



Community

Our programs help moms-to-be in the Genesee Valley Finger Lakes Division have full-term pregnancies and healthy babies.



Advocacy

We advocate for programs that help moms in the Genesee Valley Finger Lakes Division get care and services to improve their health and the health of their babies.



Research

We research the serious problems that threaten our babies and work on treating and preventing them.



Education

Our websites provide the latest pregnancy health information in English and Spanish. Health experts provide personal answers to moms' questions.



Support

Through our online community and in hospitals in the Genesee Valley Finger Lakes Division, we offer information and comfort to families with a newborn in intensive care.

In the Genesee Valley Finger Lakes Division...

13,773 babies are born each year

1,376 babies are born prematurely

420 babies are born with a birth defect

Preventing premature birth in the Genesee Valley Finger Lakes Division could mean an annual savings up to:

\$71 million

working together for stronger, healthier babies

Almost every baby receives a **polio vaccine** developed with funding by the March of Dimes. Children in the Genesee Valley Finger Lakes Division are vaccinated against **14** diseases.

Surfactant therapy, developed with funding from the March of Dimes, saves the lives of thousands of babies each year whose lungs are not fully developed.

Babies in the Genesee Valley Finger Lakes Division receive screening for **32** inherited disorders. We funded the development of **4** of these tests and advocated for **newborn screening** for all babies.

Average medical cost for a healthy baby:
\$4,389

Average medical cost for a premature baby:
\$54,194



Community Programs

Recent Grants & Awards

Beyond the Bump (2014-2015) - \$2,000 to support the educational event for new and expectant moms.

Child & Family Resources, Inc. (2014-15) - \$1,500 to support a community baby shower providing education and resources to Ontario and Seneca County moms to be.

Genesee Migrant Center (2014) - \$1,500 to provide increased access to service and translation services to Spanish-speaking pregnant migrant farmworker women.

Newark-Wayne Community Hospital (2016) - \$69,372 to implement evidence-based smoking cessation program, *Baby & Me: Tobacco Free*, system-wide in Wayne county.

Northeast Region Chi Eta Phi Sorority, Inc. (2013-2014) - \$3,000 to support education about premature birth and strategies to decrease incidence conducted in an 8 state Northeast region.

Rochester City School District (2011-2013) - \$46,020 to launch the Prenatal Care at School (PAS) Program.

Rochester Regional Health (2014) - \$1,500 for grand rounds by Dr. Christopher Glantz on "Late Preterm Birth."

Theta Omega Sigma Chapter of Sigma Gamma Rho Sorority, Inc. (2013-2016) - \$2,750 to implement Project Cradle Care, a community baby shower with both educational and motivational speakers.

University of Rochester - Highland Family Medicine (2015) - \$62,369 to support implementation of IMPLICIT, an evidence-based interconception care program.

University of Rochester – Highland Women’s Health (2015) - \$2,130 to support "Gestational Diabetes: The Effect of a Group Prenatal Care Program on Knowledge, Empowerment and Patient Outcomes (GDGPCP)."

Wayne County Action Program, Inc. (2015) - \$900 to implement *Becoming a Mom* in Wayne county.

Education

March of Dimes annual **Mothers to Be** invites pregnant women to a half-day event where breakfast is provided while speakers present on topics including nutrition, prenatal care, labor & delivery, breastfeeding and how to access community resources.

The **Harvey E. and Esther M. Schultz Health Education Scholarship** is administered out of this Division providing scholarships to area high school students who are beginning their health-related studies at an accredited post-secondary school located in Livingston, Monroe, Ontario, Seneca, Wayne or Yates counties.

Professional education opportunity provided to both the **Monroe County Department of Health Nurse Family Partnership Program** and **Arnot Ogden Medical Center** by supporting grand rounds on preeclampsia provided by Dr. Christopher Glantz.

Advocacy

2016 Public Affairs Priorities

1. Access to health care for women of childbearing age, infants and children.
2. Research to prevent prematurity, birth defects and infant mortality.
3. Prevention and treatment to improve maternal, infant and child health.
4. Institutional concerns for tax-exempt organizations.

Research Funding

In New York State, March of Dimes currently funds 29 National Research Grants for a total investment of \$7,228,979.

University of Rochester Medical Center (2014-2016) - \$150,000 to understand the role of the hormone erythropoietin (EPO) so as to develop an effective treatment for hypoxic ischemic encephalopathy (HIE).

University of Rochester Medical Center’s Assistant Professor of Nursing Susan W. Groth, Ph.D., R.N., W.H.N.P.-B.C., FA.A.N.P., was presented in 2013 with the March of Dimes Comerford Freda ‘Saving Babies, Together®’ Award for \$9,000 to support her study, *The Dietary Choices of Low-Income, Pregnant African American Women*.

