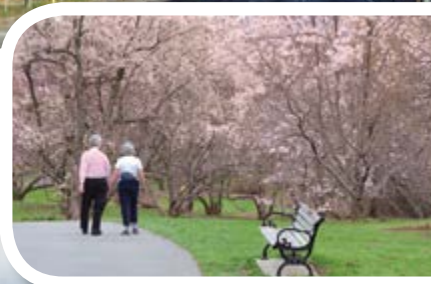


Helping to
Improve the
Health
of the City of
Rochester



greater rochester
Health
foundation

Investing Philanthropic Dollars Where the Need is Greatest

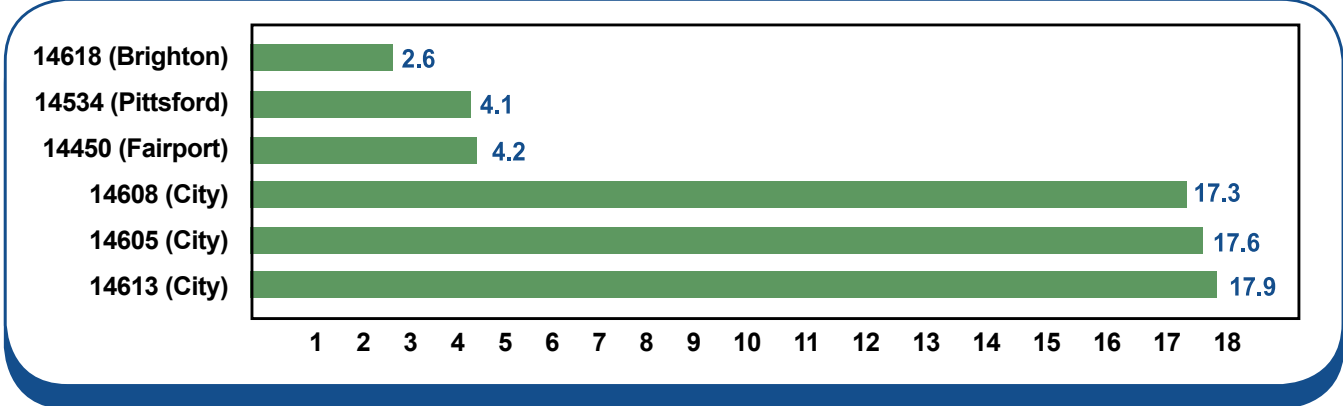
Since the inception of Greater Rochester Health Foundation (the Health Foundation) in 2007, we have invested \$37.8 million in our nine-county service area to improve the health of those communities. Approximately \$23 million, 61 percent, has been awarded to programs that specifically address the health needs of the people living in the City of Rochester. Health Foundation funds also helped leverage an additional \$12.5 million in matching funds to urban programs.

Why the city? Because that is where the need is greatest. Close to one in two children live below the poverty level. According to the Center for Governmental Research, the median household income in Rochester in 2011 was 42 percent less than it was in Monroe County, and the household income for Rochester was \$4,192 less in 2011 than it was in 2007. Thirty percent of Rochester households had incomes below \$15,000, whereas only nine percent of Monroe County households outside the city fell into this low income bracket.

Health is impacted by lifestyle, socio-economics, access to medical care, healthy food and recreation, the environment and genetics. These factors combine to result in a deleterious impact on health: people with low incomes tend to be at greater risk for chronic medical conditions than people with higher incomes. Life expectancy is significantly lower for urban residents than for suburban or rural residents (see graph below) and nine city ZIP codes account for more than half of the county's infant deaths each year.

In response to proposals to address the challenges to good health that face many urban families, the Health Foundation has awarded grants to more than 100 organizations to improve the health of residents of the City of Rochester. Through this report, we are pleased to highlight several of the Health Foundation's grantees that have had an impact on the health of city residents.

