

UR Well: Addressing Social Determinants of Health in Rochester

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CHIC Block 4
11/16/15



Outline

⌘ Introduction

- ⌘ UR Well
- ⌘ Social Determinants of Health
- ⌘ Rochester Community

⌘ CHIC project

- ⌘ Methods
- ⌘ Outcomes
- ⌘ Sustainability
- ⌘ Things learned along the way



St. Joseph's Neighborhood Center

St. Luke Tabernacle Community Church

UR WELL Student Outreach

Asbury First United Methodist Church



UR Well Founding Mission

- & To provide high-quality preventative and health maintenance services to uninsured and under-served families and individuals in an effort to foster the health of the community of Rochester, NY while promoting the spirit of education, social justice, and collaboration.
- & To provide students an opportunity to apply clinical skills and gain experience in health leadership and administration



Social Determinants of Health

⌘ Socio-economic factors (40%)

- ⌘ Education
- ⌘ Employment
- ⌘ Income
- ⌘ Family/social support
- ⌘ Community safety

⌘ Health behaviors (30%)

- ⌘ Tobacco use
- ⌘ Diet and exercise
- ⌘ Alcohol use
- ⌘ Unsafe sex

⌘ Health care (20%)

- ⌘ Access to care
- ⌘ Quality of care

⌘ Physical environment (10%)

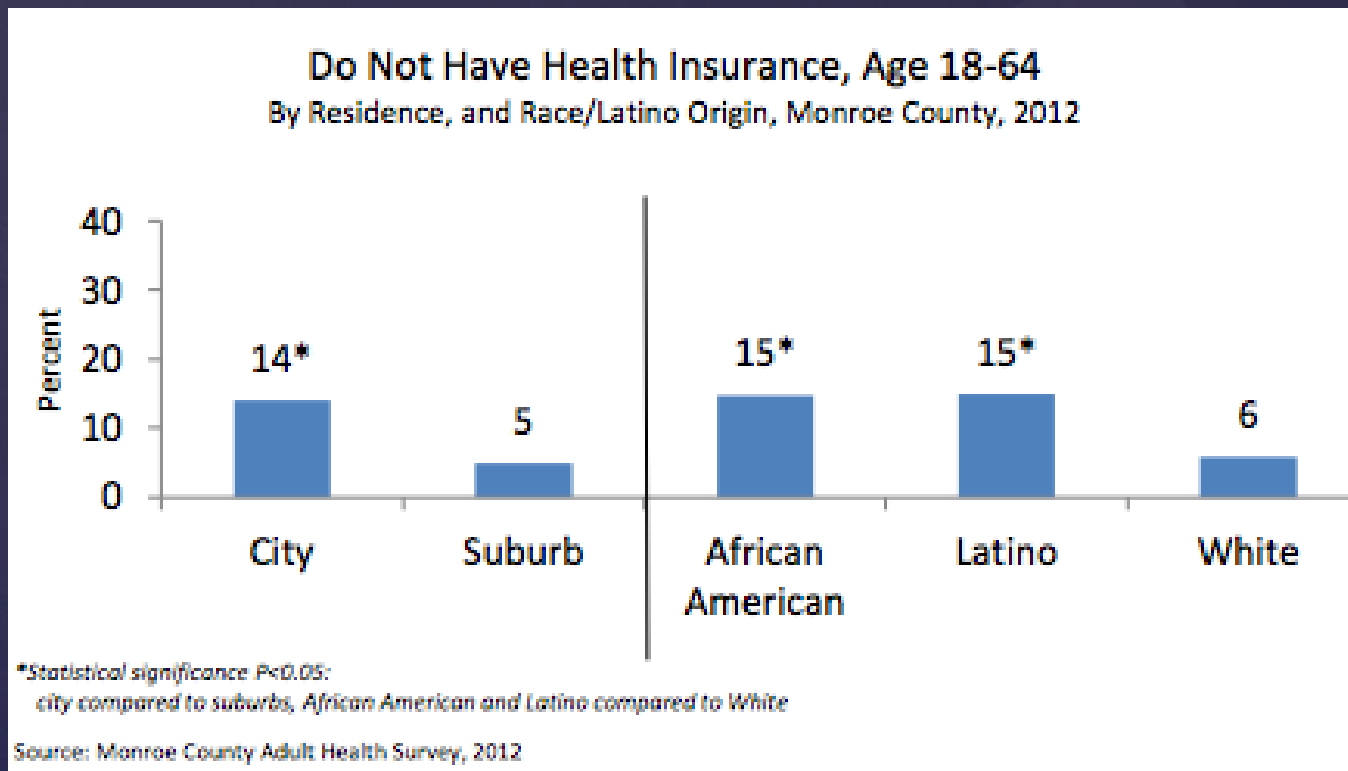
- ⌘ Environmental quality
- ⌘ Built Environment





A little about Rochester...

