StEPS Profile

- Working to improve the overall health of Southern Seneca County residents through social determinants of health:
  - Education, employment, transportation, housing, etc.
  - Resident-Driven: ideas and implementation from residents
  - Uses Asset Based Community Development (ABCD)
  - Funded by Greater Rochester Health Foundation (GRHF)
  - Focused in the four town community of Covert, Ovid, Lodi and Romulus
  - Currently in Phase II: Developing a long-term strategic plan

Four Town Community Profile

- >250 small businesses, many of them mom & pop
- Main industries: tourism and agriculture (wineries)
- Small, rural towns, mostly homogenous (Caucasian)

Demographics
- Median age has been on the rise and in 2013 ranged from 44 in Covert to 35.1 in Romulus,
- Total Population: ~10,000
- Large Amish farming community
- Education: 7.6% fewer high school degree holders than U.S average, 12% fewer bachelor’s degree holders than U.S. average

Community Engagement Project

Interviews with residents such as town officials, educators, and business owners provided insight into challenges and opportunities relating to retaining and attracting young adults:
- Low community involvement of high schoolers
- Few career opportunities, which are not well known (i.e. agricultural jobs)
- Large sense of community and community pride

Reasons to move to or back to the area
- Family connections or support (financial)
- Like the rural setting/area (bonded with area)

Project Proposal

- Informed by ideas from community contacts
- Increasing youth (high school) involvement in the agricultural industry will strengthen ties to community and promote awareness of the breadth of the agricultural industry
- Method: develop and implement a summer farm and/or winery visitation/work program for high school students
- a future intern can liaison between hosts and partners for the program and help work out initial details

Partners:
- STEPS Team (Education/Economic Workgroup)
- Cornell Cooperative Extension Seneca County
- United Way
- South Seneca Middle/High School

Before and After: Lodi Flagpole Project brought over 20 collaborators together, increasing community pride and social connectivity, (both are health factors)