



Community Impact Initiatives 2021

HOW CHANGE GETS GOING

Lead Poisoning Prevention: Let's Make Lead History – www.letsmakeleadhistory.org

Lead poisoning causes serious damage in both children and adults including behavior issues, brain damage, hearing loss, and high blood pressure. These risks pose a significant public health concern in Monroe County, as hundreds of children test positive for elevated blood lead levels each year. Since the campaign's launch in 2006, there has been an 84% decrease in childhood lead poisoning in Monroe County.

Water Quality Education: H2O Hero – www.h2ohero.org

Rochester is one of 31 Great Lakes communities identified as needing increased protection efforts to ensure future water quality. Unfortunately, historical and current pollution problems continue to impair the quality of this precious resource. Everyone can be an "H2O Hero" in their homes and neighborhoods by taking steps to reduce the amount of pollutants that enter waterways through storm-water runoff.

Traffic Safety: Drive2bBetter – www.drive2bbetter.org

A pedestrian-and bike-friendly community generates numerous benefits including healthy lifestyles and more connected neighborhoods. Risks of injuries and fatalities resulting from dangerous traffic behaviors threaten progress being made towards a more walkable, bikeable Rochester. This initiative is working to change Rochester's traffic culture so that all people are safe and respected in whatever mode of transportation they choose through education, infrastructure improvements, enforcement and local entities working in alignment towards common goals. Most recently, this campaign merged with efforts to address distracted driving and illegal cell phone use while driving as a contributor to traffic safety.

Early Childhood Screenings: Get Ready to GROW – www.getreadytogrow.org

GROW-Rochester promotes and facilitates free comprehensive screenings for three-year-olds to identify needs and allow early intervention in hearing, vision, dental health, language and speech, cognitive, and social-emotional development. The goal of GROW-Rochester is to reach at least 50% of 3-year-olds in Rochester and with approximately 3,300 babies born each year in Rochester, it will take a community-wide effort to reach more families with young children. This initiative is about ensuring families throughout Rochester are aware of and access comprehensive screenings so they can connect to resources when necessary in order to help their children reach their full potential.

Go All Electric: AMPED

Fossil fuel emissions significantly contribute to climate change and the resulting adverse effects. Rochester's leading source of emissions by far is on-site combustion of natural gas

(mainly to heat buildings and hot water) and vehicles are the second major contributor. Both of these sources can be mitigated through electrification. Climate change does not impact all equally – without good health and ample resources certain populations are more vulnerable to climate change. Our community's work must be guided by principles of diversity, equity and inclusion so that no one is left behind in the transition to carbon-free electricity.