Premature Deaths in Monroe County by ZIP Code
Average Years of Potential Life Lost (YPLL)



For details on other Health Foundation-funded programs, visit www.thegrhf.org

Enhancing Health Care Delivery in the City of Rochester

The mission of Greater Rochester Health Foundation is to improve the health status of residents of the Greater Rochester community including people whose unique healthcare needs have not been met because of race, ethnicity or income.

Preserving Access to Health Care for a Vulnerable Population

The single-most significant and sustainable investment the Health Foundation has made to improve the health of city residents has been to help Westside Health Services merge with Anthony L. Jordan Health Center, two Federally Qualified Health Centers.

For almost four decades, Westside Health Services provided comprehensive medical care to urban residents regardless of their ability to pay. In 2011, circumstances resulted in a significant financial deficit for Westside from which recovery was unlikely and which could have left 15,000 patients without easy access to preventive, routine and urgent care.

The Health Foundation anticipated that the closure of Westside Health Services would have significant repercussions on the health of many city residents. Medical professionals expressed concern that the rate of low-birthweight babies would increase. Important routine childhood immunizations might be overlooked. The rate of uncontrolled diabetes and high blood pressure would increase. Family visits to the emergency room would increase for routine medical concerns.

Recognizing the important role of the two centers in providing services to low-income families, the Health Foundation provided over \$1 million to enable Westside to make the necessary changes to maintain financial stability while merger details could be finalized. The ultimate result was the seamless transition of Westside Health Services operations and patients to Anthony L. Jordan Health Center with no disruption of care for a vulnerable segment of the urban community.



Photo by Ken Pamatat

Burmese refugee child who receives care at the Anthony L. Jordan Health Center.

Cover photos of Dancing Wings Butterfly Garden® at The Strong® and Welcome to City of Rochester by Dick Bennett.
Cover photo of mounted policeman courtesy of Communications Bureau, City of Rochester.
All other cover photos taken by Ken Pamatat.

Reducing Uncontrolled Hypertension

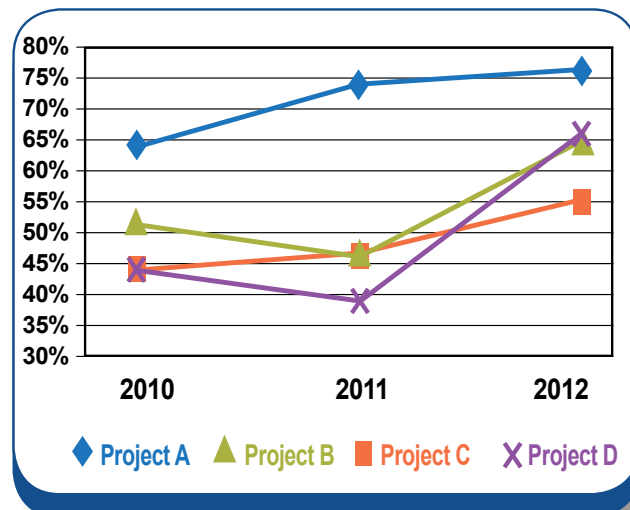


The grantees stressed the importance of keeping hypertension under control with their patients.

Income and ethnicity play a significant role in many chronic health conditions, including high blood pressure. In Upstate New York, hypertension affects close to 46 percent of adults with an annual household income below \$15,000, more than double that of adults who earn \$50,000 or more.

Culver Medical Group, Unity Health System, Rochester General Health System, and Anthony L. Jordan Health Center had a goal to improve patient compliance by 25 percent over a two- or three-year period. They used different strategies to successfully address the treatment of hypertension of city residents with the result that more than 6,000 patients now have their hypertension under control.

Percentage of Hypertensive Patients with Controlled Blood Pressure by Project



Piloting a Culturally Relevant Health Management Program to Improve Quality and Reduce Costs

Health indicators are significantly worse for the approximately 30,000 Puerto Rican Hispanics in Monroe County than for the general population. The Health Foundation provided funding for HCR's ¡ÉXITO!, a unique home care model for Hispanics that incorporated cultural norms into a disease management model to improve health outcomes.

