

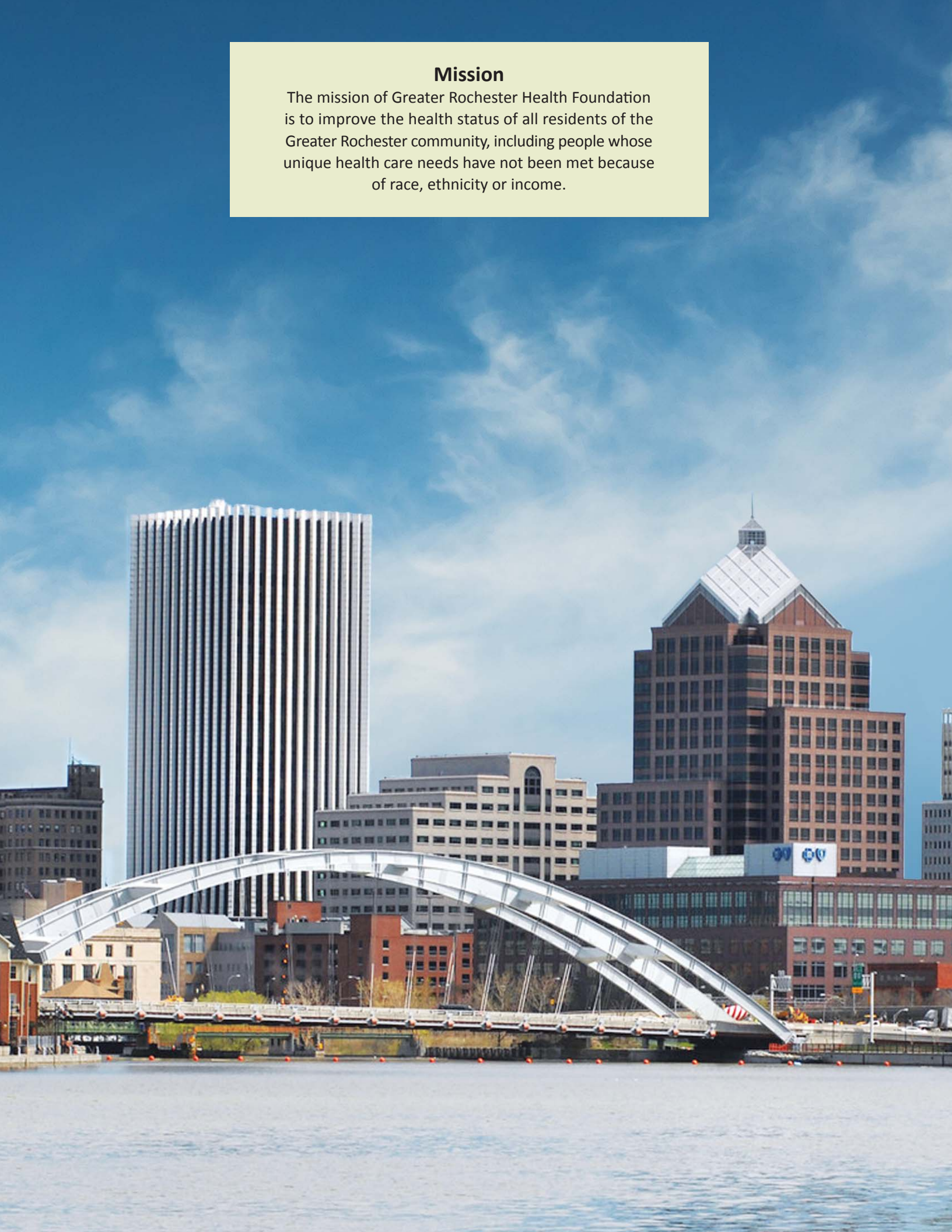
greater rochester

Health *foundation*

Highlights 2007-2011

Mission

The mission of Greater Rochester Health Foundation is to improve the health status of all residents of the Greater Rochester community, including people whose unique health care needs have not been met because of race, ethnicity or income.





Message from the Chair and President

When the board of directors of Preferred Care agreed to a purchase by MVP Health Plan for \$232 million in 2006, they had a vision — to create a foundation dedicated to improving the health of the Greater Rochester community. We would like to thank those board members for their vision in creating this valuable community asset. Clearly when they suggested the creation of a foundation, they did so with confidence that the expertise and talent in our community would execute their vision.

Thus far, GRHF has awarded more than \$36 million to 300+ grantees that have replicated evidence-based programs and initiated well-developed pilot projects in our areas of strategic focus — prevention, neighborhood health status improvement and health care delivery. We have worked to leverage an additional \$21.6 million for our community in matching funds from government and philanthropic organizations.