Access to Healthcare in Rochester



Poverty in Rochester



Benchmarking Rochester's Poverty

A 2015 Update and Deeper Analysis of Poverty in the City of Rochester



Table 1: Extreme Poverty Rate Among Cities of Rochester's Size⁴

Rank	City	Extreme Poverty Rate*
1	Rochester	16.2%
2	Hartford	16.0%
3	Buffalo	15.1%
4	Richmond	13.9%
5	Birmingham	13.7%
6	New Orleans	13.6%
7	Fresno	13.2%
8	Grand Rapids	11.9%
9	Tucson	11.8%
10	Bridgeport	10.9%
Mid-point of range⁵ →		10.2%
11	Tulsa	9.4%
12	Salt Lake City	9.0%
13	Worcester	8.8%
14	Albuquerque	8.2%
15	Louisville	8.2%
16	Oklahoma City	7.8%
17	Raleigh	7.7%
18	Honolulu	6.0%

*Percent of total population below half the federal poverty level

ROCHESTER'S CONCENTRATED POVERTY

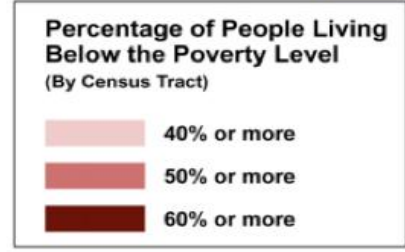
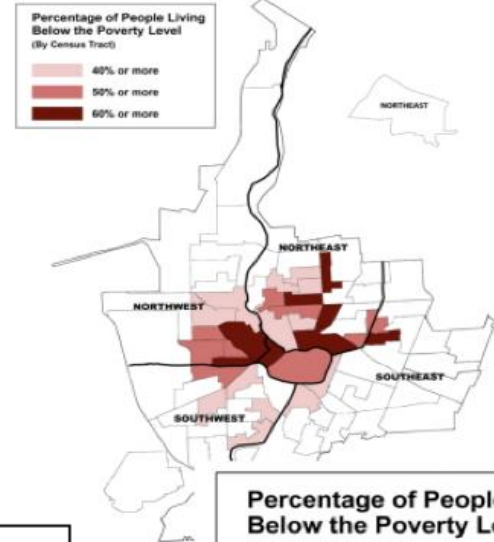