Hispanic nurses were recruited and patient education materials were developed in Spanish. Certification classes for home health aides were taught in Spanish and attracted some highly-skilled paraprofessionals, teachers and health professionals who had limited English proficiency but excellent work and educational backgrounds.

Patients were tracked for the 18-month pilot program and showed a reduction in medications, improved patient satisfaction with nursing care, and reduction in hospitalizations and emergency room visits for an estimated savings in excess of \$300,000. HCR continued the program after the conclusion of this successful pilot project.

Reduction in Health Care Utilization for ¡ÉXITO! Patients

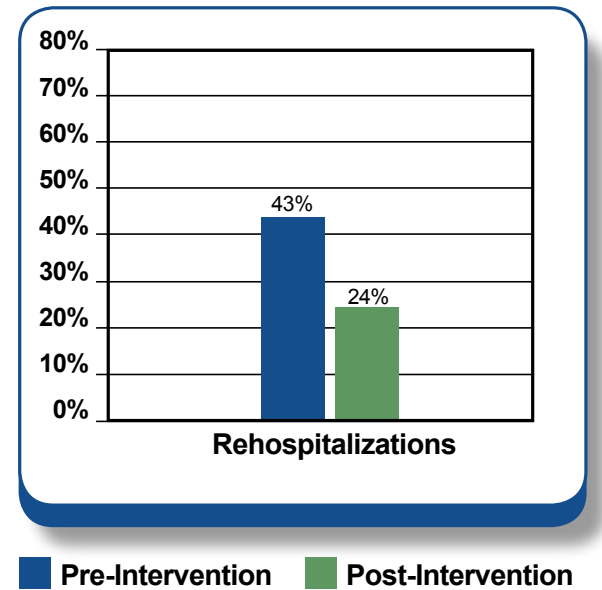


Photo by Ken Parmatit

HCR's ¡ÉXITO! provides home care to Hispanics taking into account language and cultural norms.

Expanding Dental Care

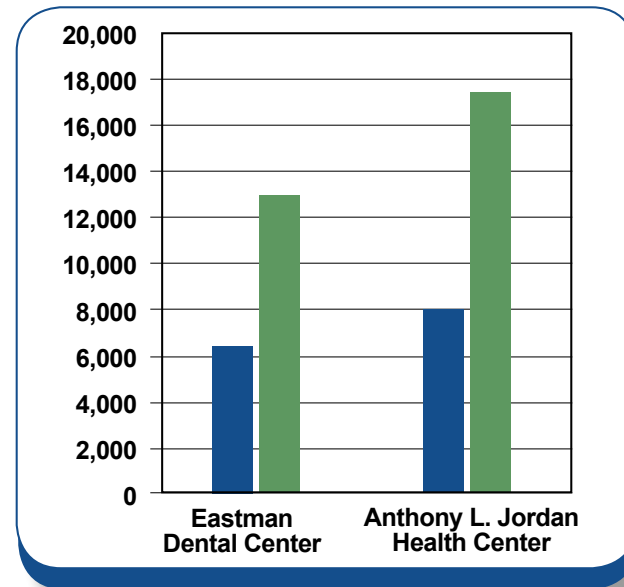
Tooth decay is the most common chronic illness among school-age children, and is largely preventable. Untreated tooth decay can lead to health issues such as ear and sinus infection, weakened immune system, heart and lung disease and other medical conditions.

For a variety of reasons, many urban residents are challenged to find affordable dental care. About one in four adults and the same percentage of children in the city have untreated tooth decay. The rate for low-income children and adults is almost twice that of families with higher incomes.

Recognizing that lack of care for oral health conditions is a major health issue among underserved populations, the University of Rochester Eastman Dental Center and Anthony L. Jordan Health Center sought funding to address accessibility. The primary goal of both organizations was to improve access to care for underserved urban populations.

