



1925

1925 - 1997

1997

1997

1999

2002 - 2005

2004

2004

2005

April 2006

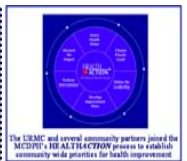
April 2006

Industrialist and philanthropist, George Eastman, founded Eastman Kodak Company. Donated \$4 million to build the University of Rochester School of Medicine and Dentistry, with a caveat:



"that the skills and talents be used to make Rochester the healthiest community in the world."
-George Eastman

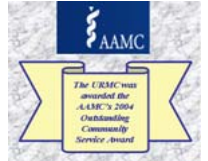
Throughout the years, departments and centers independently developed community partnerships and integrated community health into their education, patient care, and research activities.



The URMC and the MCDPH formalized their partnership through a memorandum of understanding to create the Center for Rochester's Health to conduct research in public and community health to address Rochester's priorities.

Rochester Throws Down the Gauntlet
"We are pleased to announce the formation of the Center for Rochester's Health... This center will focus on research in public and community health to address Rochester's priorities." - Linda J. Fine, MD

Dr. U.S. Stanger, General David Sandson, MD, PhD joined the URMC serving as co-directors... The URMC was awarded the A.A.M.C.'s 2004 Outstanding Community Service Award.



The URMC developed the 2006-2010 Strategic Plan for Community Health. Three Major Goals:
• Improve health and quality of life, and reduce disparities
• Serve as national leader in community health
• Promote community health as the fourth mission of the URMC



The URMC created the "Center for Community Health" to address the academic-public health divide in Rochester, New York.

Center for Community Health Goals

- Build/strengthen community partnerships
- Incorporate community health into overall URMC mission
- Facilitate community access to URMC resources
- Conduct/support community/public health research
- Secure funding for community health research/interventions

Population Served in Western New York State

A tale of two cities, "The Haves and Have Nots"

- City of Rochester
 - severe poverty
 - 26% of population living below the national poverty level
 - 12th highest rate of child poverty in the United States
 - dramatic racial and ethnic disparities across health indicators
- Surrounding affluent suburbs
 - excellent school systems
 - accessible health care services
 - high standard of living



Some Key Accomplishments

Award winning Healthy Living Program that addresses obesity and lack of physical activity in African American and Hispanic church settings.

SMLE/Enrich, an award-winning program, increases access to oral health care for children.

The GLO Project: Making neighborhood business lead safe-one home at a time.

Get the Lead Out (GLO): a nationally recognized effort to help eliminate lead in city housing.

"ER Walk" is a student-run free health clinic developed through a community partnership and funded by the AAMC.

Partnership Strengths

- | URMC | MCDPH |
|---|--|
| <ul style="list-style-type: none"> Multi-disciplinary environment Evidence-based research approaches Existing community health research/interventions Primary care physician network Largest employer in Rochester, NY Multiple students, residents and fellows working in the community to address unmet needs | <ul style="list-style-type: none"> Statutory responsibility for the health of county residents Partnerships with community organizations Independent, unbiased agency HEALTHACTION priorities for community action Long term commitment to assessing health status through random digital health surveys and publishing health report cards |

Partnership Lessons Learned

- Adhere to nationally established Principles of Partnership (Community-Campus Partnerships for Health)
- Be sensitive to individual and organizational differences and interests
- Communicate, communicate, communicate



URMC Community Health Statistics

URMC Community Based Research Projects	159
URMC Community Based Research Funding	\$39 M
URMC Department-Sponsored Community Outreach Programs	70+
Departments Involved	20+
Students Involved in Volunteer Outreach	> 50%

Additional Accomplishments

- "Lazos Fuertes" provides culturally sensitive, bilingual, behavioral health services to Hispanics
- "Pediatric Links to the Community" trains medical residents in community settings
- Nationally funded initiatives reduce disparities in childhood and adult immunization rates
- Pediatric telemedicine brings virtual medical care to multiple day care centers and area schools
- School-based health and dental centers serve medically underserved children and youth

Partnership Challenges

- Working within two large bureaucracies
- Gaining trust in the community
- Communicating effectively
- Addressing health disparities
- Funding

"Go to the people. Live among them and learn from them. Start with what they know. Build on what they have. And the best of leaders, when their work is done, The people will say, 'We have done it ourselves.'" --Chinese Proverb

The authors acknowledge the significant contributions of Bea Colby for her creativity and assistance in design