



Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

September 5, 2025

To The Honorable
Monroe County Legislature
407 County Office Building
Rochester, New York 14614

OFFICIAL FILE COPY	
No.	250237
Not to be removed from the Office of the Legislature Of Monroe County	
Committee Assignment	
HUMAN SERVICES	-L
WAYS & MEANS	

Subject: Authorize Contracts with Equally Balanced Therapy & Wellness PLLC, the University of Rochester Medical Center Mt. Hope Family Center, the University of Rochester Medical Center Public Health Sciences Department, and the United Way of Greater Rochester and the Finger Lakes to Provide Maternal and Child Health Services for the Monroe County Department of Public Health

Honorable Legislators:

I recommend that Your Honorable Body authorize contracts to provide maternal and children health services for the Monroe County Department of Public Health ("MCDPH") with Equally Balanced Therapy & Wellness PLLC in an amount not to exceed \$287,891, the University of Rochester Medical Center ("URMC") Mt. Hope Family Center in an amount not to exceed \$1,789,786, the URMC Public Health Sciences Department in an amount not to exceed \$585,432, and the United Way of Greater Rochester and the Finger Lakes in an amount not to exceed \$1,950,000, each for the period of October 1, 2025 through December 31, 2026.

As Your Honorable Body is aware, Monroe County received \$144,080,127 in State and Local Fiscal Recovery Funds through the American Rescue Plan Act ("ARPA"). Your Honorable Body previously allocated ARPA funds for a number of projects, including but not limited to funds allocated to MCDPH for maternal and child health initiatives. As part of MCDPH's maternal and child health ARPA programs, a request for proposals was issued, and Equally Balanced Therapy & Wellness PLLC, the University of Rochester Medical Center Mt. Hope Family Center, the University of Rochester Medical Center Public Health Sciences Department, and the United Way of Greater Rochester and the Finger Lakes were selected as qualified to receive funding to provide these services.

Equally Balanced Therapy & Wellness PLLC's P.A.M.P.E.R. Mom Program will provide client centered prenatal medical massage and health care interventions to low-income Monroe County moms in their third trimester of pregnancy. A coherent treatment plan will aim to address medical concerns with focus on healthcare disadvantages experienced by those facing socio-economic disparities. The program will provide education and community resources to empower moms in building a team of health care providers to support positive pregnancy and health outcomes, with the aim of addressing community disparities among maternal health by reducing barriers to alternative health care. The P.A.M.P.E.R. Moms Program will collect data evaluating program impacts on labor and delivery as well as satisfaction with the program.

The URMC Mt. Hope Family Center Building Healthy Communities ("BHComm") Program is a Home Visiting program that will enhance coordination among URMC OBGYN, Social Workers, Pediatricians, NICU services, and UR MHFC to improve community referral pathways, ensuring high-quality care and better access for low-income families and people of color in Monroe County. The program will expand upon Mt. Hope Family Center's Building Healthy Children Program; an evidence-based home visiting/therapeutic/service connection model that has been implemented in Monroe County for more than 17 years. The program will also provide coordinated medical and behavioral treatment specifically designed for the postpartum period, as well as enhanced screening, home visits, and service referrals. The BHComm Program will implement a universal, multi-level intervention strategy, promoting policy advocacy for overall community health and sustainability, conducting universal awareness and education, and facilitating identification of at-risk families and in-home assessments.

The URM Public Health Sciences Department Reducing Maternal Mortality: Informed Targeted Universal Intervention through the Mothers and Babies Health Survey 3.0 Program is modeled after the Center for Disease Control and Prevention's well-structured PRAMS (Pregnancy Risk assessment Monitoring System) research, to mitigate maternal and infant morbidity and mortality. From October 2025 through October 2026, birthing individuals in Monroe County will be engaged to share valuable insights about community resources and participate in the survey. The results will not only be returned to the community but also to healthcare providers involved in maternal care, fostering quality improvement initiatives aimed at reducing both maternal, and infant mortality rates, especially in light of the rising challenges observed post-COVID. This effort will enhance education, training, and interventions, ultimately contributing to healthier outcomes for mothers and their infants. Sharing survey results with participants and providers is expected to enhance trust and engagement within, while aiming for a significant reduction in maternal mortality and morbidity rates, particularly addressing disparities among demographics, and utilizing qualitative data analysis to generate actionable insights for the target population for quality improvement.