We are proud to play a supporting role in the accomplishments of GRHF-funded organizations. The next few pages highlight some, but by no means all, of the accomplishments of grantees. It is only through their efforts that we can fulfill our mission.

Again, on behalf of the community, thank you to the board of the former Preferred Care for the vision they showed in creating this foundation to improve the health of our community.



Essie Calhoun-McDavid
Essie Calhoun-McDavid,
Board Chair



John Urban
John Urban,
President and CEO

Our History of Net Worth & Distributions

We began the Foundation with an initial net worth of \$200 million. While our investments have performed well, we were not immune to the economic downturn experienced in 2008, which impacted the amount of grant money we have been able to award over the past five years. That downturn necessitated that we postpone our development of one strategic area of focus, Health Care Delivery. However, through our Opportunity Grants funding mechanism, we have been able to support improvements in the delivery of health services to the community.

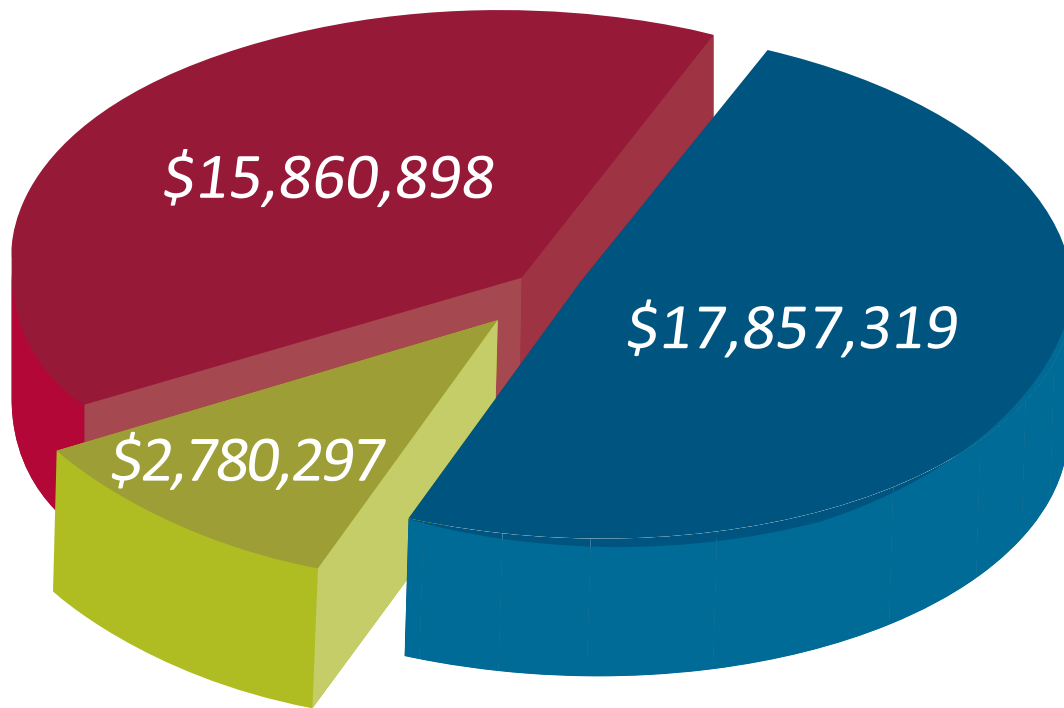
Total Distributions & Net Worth 2007 – 2011



Note – Our net worth in any year determines the amount of funds distributed the following year.



GRHF Grant and Program Funds 2007 – 2011



- Opportunity & Other Grants
- Prevention – Childhood Healthy Weight and Prevention of Lead Poisoning in Children
- Neighborhood Health Status Improvement

Major Contributions to Prevention

The premise behind Prevention Grants is that many of the root causes of poor health can be eliminated and the factors that contribute to poor health can be diminished. Our two major initiatives in this strategic area of focus are improving childhood healthy weight and prevention of lead poisoning in children.

Prevention — Childhood Healthy Weight

Childhood Healthy Weight is a 10-year, four-part strategy to bring 85% of Monroe County children age 2-10 into the healthy weight category as measured by Body Mass Index (BMI). Some intermediate results show promise.

1. Healthi Kids, a part of Finger Lakes Health Systems Agency (FLHSA), successfully influenced the Rochester City School District (RCSD) to add \$2 million to its food budget to add healthier food and, in 2011, 20 minutes of daily recess was mandated.
2. The 26 pediatric practices participating in a physician's learning collaborative were more likely to measure BMI and discuss the child's weight status with parents than other practitioners.
3. There was a significant increase in the percentage of children in the healthy weight category in some child care programs. Suburban school staff have incorporated more physical activity into the classroom and have added more healthful food and beverage options to cafeteria menus. Our Mini-Grant program was found to be helpful in inspiring changes in attitudes and practices in schools, community organizations and child care programs.
4. The majority of parents in our target areas are familiar with our multi-media communications campaign, *Be A Healthy Hero 5-2-1-0*.

