



PLC February 2007 Newsletter

7th Annual Anne E. Dyson Child Advocacy Forum

We are pleased to announce that noted community health expert, Tom Farley, MD, MPH will be coming to Rochester to speak at our 7th Annual Anne E. Dyson Day Events March 20-21, 2007!



Tom Farley, MD, MPH is the Chairman of the Department of Community Health at Tulane University in New Orleans. He is the co-author of *Prescription for a Healthy Nation*. The *Journal of the American Medical Association* hailed his "important message that should be shared with everyone" as "perhaps the best solution to this nation's health care woes."

Says Dr. Farley "In America we spend nearly twice as much for health care as any other nation. So why are we among the sickest people in the industrialized world? Something is wrong about the way we are approaching health in the United States. We don't need another health care reform plan, we need a new way to think about health." For more information on Dr. Farley, visit www.healthscaping.org.

Dr. Farley will be coming to Rochester as part of a lecture series co-sponsored by Pediatric Links with the Community, the Environmental Health Sciences Center and the Center for Community Health of the University of Rochester, as well as the Rochester Regional Community Design Center.

Dr. Farley will talk about "*Healthscaping: Improving Our Lives by Fixing Our Everyday World*" with a focus on hot health topics including childhood obesity. Lectures will be at 8:00 am on **Tuesday, March 20** in the *Twig Auditorium* at Rochester General Hospital, and at 8:30 am on **Wednesday, March 21** in the *Class of '62 Auditorium* at the University of Rochester Medical Center. Dr. Farley will be signing books and presenting a broader discussion of community health issues entitled "*Building Healthy Neighborhoods*" on **Tuesday, March 20** at 7:00 pm at St. Monica's Church located at 831 Genesee Street.

These talks should be fascinating and informative for people interested in how good public policy could dramatically improve our health. All talks are open to the public. For additional information, please visit www.plccare.org or call (585) 273-3737 or (585) 273-5942 to RSVP.

PLC Announcement

Each year, the PLC Community Pediatric Advisory Council (CPAC) funds several projects that involve pediatricians, residents and community-based organizations (CBOs) collaborating to improve child health locally. On February 6th, we had eight very exciting presentations to the CPAC Advisory Board. Participating CBOs currently include: Big Brothers Big Sisters, Edison Technical High School, The Legal Aid Society of Rochester, Monroe County WIC Program, Rochester Parent Network, Rochester City Schools #14 and #35, and the Threshold Center for Alternative Youth Services. **2007 CPAC grant applications are now available at <http://www.plccare.org/pcgp/appelig.html>. The deadline for submission is May 11th, 2007.**

PLC In The News



Thumbs up to our four CARE Track residents who won the 2006 American Academy of Pediatrics Resident Section Dyson Child Advocacy Award for their efforts to teach fifth-graders at School 35 social and coping skills that prevent health problems. Drs. Sara Horstmann, Philip Meaker, Jennifer Linebarger and Kristi Cowell were honored in November.

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