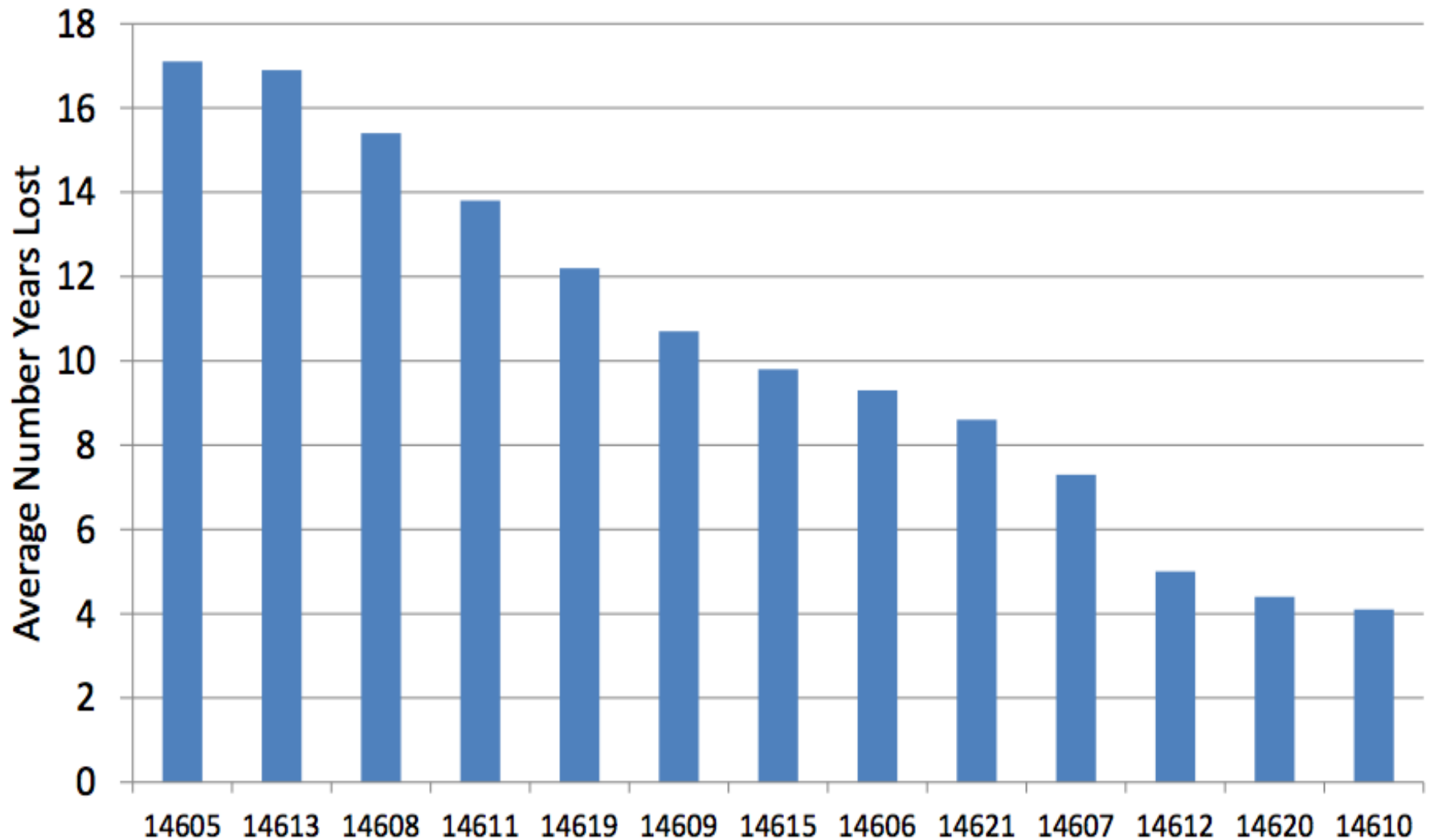
Table 5: Poverty Rates and Number of Poor People by Racial and Ethnic Groups

Racial or Ethnic Group	Number of Poor People	Percentage of all Poor People	Poverty Rate
White	20,477	30.9%	23.0%
Black or African American	33,792	50.9%	39.8%
American Indian or Native Alaskan	450	.7%	35.1%
Asian	1,804	2.7%	29.5%
Native Hawaiian or Other Pacific Islander	10	**	15.2%
Some Other Race	5,623	8.5%	47.5%
Two or More Races	4,156	6.3%	50.0%
Total	66,312	100.0%	32.9%
Hispanic or Latino*	15,199	23.1%	44.1%

*Hispanics of any race **Less than .01%

Source: U.S. Census, American Community Survey for 2009-13

Average Years of Potential Life Lost Before age 75 by Zip Code, 2011-2013



Linking Social Resources to UR Well Medical Clinic

⌘ Clinic social workers

- ⌘ St. Joe's: Mike Boucher
- ⌘ Asbury: Martha Neubert
- ⌘ St. Luke's: Lorna Nicholson

⌘ Social workers in the community

- ⌘ Lisa Rizo at Culver Clinic
- ⌘ Jason Smith at Strong Recovery
- ⌘ Tziporah Rosenberg at Strong Support
- ⌘ Nicole Trabold
- ⌘ The Hoekelman Center

⌘ Rochester Resources

- ⌘ Monroe County Adult Health Survey
- ⌘ Act Rochester
- ⌘ Kids Thrive585
- ⌘ Special Report: Poverty and the Concentration of poverty in the greater Rochester area
- ⌘ County Health Rankings

Results

Important Contacts for Children and their Families

Lifeline - dial 211

(all numbers in 585 area code unless otherwise specified)