Health Foundation funding enabled each organization to improve the quality of care to their patients and build capacity. Eastman Dental Center increased the number of primary and preventive care visits to underserved patients from 6,500 to 12,998 and Anthony L. Jordan Health Center increased the number of patients enrolled from 3,007 to 11,526 and increased the number of dental encounters from 8,000 to 17,567.

Increases in Dental Care Visits



■ Pre-Expansion ■ Post-Expansion

Anthony L. Jordan Health Center has increased its capacity to serve patients.



Photo by Ken Pamatat

Improving the Health of Urban Children

Preventing Lead Poisoning in Urban Children

The Centers for Disease Control and Prevention (CDC) states that because lead exposure often occurs with no obvious symptoms, it frequently goes unrecognized. There is no cure for childhood lead poisoning, which affects cognitive, behavioral and physical development and results in permanent brain damage. As old paint deteriorates, lead in the paint dust can be inhaled or ingested by children and can result in lead poisoning.

Well before the creation of the Health Foundation, the community, led by the Coalition to Prevent Lead Poisoning, launched an initiative to make Monroe County lead safe by 2010. The Health Foundation was able to play a supporting role to this successful initiative by contributing \$2.9 million in support of activities of the Coalition, Action for a Better Community, City of Rochester through the Department of Neighborhood and Business Development, and NeighborWorks, Rochester. As a result of the work of these organizations and the broad community, there has been a significant reduction of lead poisoning cases in Monroe County.

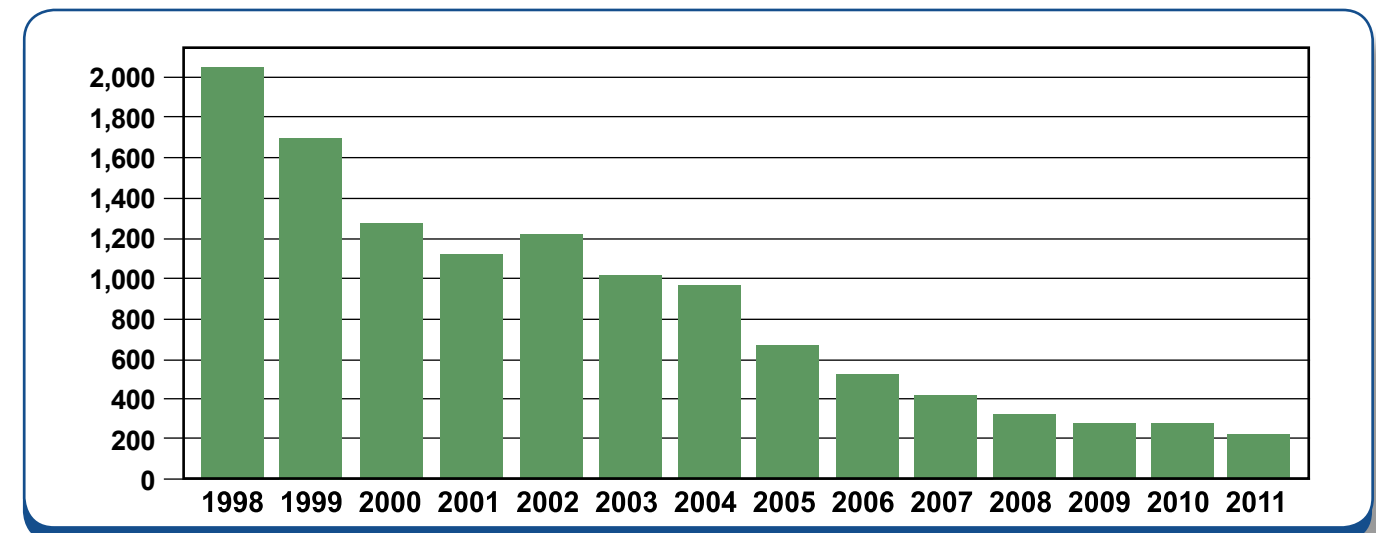
Since 2010 the Health Foundation has continued to fund a program to help city property owners and landlords pay for repairs that reduce the danger of lead poisoning.



