an exciting reality.

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Professor of Medicine and of Public Health Sciences

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ANNUAL REPORT TO THE COMMUNITY 2012-2013
HEALTH IMPROVEMENT SERVICES & PROGRAMS

Healthy Living Center

The Center’s Healthy Living Center (HLC) was established in 2011 to further our commitment to address prevalent underlying behavioral and health risk factors among the region’s most vulnerable populations, such as poor nutrition, tobacco use, inactivity, and uncontrolled blood pressure. HLC’s core team is comprised of University of Rochester faculty, staff, and volunteers. We are working with community partners, including local and state government agencies, health care providers, and not-for-profit organizations, to develop and implement proven strategies to improve overall health, reduce disease risk, and prevent and control chronic disease. Our overarching goal is to prevent and control chronic disease leading causes of death and disability, and to promote better well-being and quality of life in our community.

Community Partners: Monroe County Department of Public Health, URMC

Highlights

• Enrolled 1,135 patients this year, representing a 32% increase over 2012.

• Served over 240 patients at the Healthy Living Program’s Nutrition Center (Parenting, Pregnancy and the Baby Program), offering educational events, and one-on-one consultation.

• Enrolled 226 in the Healthy Living Program’s Nutrition Center (Parenting, Pregnancy and the Baby Program), offering educational events, and one-on-one consultation.

• Provided community health “field failed” for over 150 students from under-represented through medical residency. Field includes exposure to patient environments, as well as opportunities to work in medical research and practice-based research.

• Conducted 10 Public Health Grand Rounds, including 1 summer seminar series, which reached an average of 80 attendees per session, totaling over 800 people.

• Provided free blood and wellness testing in 12 community-based venues, reaching 653 attendees.

COMMUNITY-BASED HEALTH SERVICES & PROGRAMS

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OUTREACH & EDUCATION

Reaching the public with healthy messages, engaging and supporting high school students, and training the next generation of health care providers are our main priorities.

Highlights

• Enrolled 105 students in the first Health and Success Partnership, which then employed our students from Rochester's Roosevelt High School, totaling 250 percent graduate high school, 81 percent entered trade school or college, and 54 percent enrolled at Monroe Community College.

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AWARDS & RECOGNITION

2012-2013 brought welcome recognition to several Center staff and programs.

Toni Health & Success Program was awarded the 2012 Rochester Regional Diversity Award, which recognizes contributions to diversity and inclusion.

Kim Madsen, Program Manager for HLC’s Health and Success Partnership program, was selected for the City of Rochester’s Healthy Award, which recognizes adults within the school system “who continue to respect and support youth.”

Program Director, Andrea Dobbs, for the Center for Community Health, was recognized as a 2013 President Award winner, which recognizes staff who have demonstrated excellence by outstanding and sustained contributions.

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