"The Be A Healthy Hero 5-2-1-0 program motivated me to get outside and play more with my daughter, Aliyonna. We have learned that exercise can be really fun! After working up a good sweat from dancing, we now prefer to quench our thirst with water instead of sugary drinks. I have also learned the best way to teach her how to be a Healthy Hero is to be one myself!"

Kimberly S., parent of a four-year-old





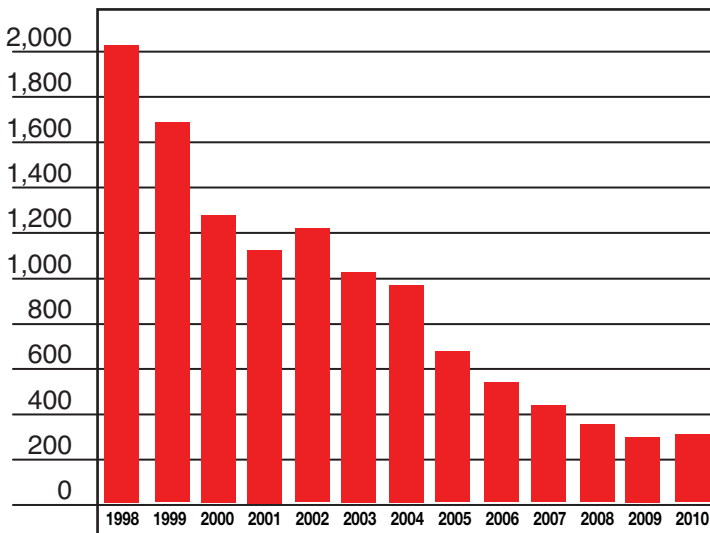
Prevention — Lead Poisoning in Children

To prevent lead poisoning in Monroe County children, the community launched an initiative to make Monroe County lead safe by 2010, which was well underway when GRHF was created. In support of this initiative, we have contributed several million dollars over the last four years:

- A Lead Resource Center coordinated by Action for a Better Community has helped 260 property owners identify and eliminate hazards in their homes
- GRHF funds supported the City of Rochester through the Department of Neighborhood and Business Development by helping 150 property owners in ZIP code 14621 pay for home repairs to reduce the danger of lead poisoning
- The Coalition to Prevent Lead Poisoning educated 6,000 parents and pregnant women about the dangers and prevention of lead poisoning; 98% demonstrated a knowledge increase following education

We are pleased to have played a supporting role in the work done by many organizations throughout Monroe County during this multiple-year initiative that has resulted in a significant decrease in the number of children with lead poisoning.

**CHILDREN LEAD POISONED IN MONROE COUNTY
1998 - 2010**



“To watch them make my home look and be safe was my favorite part of the experience.”

“Without this program, I would not have been able to afford the level of work that was completed.”

Comments from homeowners participating in lead poisoning prevention programs

Major Contributions to Neighborhood Health Status Improvement

Our daily lives and the neighborhoods in which we live — where we raise our families, work, and play — affect health in countless and complex ways. In short, **place matters**. Some neighborhood places support health and healthy behaviors better than others. From our sense of safety walking, our access to green space for recreation or for its calming effects, our ability to purchase healthy, affordable food, the freedom from abandoned housing that attracts crime, or having a trusted neighbor to turn to when in need — these are just some of the characteristics of neighborhood environments that promote good health. And this is the vision for the grantees of GRHF’s Neighborhood Health Status Improvement initiative.



Since 2008, GRHF has awarded \$2.8 million to support grassroots efforts to improve the physical, social, and economic environments of neighborhoods in the Greater Rochester area. While approaches toward the vision of healthy neighborhoods are as diverse as their residents, grantees share some commonalities — being locally focused, building on the strengths that exist in the neighborhood, and placing residents at the forefront of change. In fact, each of the groups launched their work engaging residents and completing an asset map of their communities with guidance from the Asset-Based Community Development (ABCD) Institute at Northwestern University.

Three grantees in the City of Rochester and another in Yates County continue to strive toward their visions for a healthy community.

- Project HOPE, Ibero-American Development Corporation, NE Rochester
- Bridges to Wellness/Puentes a la Salud, Anthony L. Jordan Health Center, NE Rochester
- Project COACH, Charles Settlement House, NW Rochester
- Dundee Health Improvement Project, S2AY Rural Health Network, Yates County

If you drive through their neighborhoods and stop to talk to residents, you see and hear about the changes taking place — changes that all hope will lead to real improvements in health for the people living there in future years.