Photo by Ken Pamatat

Jaaziel lives in an older Rochester home and his mom is very aware of the dangers of lead poisoning.

Reduction of Children Lead Poisoned in Monroe County from 1998 - 2011



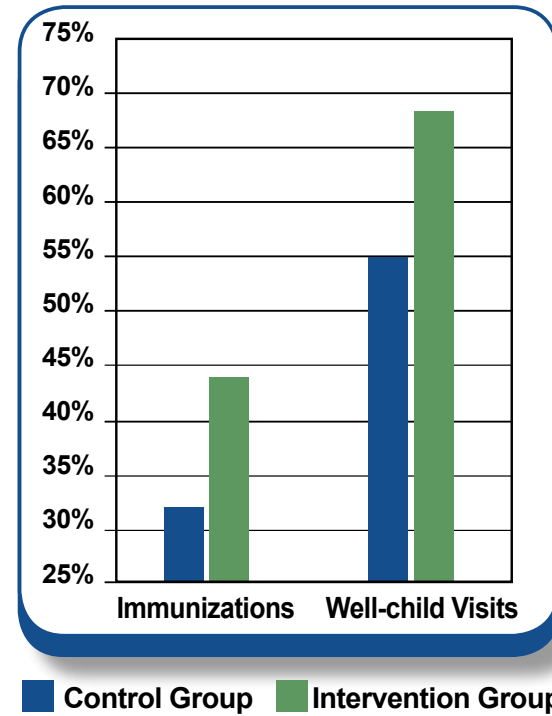
Immunizing Teens for a Healthier Future

Young adults have the highest rates of meningococcal disease, which, while not common, can result in permanent disability and even death.

The Primary Care and Adolescent Immunizations in Rochester project, conducted by the University of Rochester Medical Center, focused on increasing immunization rates and preventive care visits for city teens aged 11-15. Researchers tracked vaccination rates for meningococcal conjugate (MCV4); tetanus, diphtheria, and pertussis (Tdap); and human papillomavirus (HPV), and well-child care visits.

Teens in the intervention group whose immunizations were not current received mail or phone reminders and, in some cases, a home visit. The differences between the two groups were statistically significant. In the intervention group, teens were 1.8 times more likely to have received all three vaccinations and were 1.7 times more likely to have had a well-child visit at the study's end. Health Foundation funding allowed the researchers to support their premise that immunization rates and primary care visits could be increased through outreach.

Increase in Teen Vaccination Rates and Well-child Care Visits



■ Control Group ■ Intervention Group



Photo courtesy of CDC

Through an outreach program to teens, the Primary Care and Adolescent Immunizations in Rochester project was able to significantly improve immunization and well-child visit rates.

Increasing the Number of Children at a Healthy Weight

Overweight and obesity is a national epidemic, and Rochester is no exception. A local prevalence study conducted in 2007 indicated that 40% of children ages 2 to 18 living in the City were overweight or obese.

In that same year, the Health Foundation developed a 10-year strategy to increase the number of children at a healthy weight and has funded efforts to:

- increase physical activity and healthy eating
- engage the clinical community
- advocate for changes in policy and practice
- raise parent awareness about the importance of healthy eating, physical activity and reduced screen time, and about the empty calories in sugar-sweetened beverages.

Since the Childhood Healthy Weight Initiative began, the Health Foundation has awarded more than \$8 million to programs in the City of Rochester. Some of the early successes include Healthi Kids, an advocacy organization that successfully advocated for policy changes in the Rochester City School District, including changes in the district's school menu and increased time for recess.



Photo by Ken Pamatat

The Health Foundation is focused on increasing the number of children at a healthy weight in Rochester.



Photo by Ken Pamatat

Kids having fun in active play at the Carlson MetroCenter YMCA.

The Be A Healthy Hero 5·2·1·0 communication campaign resulted in 79% of Rochester parents becoming aware of the need for healthy eating and physical activity for their children. The Head Start Program *I am Moving, I am Learning* curriculum saw a 10 percent improvement in the number of their students at a healthy weight.

