

Rochester, New York

Common Ground Health is working with partners to implement the city's new Comprehensive Plan, Rochester 2034, which has an emphasis on equity and healthy living.



Goals

- Increase stakeholder and community engagement
- Spread public awareness
- Establish food policy councils to actively advance policies

Background

- ✓ Population size: 206,284
- ✓ Over a third of residents live in poverty.
- ✓ Rochester residents are twice as likely as their suburban counterparts to be stressed about purchasing healthy foods.

Success Stories



Recruited resident leaders from the community to join the team and help lead their work

Engaged community in online events to explain the project and ask the community for input and direction



Launched a webpage to host information on food systems, policies, and the project

Key Milestones from July - December 2020

196



individuals that attended community convenings or meetings related to access to foods that support healthy eating patterns

5



community convenings or meetings related to access to foods that support healthy eating patterns

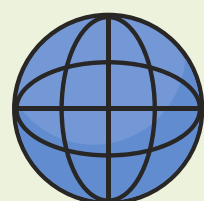
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partner organizations convened or engaged by the lead partner to promote access to foods that support healthy eating patterns

Follow their social media!

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