Alternatives for Battered Women 232-7353
Child Abuse and Maltreatment 461-5690 (local)
Crisis Nursery of Rochester 235-5750
Monroe County Department of Health 753-2991
Monroe Department of Health Immunization Program 753-5150
Monroe County Department of Public Health – Indoor Air Quality (Mold, radon, furnace combustion and carbon monoxide) 753-5075
Monroe County Department of Public Health– Housing and General Sanitation 753-5171 www.mchealth@monroecounty.gov
New York State Child Abuse Reporting 1-800-342-3720
TDD/TTY 1800-638-5163
Poison Control 1-800-222-1222 (national/office in Syracuse)
Drug Information 275-3718 / Toxicology 275-3232
Lactation 275-0088
Rabies Control and Animal Bites 753-5171
Rape Crisis 546-2777 Hotline 1-800-527-1575
Referral and Evaluation of Abused Children (REACH) 935-7802
STD/HIV Control Program 753-5391
Suicide Hotline 275-5151
TTY Line (Relay Service) 1-800-310-1160
The Housing Council at PathStone 325-4170
570 South Avenue 14620

Advocacy/Legal Assistance

Empire Justice Center 454-6500
Legal Aid Society 232-4090
Monroe County Legal Assistance 325-2520
Rochester Housing Authority 697-7135
www.rochesterhousing.org
Volunteer Legal Services Project 232-3051

Asthma

American Lung Assoc. of NYS, Rochester Office 442-4260

Child Care

Rochester Parents Network Nurseline 292-BABY (2229)

Clothes Closets (needs referral)

Asbury Store House 473-0950
Bethany House 454-4197
Matthew's Closet (Corpus Christi) 232-5160
Open Door Mission 454-6696
St. Mary's Children's Clothes Closet 368-3030

Education

Monroe County Child and Family Health Services
Early Intervention 753-KIDS (5437)
Rochester City School District 262-8100
Universal Pre-K Information 262-8140
Rochester City School District (Developmental Delay)
For children 3 to 4 262-8248
For children 5 and over 262-8477 for speech or 262-8466 for motor function

Furniture- Volunteers of America 647-1150

Financial Assistance

Temporary Assistance 753-6298
(DHS)Application and Appointment Only 753-6960
Women, Infants and Children (WIC) 753-4942 (main number, different by area)
691 St. Paul Street 14605

Health Insurance:

MEDICAID:

MEDICAID Helpline 1-800-541-2831
MEDICAID Prior Authorization Call-In Line 1-877-309-9493
Monroe County Department of Human Services (DHS) 753-6298
111 Westfall Road 14620/691 St. Paul Street, 14605
Can Help Family Apply for Medical Assistance or Medicaid
NYS Office of Temporary and Disability Assistance, Office of Administrative Hearings 518-474-8781 or 1-800-342-3334
For appeals of Medicaid decisions 1-800-342-3334
TTY Line 1-877-502-6155

CHILD HEALTH PLUS:

Blue Cross/Blue Shield Rochester, Excellus Health Plan
1-800-716-4885
TTY 1-800-421-1220
To Enroll in Child Health Family Plus B when income levels above A levels
Coordinated Care Services, Inc. 328-5190
If family lives in Monroe or Livingston Counties
Can help family apply for Child Health Plus A or B
General Information 1-800-698-4543
Ask about Child Health Plus
Can also identify local community organization who can help applications for those living out of Monroe, Livingston County
Monroe County Department of Social Services (DHS) 753-6298
111 Westfall Road 14620/691 St. Paul Street, 14605
Can Help Family Enroll in Child Health Plus A +B

FAMILY HEALTH PLUS:

Monroe County DHS, Family Health Plus Enrollment 753-6298
For parents not eligible for Medicaid
NOTE: One application form can be used to apply for Child Health Plus A and B, Family Health Plus, Medicaid, Prenatal Care Assistance Program (PCAP), the Family Planning Benefit Program and Women, Infants and Children (WIC) nutritional programs. To print copy of application in your office, go to: <http://www.health.state.ny.us/hysdoh/fhplus/application.htm>
For FREE help in completing enrollment forms, CALL TOLL-FREE
For Children 1-800-698-4543; for Adults 1-877-9FHPLUS (347587);
for Hearing Impaired 1-877-898-5849 (TTY line);

Sustainability



Discussion and Conclusion

We are part of the
community too!!!

