



August 2, 2021

Thank you for submitting a nomination for Frank Cerny.

Overview

Thank you for your 2021 Community Star Nomination. Here is a copy of the nomination for your records. If you have any questions, please reach out to NRHD Community Star Project Coordinator, Brea Corsaro at bcorsaro@powerofrural.org.

Your Information

Sara Bollinger

Director for Strategic Development

NYS Association for Rural Health

Canton, New York

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3154477937

Community Star Nominee: (Organization)

Frank Cerny

Executive Director

Rural Outreach Center

East Aurora, New York

frankcerny@theroc.co

7162402220

Have Questions? Contact:

powerofrural.org | nosorh.org | bcorsaro@powerofrural.org



Which best describes the organization your nominee is associated with?

Rural Community Coalition

Please describe your connection to the individual or organization you are nominating.

The Rural Outreach Center received the Outstanding Rural Program of the Year Award at our celebration of National Rural Health Day in 2020.

Please explain the individual's or organization's connection to or interaction with their State Office of Rural Health.

I do not think this organization has a relationship with the SORH.

The Community Star Recognition Program is designed to honor those whose contributions are making a difference in rural through collaboration, education, innovation, and communication. What do you believe to be your nominee's "star" qualities? Provide examples of how your nominee demonstrates these qualities in their work and service.

The Rural Outreach Center breaks the cycle of rural poverty in southwestern New York by accompanying people to self-sufficiency using a robust, comprehensive, two-generation model based on empowerment and accountability. This model recognizes the close intersection between poverty and health. Under the leadership of Dr. Frank Cerny, the Rural Outreach Center offers wrap-around services in collaboration with over 80 partners, including hospitals and other health care providers. The Center uses a multimodal transportation service model to address accessibility. Immediate needs are assessed, and resources accessed – social services, utility forbearance, food pantries, and other assistance as needed. Once stabilized,

individuals are asked if they would like to participate in programs to move away from their current circumstances. This engagement is the core of the model and the programs offered are the foundation of the participant's success.

The 2021 Community Star Selection Committee will review and evaluate nominations, making recommendations for which stories to include in this year's book and other NRHD activities based on the following merits. Please review these and select all that apply to your nominee.

Cultivates a vital, innovative rural health landscape and infrastructure. ,
Builds capacity for rural data-driven program planning and decision making.

Describe in as much detail as possible, examples of your nominee's work and accomplishments that correspond with your selections to the question above.

There are over 40,000 people in poverty in the rural zip codes from which the Rural Outreach Center's participants come. Rural poverty is called the invisible poverty because it is dispersed across a wide geographic area, exacerbating the socio-economic disadvantages and accompanying health disparities.

Attendance and improvements in outcomes are tracked through quarterly evaluations, which are quantitatively recorded in a case outcome recording system. The effectiveness of programming is monitored using these data. Over 50% of engaged participants move at least one point on one scale with half of them improving in emotional health and many in housing. Over 4,500 yearly contacts address poverty at multiple levels. Almost 200 engaged adults and over 100 children are changing their lives. Volume increased >400% year-over year from 2018-2019.



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I can confirm that the individual or organization is making a difference in rural through collaboration, education, innovation, and communication, and is located, working, or volunteering in a designated rural area.

Yes

I can confirm that I have notified the nominee of their nomination, and the nomination will be accepted.

Yes

How did you learn about the 2021 Community Star Recognition Program?

NOSORH

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