

FOR IMMEDIATE RELEASE

October 30, 2014

Contact:

Traci Legonelli
Tipping Point Communications
585-441-5369 (cell)
Traci@tippingpointcomm.com

**GREATER ROCHESTER HEALTH FOUNDATION FUNDS
PROGRAM TO CURB TEEN PREGNANCY**

Local Organizations Awarded More Than \$600,000 in Opportunity Grants

ROCHESTER, N.Y., October 30, 2014 – Greater Rochester Health Foundation awarded two grants to help address local teen pregnancy issues and lower the rates of sexually transmitted diseases in urban teens.

“With an urban teen birth rate higher than the state average and the subsequent consequences of a high school dropout rate leading to a cycle of poverty, teen pregnancy is a significant health issue for our community,” says Health Foundation board chair Essie Calhoun-McDavid.

The Hoekelman Center at Golisano Children’s Hospital was awarded a two-year grant of up to \$258,000 to increase the utilization of long-acting reversible contraception (LARC) by 166% for teens. The goal is a cumulative reduction in annual teen births in the City of Rochester of 8% through the implementation of this two-year pilot program. Planned Parenthood, Metro Council for Teen Potential, Highland Family Planning, and the Department of Pediatrics at the University of Rochester Medical Center are partners in this grant.

Ibero-American Action League, Inc., in collaboration with Rochester City School District (RCSD), Metro Council for Teen Potential, and Children’s Institute, was awarded a grant of up to \$346,438 for Providing Accessible Sexuality Education and Outreach Services (PASEOS). The goal is to engage 400 Latino/a and African American RCSD teens, which would be 98% of program participants. The program hopes to see an increase in the use of birth control from 15 percent to 50 percent.

According to John Urban, president and CEO of Greater Rochester Health Foundation, the program will reach 850 youth in grades 7 to seven city ZIP codes. It will also implement four best practices, including sexuality curriculum, increased access to health services through the use of bilingual Health Navigators, the use of peer educators to influence behavior, and improved communication between youth and parents about sexuality and contraception.

About Greater Rochester Health Foundation:

The mission of Greater Rochester Health Foundation is to improve the health status of residents of the Greater Rochester community, including people whose unique health care needs have not been met because of race, ethnicity, or income. For more information, please visit www.thegrhf.org.

###