For the Neighborhood Health Status Improvement Initiative, **results matter**. A rigorous external evaluation is designed to capture short-term changes that are premised to lead to longer-term health outcomes. Baseline data, collected by residents going door-to-door to survey their neighbors, through community-wide mail surveys, and using publically available health data, will help GRHF track the impact of this initiative over time.



Healthy Choices Matter

“At the farm stand this past Sunday we had a customer who came back 3 times for fruit and veggies. On her third visit she had \$2.25 or so and only wanted to buy a few more plums, but eventually chose to use her ‘cigarette money’ for the fruit instead of going to the corner store for more cigarettes.”

*Dawn, Project HOPE,
reflecting on the success of the new farm stand
at the corner of Clifford and Conkey avenues.*

Major Opportunity Grants

Through the Opportunity Grant program, organizations identify the most pressing health needs of a target population and propose a program or activity to address either prevention or improvements in health services. The initiatives we have funded have ranged from small, single-year grants to larger, multi-year awards.

- GRHF awarded \$1 million to support process improvements in Rochester General Hospital (RGH), Unity Health System, St. Ann's Community, University of Rochester Medical Center (URMC) and the Anthony L. Jordan Health Center (AJHC). These grants, coupled with other sources of funding, resulted in more than \$16 million in cost avoidance and savings and improved patient health.

- Grants of nearly \$2 million supported the Rochester Regional Health Information Organization (RHIO), which now operates one of the most robust information exchanges in the country, connecting 16 hospitals, 500 medical practices and 1200 physicians, and involving 700,000+ patients.



- \$1.2 million from GRHF ensured continuity of care for 11,000+ patients as Westside and AJHC managed a successful merger in 2011.
- Visiting Nurse Service of Rochester and Monroe County, Inc. (VNS) was awarded \$670,000 for two phases of a telemedicine home health care program for patients diagnosed with diabetes, heart disease, high blood pressure, and chronic obstructive pulmonary disease (COPD). Emergency department admissions decreased from 24.21% to 12.06% and hospital admissions from 29% to less than 14% for estimated savings of \$428,450 between 2008 and 2010.



- Oral health projects at URMC's Eastman Dental Center and AJHC's dental department were awarded \$754,000 to increase their capacity to serve low-income patients.

While it is too soon for results, we are optimistic about three new health initiatives we are funding that have the potential to result in significant cost savings and improve the quality of care across our community.

- The Center for Community Health, within URMC, is a three-year project funded for up to \$471,596 to expand the evidence-based Diabetes Prevention Program (DPP) to 11 primary care sites in urban settings. The YMCA is receiving up to \$354,000 over three years to expand its DPP to 11 branches and program centers.
- RGH, Unity Health System, Culver Medical Group and AJHC are receiving \$2.2 million over a three-year period to increase the number of patients with properly controlled blood pressure by 25%.
- The Stroke Treatment Alliance of Rochester (STAR), RGH, URMC, Highland Hospital and Unity Health System, are receiving up to \$800,000 for three years to achieve higher rates of acute intervention for stroke from approximately 5% to 10% and improve adherence to guidelines for secondary stroke prevention.



The Future


Our mission for the next five years remains constant — to improve the health status of all residents of the Greater Rochester community.

Going forward, we have identified several areas for self-improvement that include simplifying our web-based grant system, being more flexible in our grant advances and modifying the financial reporting requirements for grantees.

We will continue to deepen our relationships with the broad community and our grantees through ongoing interaction and speaking with prospective grantees about their ideas throughout the year.

In addition, it is critical that we remain abreast of advances in health care that can help community members prevent or more successfully manage chronic medical conditions, particularly those conditions that affect large numbers of people.

We also will need to remain knowledgeable of the changes in health reform that will impact how health care is delivered and paid for so that we invest charitable dollars where they will have the greatest impact. Through these activities, we can fulfill our mission by funding organizations that have a direct impact on improving the health of our community.



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List of Related Publications

*The Process Prescription:
how the business community is helping
local health care providers to improve efficiency*
2011

*Going Electronic in Health Care;
Rochester Leads the Way*
2011

*Project HOPE — Helping people lead
with their strengths: the new way forward
for a healthier neighborhood*
2011

*Project C.O.A.C.H. — Bringing out the best
in neighbors: Initiative inspires community
to put its own resources to work*
2011

*Our Town Rocks — Bringing country
neighbors together for good: a rural
area builds on its strengths and inspires
healthy action*
2011

*Healthy-Weight Kids,
A Two-Year Progress Report*
2010

*Strategic Plan for the Prevention
of Childhood Overweight and Obesity
in Monroe County, NY, 2007 - 2017*
2007

*Investing in the Health of Our Community,
Lead Poisoning Prevention*
2007

*Physician Practice Electronic
Medical Records Readiness Assessment*
2007

Publications available at www.thegrhf.org



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