



HOW CHANGE GETS GOING

Community Impact Initiatives 2017-2018

Distracted Driving: Yeah, You're That Distracting – www.urthatdistracting.org

Texting while driving is three times more dangerous than drunk driving—it increases the risk of a crash by 23 times. This initiative takes a unique approach by targeting the person outside the car, and encouraging them to ask, “Are you driving?” each time they call or text a friend or family member, while inspiring others to change the way they start conversations. During the research phase of this initiative, in a street-side study, we observed nearly 5% of Rochester drivers illegally using their cell phones while driving.

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 stormwater runoff.

Child Sexual Abuse Prevention: Be Brave For Kids – www.bebraveforkids.org

In partnership with Bivona Child Advocacy Center, this campaign focuses exclusively on educating adults in our community about child sexual abuse. Statistics show that one in ten children will be sexually abused before their 18th birthday, and 90% of victims are abused by someone that they KNOW, TRUST, or LOVE. Only 10% of them will ever tell someone. Be Brave for Kids provides community members with the tools needed to both recognize the signs of child sexual abuse and prevent it.

Cancer Screening and Reduction: Get Screened Rochester – www.getscreenedrochester.org

Cancer is the leading cause of death in Monroe County and disproportionately affects certain populations in Rochester. This initiative is working to reduce the impact of breast, cervical and colorectal cancer in Monroe County through prevention, screenings and treatment. Our lead partner, The Cancer Services Program of Monroe County, provides cancer screenings, financial coverage, support and education for uninsured and underinsured people, ages 40 and older.

School Attendance Improvement: Every Minute Matters – www.everyminutemattersrcsd.org

Improving attendance is a critical first step toward boosting student achievement in Rochester, which has the lowest-performing school district in NY State. There is a direct correlation between high absenteeism and poor performance in every measure of student achievement—including test scores, grade point average, and graduation rates. We're working with the Rochester City School District and dozens of community partners to reduce chronic absenteeism in grades Pre-k through 3rd grade to 25% this school year.

Organ Donation: Pass Life On – www.passlifeon.org

Today, nearly 600 residents in our region are on the waiting list for an organ transplant. Yet, only 200 patients received organ transplants last year due to the lack of available donors. We are working with the Finger Lakes Donor Recovery Network (FLDRN) to increase the number of residents enrolled in the New York State Donate Life Registry so that fewer people will die or live limited lives waiting for a transplant.

Unintended Pregnancy Reduction

The teen birth rate in the City of Rochester is currently 39 births per 1,000 women between the ages of 15-19, which is significantly higher than the statewide rate of 16 and nationwide rate of 24. But it's not just teens that experience high rates of unintended pregnancies. This initiative is working towards the number of unintended pregnancies among all young women being equal to the Healthy People 2020 goal (*unintended pregnancies less than or equal to 44%*) through reducing barriers to receiving reproductive health care, providing education on all available contraceptive methods and working with health care professionals to ensure evidence-based reproductive health care is provided to all patients.

Traffic Safety

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.