To provide quality affordable housing and opportunities for the economic advancement of Hispanic and other minority individuals and families; to provide social and recreational facilities to persons and families of low and moderate income.

"IADC Mission Statement"
Project HOPE
(Healthy Outcomes through Participation, Education, & Empowerment)
Our Opportunities for better health begin where we live, work and play

Place Matters—
• Attention to the physical, social, economic environments
• Authentic neighborhoods
• Asset-based
• Partnerships
• Resident-driven
• Grassroots
HEALTH does not derive entirely from genetics, behavior, or access to health care.

- Policies and programs help define the contexts that represent opportunities for health and well-being.
- Physical, social, economic factors represent about 50% of explanatory factors that drive health outcomes.
- Health care and health behaviors explain the other 50%.
Residents identified four focus areas that would foster neighborhood health status improvement:

- Drugs & Alcohol
- Youth Development
- Public Safety
- Increasing Opportunities for Health
Walking to address the drug issue
Development can be a problem solver

Corner of Clifford & Conkey Avenues
Clifford & Conkey’s share of the marketplace (2011)

67% of letters were mailed outside the City of Rochester

What does this show?
This map demonstrates the reach of the Clifford & Conkey Marijuana Market in the Project HOPE Neighborhood.

The green highlighted areas represent zip codes where letters were sent to the registered owner of a vehicle that was deemed suspicious in a high drug traffic area.

Letters were sent to these individuals to warn them about being in the area of Clifford & Conkey to purchase drugs.
Beautifying the neighborhood
Community Built Playground
Community Engagement
Resident projects