

#NOT62

THE CAMPAIGN FOR A HEALTHY BRONX

*How Community Partners are Working
to Improve the Health of the Bronx*

Dr. Nicole Hollingsworth, EdD, MCHES

Assistant Vice President,
Community & Population Health
Montefiore Health System

Jane Bedell, MD

Assistant Commissioner,
Bronx District Public Health Office
NYC Dept of Health & Mental Hygiene

In 2015, many partners came together to apply for the RWJ “Culture of Health” prize

Coordinated by Montefiore, the original group included:

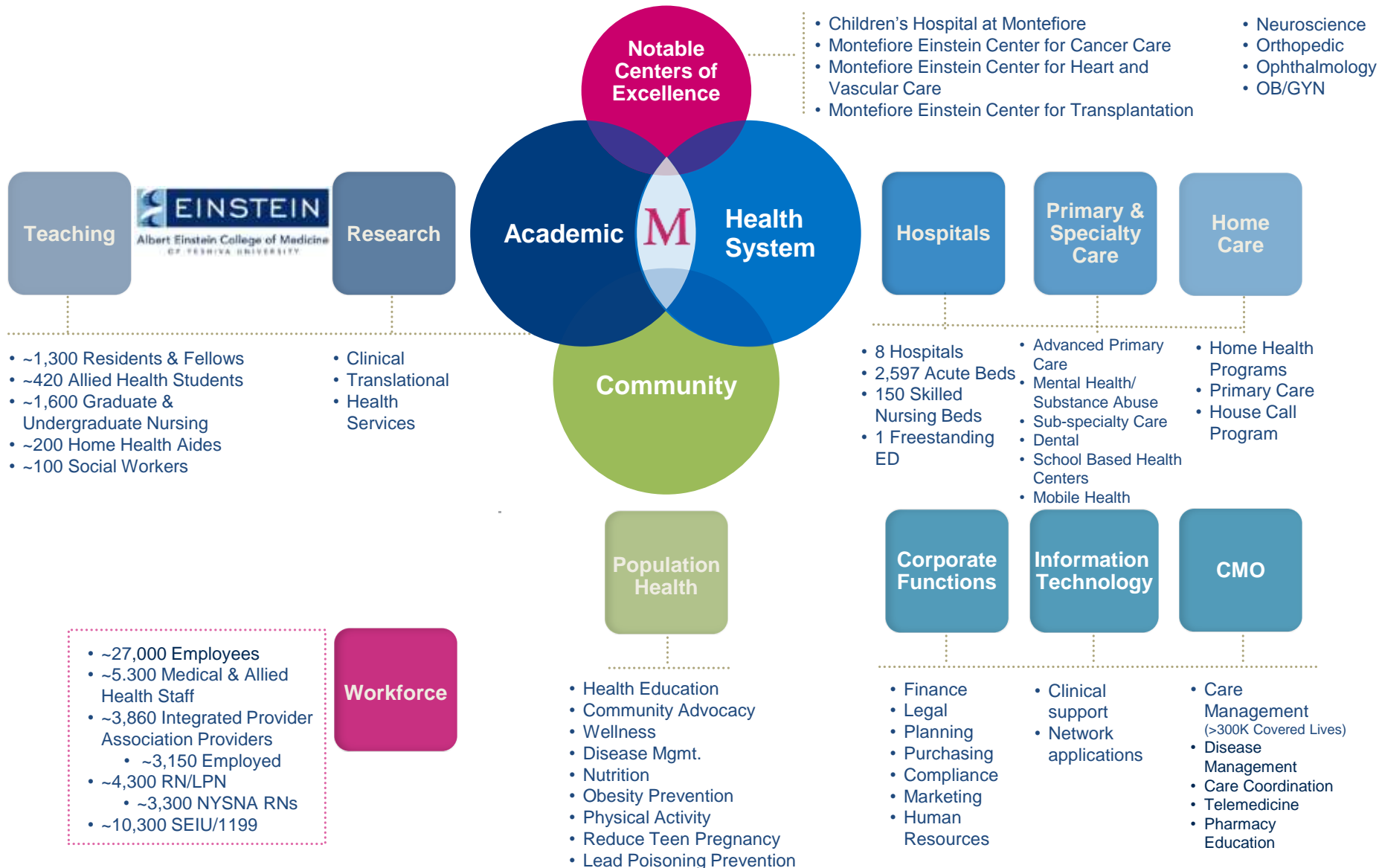
- Affordable housing organizations
- Federally Qualified Health Centers
- Community based multi-service organizations
- Community gardeners
- Major hospital (Montefiore)
- Local health department (Bronx District Public Health Office/NYC DOHMH)

