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.

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—and it often takes three disclosures before any action is taken. 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 Finger Lakes – www.getscreenedrochester.org
Cancer is the leading cause of death in the Finger Lake Region and disproportionately affects certain populations in our area. This initiative is working to reduce the impact of breast, cervical and colorectal cancer in the Finger Lake Region 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.

New York State ranks 2nd to last in the country for organ donor enrollments, yet there are 10,000 NYS residents on the waiting list—nearly 600 residents in our region alone. Last year, only 200 patients received life-saving transplants 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. Since Pass Life On launched in 2015, the local enrollment rate has increased from 28% to nearly 40%, but there’s more work to do.

Untintended Pregnancy Reduction: Stay True 2 U – www.staytrue2u.org
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.

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.

**Go All Electric**
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.

**GROW-Rochester**
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.