- & Kids Thrive 585
- & Rochester Walks
- & Foodlink
- & Conkey Cruisers
- & The Coffee Connection





Kids Thrive 585

Helping Kids Thrive with Access to Greater Rochester Resources

[home](#) / [general resources](#) / [trending topics](#) / [about](#) / [contact](#)

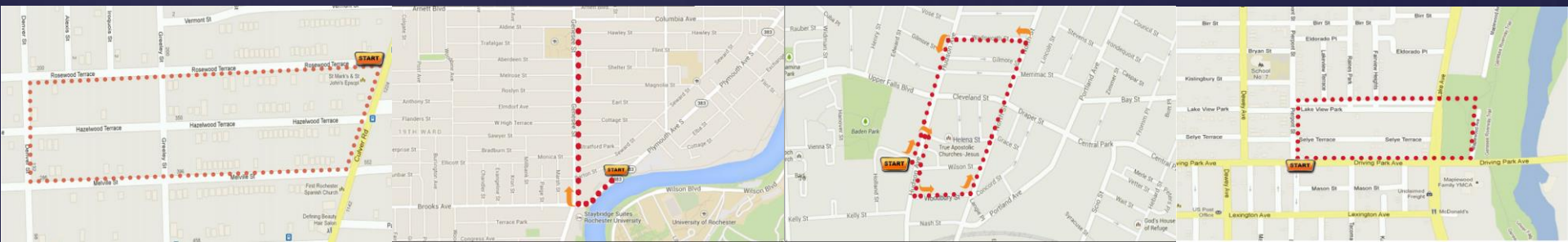
- EARLY CHILDHOOD >
- SCHOOL AGE >
- TEENS >
- COMMUNITY & FAMILY >
- MEDICAL CENTER >
- CRISIS RESOURCES >
- HEALTH INSURANCE RESOURCES



BEING AN ACTIVE MEMBER OF YOUR COMMUNITY

March 4, 2014

Rochester Walks



Foodlink



CURBSIDE MARKET

healthy, fresh and affordable fruits and vegetables — on wheels



Conkey Cruisers

Neighbors will inspire neighbors to stay active, make healthy food choices, decrease obesity rates, and create a positive image of their neighborhood



Free Neighborhood Cycling-to-Better-Health Voyage

Season 4-Cruising-for-a-Cause Registration Form

Voyage Mission: Utilize bicycling to get families moving towards a more active healthy lifestyle, and earn the President Obama Active Lifestyle Award*.

Kids Cabin-Targets Youth ages 6-12, Teen Cabin-Targets Teens ages 13-19
Adult Cabin-Targets Adults ages 20-54, Senior Cabin-Targets Adults ages 55 and older

Registration is required for all Participants-Registration begins April 15, ends July 20, 2015

"A limited number of free loaner bicycles and adult tricycles will be available on a first come, first serve basis"

Cruise Dock-Conkey Corner Park

Cruise Route-Various loops on the El Camino Trail and Community Excursions

Ages 6-17 cycle for 1 hour, Ages 18 and older cycle for 30 minutes each program day to earn the Presidential Active Lifestyle Award

Program Dates: July 13-August 21, 2015

Monday-Wednesday-Friday

6:00pm-8:00pm

6:00pm-6:15pm Check-In

6:15pm-6:30pm-Warm-Up Exercises

6:30pm-7:30 pm-Cruises

7:30pm-7:45pm Healthy Snack Trivia

7:45pm-8:00pm-Check-Out



Circle T-Shirt Style- Child or Adult. Circle Size-S-M-L-XL-XXL-XXXL-XXXXL



**GETTING FIT,
ONE STREET, ONE PERSON,
ONE BIKE AT A TIME**

The Coffee Connection

- ⌘ Provides employment training and job creation for women in recovery from addiction and as a not-for-profit business sells fair trade, organic coffee to retail and wholesale customers.
- ⌘ Provide comprehensive, continuous support for women on their journey toward sustainable recovery.



QUESTIONS???

- ⌘ Monroe County Adult Health Survey:
<https://www2.monroecounty.gov/files/health/DataReports/final%20AHS%20results%20-%202011-11.pdf>
- ⌘ County Health Rankings:
<http://www.countyhealthrankings.org/app/new-york/2015/rankings/monroe/county/outcomes/overall/snapshot>
- ⌘ Act Rochester: <http://www.actrochester.org/>
- ⌘ KidsThrive585: <http://kidsthive585.org/>
- ⌘ Special report: Poverty and the concentration of poverty in the greater Rochester area:
<http://roc.democratandchronicle.com/assets/pdf/A22162251210.PDF>

Data Resources