Evolution of *#Not62 – The Campaign for A Healthy Bronx*

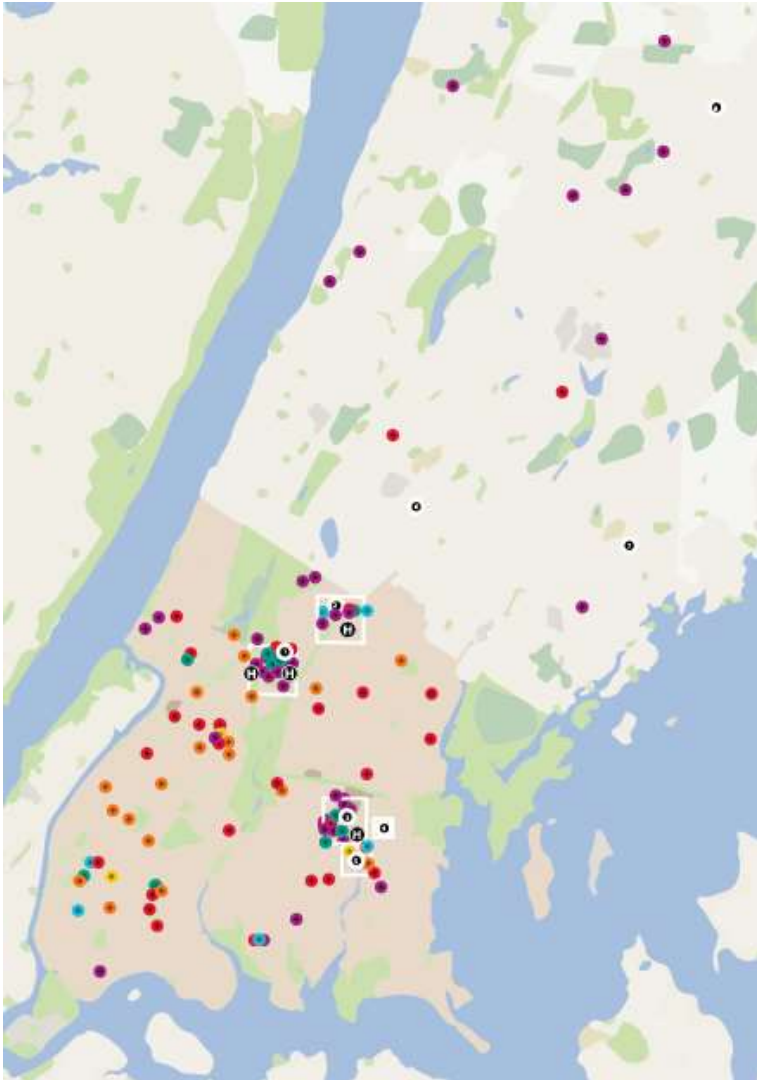
- Core group continued on after the application process
- Produced a video with partners (using small RWJ grant)
- The Bronx won the prize!!
- Created our name
- Agreed to utilize “collective impact” model
- Wrote our founding document, using CHR model to articulate importance of health outcomes and health factors (social determinants of health)
- Currently working on our governance structure
- Currently working on our activities and strategies for change

ABOUT MONTEFIORE HEALTH SYSTEM, INC

Who We Are



Montefiore Health System Integrated Delivery System



Our Locations

2,597 Beds Across 8 Hospitals

- Including 132 beds at CHAM
- 86 NICU/PICU beds

150 Skilled Nursing Beds

187 Sites Including

66 Primary Care Sites

- 21 Montefiore Medical Group Sites
- 22 School Health Clinics

16 Mental Health/Substance Abuse Treatment Clinics

73 Specialty Care Sites

- 3 Multi-Specialty Centers
- 4 Pediatric Specialty Centers
- 12 Women's Health Centers

1 Freestanding Emergency Department

10 Dental Centers

5 Imaging Centers

The Office of Community and Population Health (OCPH)

OCPH

```
graph TD; OCPH[OCPH] --- A[Assessing Community needs]; OCPH --- B[Health Education]; OCPH --- C[Community Interventions]; OCPH --- D[Program design];
```

Assessing Community needs

- CHNA & CSP
- Community Advisory Boards
- Partnerships

Health Education

- Direct patient education through health educators
- Manage patient education content libraries (TVs, EHR)