In 2011, the Health Foundation interviewed experts throughout the country to determine what has been learned since 2007 about how communities can help increase the number of children at a healthy weight.

The evidence was clear: efforts need to be 1) multi-faceted (increasing physical activity, improving nutrition, advocating for policy change, engaging the clinical community and communicating with parents; and 2) involve a broad section of stakeholders.

In 2012, the Health Foundation recommitted to a multi-faceted strategy, narrowed the focus exclusively to 4-10-year-olds in the City of Rochester and committed to working with stakeholders to establish an independent healthy weight council. Children's Institute has been engaged to evaluate the strategy's effectiveness over the next five years.

Improving the Health of City Neighborhoods and Residents

Our daily lives and the neighborhoods in which we live affect health in countless and complex ways. Some neighborhoods support health and healthy behaviors better than others. Healthy neighborhoods provide places to purchase nutritious food at affordable prices and offer clean, safe spaces for children to play and for adults to be physically active. In healthy neighborhoods, neighbors know and help each other. And in healthy places, abandoned buildings are razed and replaced by green space.

Healthy neighborhoods and healthy residents are the vision for the Neighborhood Health Status Improvement initiative. Since 2008, the Health Foundation has supported asset-based, resident-driven efforts to improve the physical, social, and economic environments of urban neighborhoods in Northeast Rochester.



A community-built playground at Clifford and Conkey Avenue provides a safer place for kids to gather.

Powerful signs of transformation can be seen in the Project HOPE neighborhood. Led by the Ibero-American Development Corporation, working alongside hundreds of residents and strong community partners, Project HOPE has built on the strengths of the neighborhood—converting vacant lots into community gardens, creating public art projects that display the talent of local artists, supporting the development of



Photo by Dick Bennett

El Camino Trail offers adults and children opportunities to play, walk or bike.

the El Camino Trail through the community, and bringing a fresh fruit and vegetable stand to a street corner once considered too dangerous to cross. In addition, new housing developments offer safe and healthy homes for families in the neighborhood.

Bridges to Wellness, a project of the Anthony L. Jordan Health Center, is providing opportunities for families to engage in healthy physical activity, working with community partners to make it accessible and affordable. And a once-neglected park is now a clean and beautiful place for kids to play and for adults to gather together. Vacant lots are in bloom with flowers and offer peaceful spaces in a busy neighborhood. And active transportation is a priority for Bridges to Wellness, helping neighborhood residents to be safe and active walking and biking through their community.

Over time these small changes make a big difference. A cohesive community. A sense of hope. A healthy neighborhood.

The Health of the City of Rochester

The Health Foundation has funded other programs to improve the health of urban residents such as medical interpretation services, identification and treatment of depression and diabetes, improvements in child and teen health care and access to medical services. Visit www.thegrhf.org for more information.



Essie Calhoun-McDavid, Board Chair

Going forward, Greater Rochester Health Foundation will continue to acknowledge that health status is the product of many dimensions, including personal health habits, clinical care, social and economic factors, genetics and the physical environment. We recognize that the Affordable Care Act, which will provide health insurance coverage to more people, will not end the disparities in health that result from differences in socio-economic status.

Our funding will continue to take a strategic approach to identifying the areas of greatest need and providing financial support to those programs with the greatest likelihood of producing measurable improvements in the health of the communities they serve.

The City of Rochester and the many organizations who serve its residents have much strength on which to build. We look forward to continuing to work with them to improve the health of Rochester.



John Urban, President and CEO

Greater Rochester Health Foundation Has Invested \$23 Million to Improve the Health of the City

Enhancing Health Care Delivery in the City of Rochester \$8.1 million



Improving the Health of City Neighborhoods & Residents \$2.3 million



Improving the Health of Urban Children \$4.5 million



Increasing the Number of Urban Children at a Healthy Weight \$8.2 million



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