



April 2008 Newsletter



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CARE Track Resident Project Spotlight

East Rochester Wellness Week

Three 3rd year pediatric residents, Drs. Marla Levine, Laura Tomaselli and Megan



April 7-11, 2008, East Rochester students will embark on a “Wellness Week,” to highlight the importance of healthier eating and keeping active. The week is spearheaded by pediatric residents at the University of Rochester’s Golisano Children’s Hospital at Strong together with school district faculty, staff and students. General Academic Pediatric Fellow, Jennifer Foltz, MD is supervising evaluation of the project. The festivities begin this week, when nutrition education pamphlets will be mailed home to parents, and assistant principal Brian Touranjoe (known as “Mr. T” to 7th-12th grade students) will step on a scale and publicly “weigh in,” challenging students to embrace more health-conscious habits alongside him. The school’s nutrition services team led by Jean Robinson will prepare healthier fare for the week – including baked chicken, carrots, peas, low-fat turkey submarine sandwiches, and even a free whole-wheat pizza lunch for the whole school on Friday. Vending machines that typically feature super-sweetened milks and juices will instead offer more traditional milk choices and water. Students will have open access to free fresh fruit in the cafeteria each day. But, as healthful eating is only half of the battle, the week also provides outlets for students to boost physical activity. The schools’ many walkers will be armed with a total of 500 pedometers (donated by Preferred Care) to track their steps for a chance to win iPods and iTunes gift cards. The gym will be supervised for an hour after school for students to use sports equipment, and in the cafeteria, two Nintendo® Wii™ game systems will offer students a chance to dare their friends to “Dance Dance Revolution” during their lunch. The long-term goal is to help promote lifelong healthy habits in the community.

The project is funded by grants from the Community and Pediatricians: Partners for Children Grants Program and the Halcyon Hill Foundation.

PLC Announcements

- Friendly reminder: **2008 CPAC grant applications are due on Friday, May 16, 2008 and can be downloaded at:** www.plccare.org/pcgp/appelig.html. You can also apply for additional funding of up to \$3,000 through the “Evaluation Grant for Community and Pediatricians: Partners for Children Project” using the same application.
- **Rochester Coping Power to be Presented at National Meeting:** This past fall, the Rochester Coping Power (RCP) team was asked to collaborate with the original Coping Power team from Alabama on a presentation about the dissemination of the program. The organized paper symposium will include the Rochester group’s abstract entitled, “Community Pediatricians’ Prevention Advocacy and Dissemination of the Coping Power program.” Drs. Sara Horstmann and Jennifer Linebarger will be representing RCP at the Society for Prevention Research (SPR) Annual Meeting May 28-30th in San Francisco. For details about the SPR and its annual meeting, please go to www.preventionresearch.org.
- Congratulations to Drs. Jeff Kaczorowski and Laura Jean Shipley for presenting at the “Invest in Kids Working Group/ Partnership for America’s Economic Success” in Washington, D.C. on March 24, 2008. For more information on the presentation, please visit www.partnershipforsuccess.org/index.php?id=03

PLC in the News

The Eighth Annual Anne E. Dyson Memorial Grand Rounds and Child Advocacy Forum was held on March 19, 2008 at Strong Memorial Hospital. Noted nutritionist and author **Marion Nestle, Ph.D., M.P.H.**, was our guest speaker, and her lecture was titled, “*What to Eat: Personal Responsibility vs. Social Responsibility.*” She was interviewed by several local TV stations and had a very successful book-signing after her standing-room only talk. Thanks to all of our community partners for making this event a big success!



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