

Community Impact Initiatives 2016-2017

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 Education Collaborative: 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 Services Program: Cancer Reduction Initiative – 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.

Caregiver Respite Project: Help A Caregiver – www.helpcaregiver.org

Respite care is short-term, in-home services that give relief to a primary caregiver. In recent years, there has been a shift towards home- and community-based care, due in part to the rising cost of care and recent public policy changes. A wealth of studies show that most caregivers do not access help soon enough (if at all), experience high levels of stress and mental and physical health issues, and can also face issues with their employment and other serious consequences. The goal of the initiative is to get friends and family members of caregivers to recognize and embrace their role as a potential companion to that caregiver.

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.

Teen Pregnancy Reduction, LARC Initiative

Causewave's work with the Hoekelman Center at URMC on the LARC Initiative began in August 2016. 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. Long Acting Reversible Contraception (LARC) is recommended as first-line contraception for teens by medical professionals. Despite their advantages, LARC methods are underutilized by teen women due to misinformation and lack of awareness.

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 will work to change Rochester's traffic culture in order to reduce the number of pedestrians and bicyclists injured or killed in traffic collisions.