August 18, 2021

Dear Partners,

Corresponding with our recent annual meeting, we are excited to share with you our 2020 Annual Highlights.

The purpose of this report is to update you on our work by elevating the innovative efforts of our grantees and partners during an unprecedented year where the emergence of a global pandemic was coupled with the public health and social justice crisis of racism.

During 2020, we shifted course to best support our nonprofits and communities in the fight against these twin pandemics and we are thrilled to share their stories.

While much of what transpired could not have been anticipated, critical lessons from the past year will continue to shape how we approach our work and live into our values. We will continue to strive to advance our mission to pursue and invest in solutions that build a healthier region where all people can thrive.

As we reflect on 2020, our hearts remain heavy from the profound loss and hardships our community has and continues to endure. Yet, we are also filled with hope and inspiration from the way that residents and communities in our region have banded together to persevere, appreciation for the collaborations and connections with our partners, and ever-growing optimism about what we can accomplish together.

With Gratitude,

The Greater Rochester Health Foundation
COVID-19 RESOURCES

NEW!: COVID-19 Virtual Briefing

Given the rise of the Delta variant, United Way and the Council of Agency Executives are co-hosting a virtual COVID-19 briefing from 1 to 2 p.m. on Thursday, August 26 to:

- Review data on the state of vaccination rates in our region;
- Share current efforts underway to increase vaccinations;
- Discuss examples of what human service providers can do to help increase vaccination rates; and
- Provide an opportunity to share creative ideas of what you are doing as providers to keep staff and clients safe

There will be time for questions and opportunities to provide input as employers and as service providers. Featured speakers are: Michael Mendoza, MD, MPH - Monroe County Public Health Commissioner and Mary L Beer, RN, MPH - Ontario County Public Health Commissioner. Register here.

Resources

- The Surgeon General's misinformation advisory
- Ad Council's COVIDCollaborative resource site
- Rockefeller Foundation's Vaccine Confidence Message Brief on what motivates people to get the shot
- Communicating About the Covid-19 Vaccines: Guidance and Sample Messages for Public Health Practitioners
- CDC's communications resources, communications toolkit, and community-based orgs toolkit
- Frequently Asked Questions - Click here for answers to commonly asked questions about COVID-19 vaccination. The CDC also has information for busting common
LEARNING & ENGAGEMENT OPPORTUNITIES

Reopening Plans for Schools

Join the National Parent Leadership Institute and ROC The Future's Parent Engagement Collaborative Action Network (PECAN) for its next public parent leader session at 6 p.m. on Tuesday, August 24.

Parents and guardians will be able to pose questions and hear responses directly from Rochester City School District administrators and local pediatricians addressing community concerns.

Click here to register in advance for this virtual meeting.

Graduate Student Fellowships Available

The New York Community Trust (The Trust), the community foundation for the New York area, is offering three (paid) fellowships for full-time graduate students.

The Trust, established in 1924, is one of the largest and oldest community foundations in the United States. With assets of more than $3 billion, it makes close to $50 million in competitive grants in three areas—Healthy Lives, Promising Futures, and Thriving Communities—for a range of research, advocacy, and service delivery projects. Click here to learn more.

PARTNER SPOTLIGHT

Study Finds Racism Drives Illness and Early Death

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Vaccinations Available


Study Finds Racism Drives Illness and Early Death

Racial bias in housing, education, employment, criminal justice and other domains condemn Black people in Rochester and the Finger Lakes to sicker and shorter lives, according to an
extensive new report by Common Ground Health.

“Structural racism is literally stealing the breath from the Black Community,” said Wade Norwood, CEO of Common Ground, the region’s health research and planning organization.

*The Color of Health: The Devastating Toll of Racism on Black Lives* connects the dots between the 67% higher premature mortality rate for African Americans and the upstream social constraints Black residents are forced to navigate in our region. Read more here.

Download the report here.

**FUNDING OPPORTUNITIES**

**NEW! Excellus 2021 Health Equity Awards**

Excellus BlueCross BlueShield strives to work with communities to create an environment of equity and access where everyone can reach their full potential. The 2021 Health Equity Awards focus on addressing racial and ethnic health disparities. Each region will award a minimum of $30,000 through a competitive application process to qualified community-based organizations. Click here or on the flyer below for more information.
From the Robert Wood Johnson Foundation:

Pioneering Ideas: Exploring the Future to Build a Culture of Health seeks proposals that are primed to influence health equity in the future. The Robert Wood Johnson Foundation (RWJF), is interested in ideas that address any of these four areas of focus: Future of Evidence; Future of Social Interaction; Future of Food; Future of Work. Additionally, ideas that might fall outside of these four focus areas, but which offer unique approaches to advancing health equity and our progress toward a Culture of Health are welcomed.

RWJF wants to hear from scientists, anthropologists, artists, urban planners, community leaders—anyone, anywhere who has a new or unconventional idea that could alter the trajectory of health, and improve health equity and well-being for generations to come. The changes they seek require diverse perspectives and cannot be accomplished by any one person, organization or sector.

Applications are accepted on a rolling basis. Click here for more information.

HEALTH FOUNDATION NEWS

Do No Harm: Three Tips for Engaging Communities in Your Strategies

Community Wealth Partners recently spotlighted the Health Foundation and the National Alliance on Mental Illness for our work in engaging communities in our strategies.

In this article, posted here, learn about considerations for ways to focus on respect and accountability when engaging communities.

New Health Foundation Board Member: Paul Pettit

Please join us in welcoming Paul Pettit, Director of Public Health for Genesee and Orleans County, to the Health Foundation Board of Directors.

Paul has worked in public health for more than 21 years, starting as an environmental health technician, moving up through the division to environmental health director in 2007 and public health director in January of 2008. In 2012, Paul also became the Director of Health for Genesee County through a collaborative cross jurisdictional sharing (CJS) project focusing on the integration of public health through shared services.

In addition to serving on many local, regional and state board of directors, Paul is a past president of the New York State Association of County Health Officials (NYSACHO), was recently appointed to the New York State Rural Health Council and is very active in state-wide public health issues and policy advocacy. Paul is also an adjunct professor at SUNY Brockport and the University at Buffalo.
Celebrating Rochester’s Black Scholars

Congratulations to the hundreds of students from across the Greater Rochester who were awarded millions of dollars in scholarships and recognized for their academic achievements last month at the Urban League of Rochester’s 42nd Annual Salute to Black Scholars virtual ceremony.

Honorees from Monroe, Genesee, Livingston, Wayne, Orleans, and Ontario counties were formally inducted into the Black Scholars, earning the distinction of achieving a “B” or above grade average throughout their high school career.

Each year, local businesses, colleges, community organizations, and foundations provide the scholarship funds to assure hundreds of students the financial support they need to succeed in college.

In partnership with the Urban League, the Health Foundation has established scholarships to support students who plan to pursue a career in health care. This year's honorees are:

**Faith Allen**, Spencerport High School graduate attending Johns Hopkins University. Major: Biology / Pre-Medical Studies

**Alexia Nelms**, graduate of Hilton High School attending the University of Rochester. Major: Biology/ Pre-Medical Studies

**Sarah Ash**, graduate of Allendale Columbia attending Washington University in St. Louis. Major: Microbiology/ Virologist

COMMUNITY EVENTS
Centered in equity, the mission of the Greater Rochester Health Foundation is to pursue and invest in solutions that build a healthier region where all people can thrive.