The United Way of Greater Rochester and the Finger Lakes launched the ROC Family Teleconnects ("RFTC") Program in 2020 during the COVID-19 pandemic, supporting newborns and birthing parents facing isolation and increased challenges after hospital discharge. The program is a collaboration between three major health systems in Monroe County; the University of Rochester/Golisano Children's Hospital, Rochester Regional Health, and the Anthony L. Jordan Health Center. It focuses on improving outcomes for families insured by Medicaid, Medicaid Managed Care, and Child Health Plus, particularly in highly distressed Monroe County ZIP codes to address health inequities and reduce racial disparities while comparing outcomes to Monroe County and New York State benchmarks. The program provides tele-health and in-person home visiting services, with referral to community-based maternal and infant health programs, and connection to local organizations, offering essential support for food, clothing, and shelter. The RFTC program conducts comprehensive family assessments and serves as a bridge to necessary services during the critical transition from birth to six months.

The specific legislative actions required are to:

1. Authorize the County Executive, or his designee, to execute a contract, and any amendments thereto, with Equally Balanced Therapy & Wellness PLLC, 945 East Henrietta Road, Suite 4A, Brighton, New York 14623, to provide the P.A.M.P.E.R. Mom Program for the Monroe County Department of Public Health in an amount not to exceed \$287,891 for the period of October 1, 2025 through December 31, 2026.
2. Authorize the County Executive, or his designee, to execute a contract, and any amendments thereto, with the University of Rochester Medical Center Mt. Hope Family Center, 187 Edinburgh Street, Rochester, New York 14608, an operating unit of the University of Rochester, 601 Elmwood Avenue, Rochester, New York 14642, to provide the Building Healthy Communities Program for the Monroe County Department of Public Health in an amount not to exceed \$1,789,786 for the period of October 1, 2025 through December 31, 2026.
3. Authorize the County Executive, or his designee, to execute a contract, and any amendments thereto, with the University of Rochester Medical Center Public Health Sciences Department, an operating unit of the University of Rochester, 601 Elmwood Avenue, Rochester, New York 14642, to provide the Reducing Maternal Mortality: Informed Targeted Universal Intervention through the Mothers and Babies Health Survey 3.0 Program, for the Monroe County Department of Public Health in an amount not to exceed \$585,432 for the period of October 1, 2025 through December 31, 2026.
4. Authorize the County Executive, or his designee, to execute a contract, and any amendments thereto, with the United Way of Greater Rochester and the Finger Lakes, 75 College Avenue, Rochester, New York 14607, to provide the ROC Family TeleConnects Program for the Monroe County Department of Public Health in an amount not to exceed \$1,950,000 for the period of October 1, 2025 through December 31, 2026.

This action is a Type II Action pursuant to 6 NYCRR § 617.5(c)(26) ("routine or continuing agency administration and management, not including new programs or major reordering of priorities that may affect the environment") and is not subject to further review under the State Environmental Quality Review Act.

Funding for these contracts is included in the 2025 operating budget of the Department of Public Health, general fund 9301, funds center 5803010000, Maternal & Child Health, and will be requested in future years' budgets. No additional net County support is required in the current Monroe County budget.

The records in the Office of the Monroe County Treasury have indicated that neither Equally Balanced Therapy & Wellness PLLC, nor its Chief Executive Officer, Therica Harris, owe any delinquent Monroe County property taxes. The University of Rochester is a not-for-profit entity, and the records in the Office of the Monroe County Treasury have indicated that it does not owe any delinquent Monroe County property taxes. The United Way of Greater Rochester and the Finger Lakes is a not-for-profit organization, and the records in the Office of the Monroe County Treasury have indicated that it does not owe any delinquent Monroe County property taxes.

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,


Adam J. Bello
Monroe County Executive

AJB:db