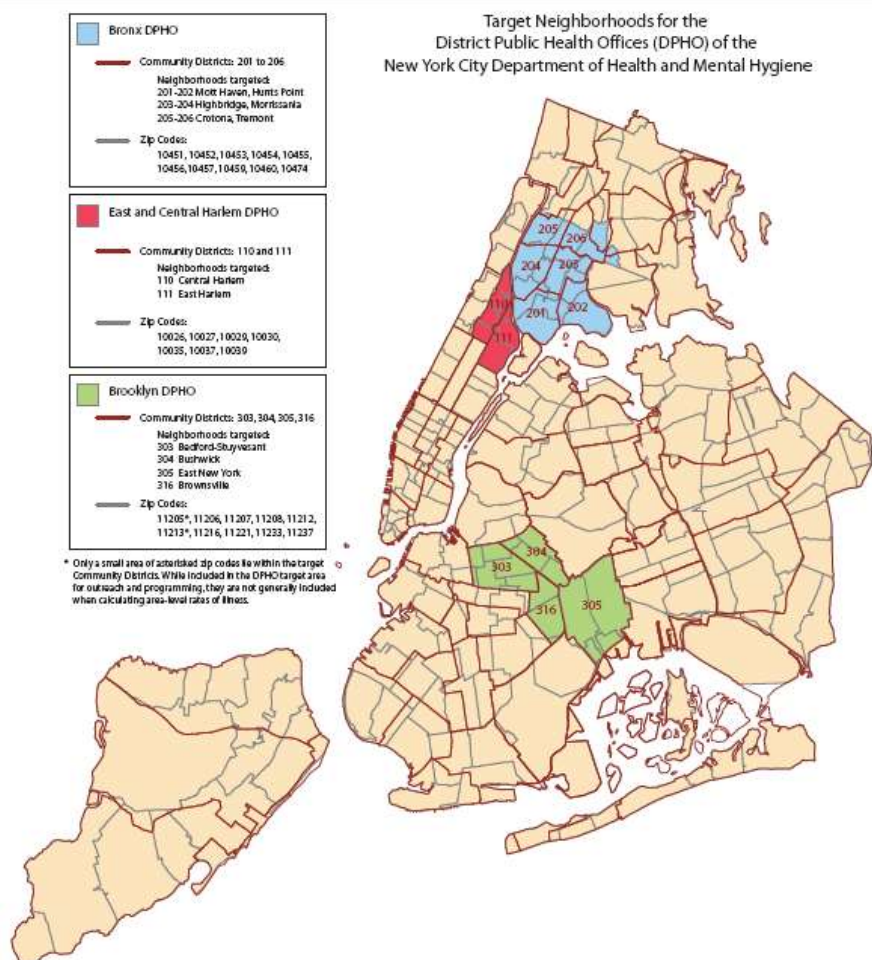
Community Interventions

- Health promotion
- Screenings & connections to care

Program design

- Design, implement & test community models
- Population health models
- Research & evaluation

District Public Health Offices, NYC Dept of Health & Mental Hygiene



Mission: Promote health equity and reduce health disparities across NYC

- Focusing and coordinating the work of NYC DOHMH programs
- Conducting research and disseminating public health information
- Joint planning with community members and organizations
- Informing, developing, and advocating for policy change

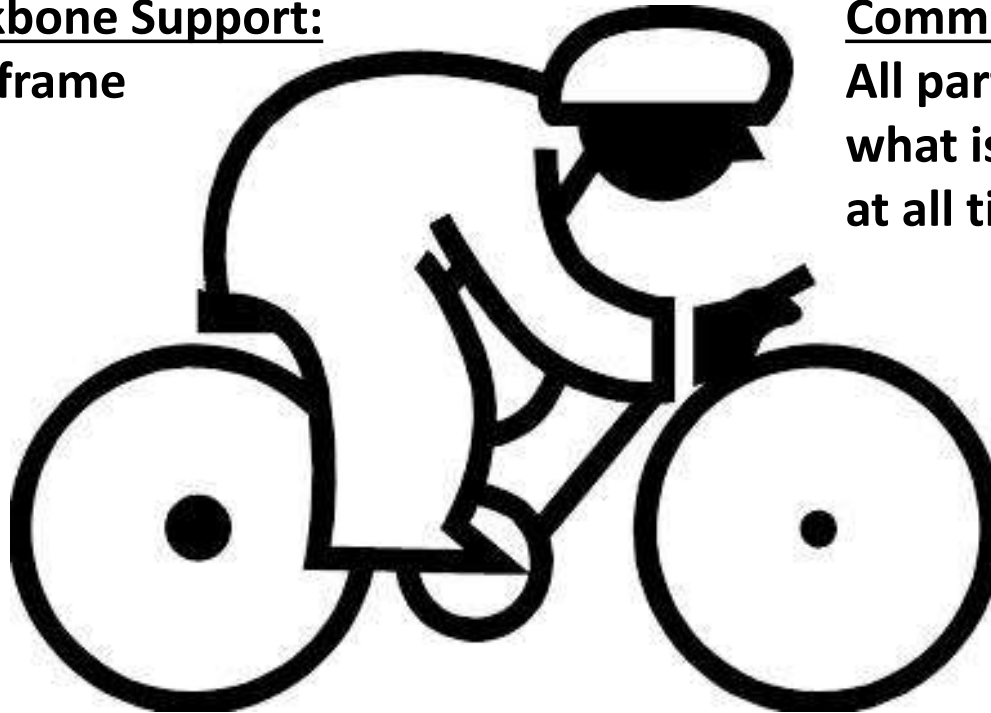
Collective Impact

*"Channeling Change: Making Collective Impact Work,"
Hanleybrown, et al. Stanford Social Innovation Review, 2012*

Backbone Support:
The frame

**Continuous
Communication:**
All parts knowing
what is being done
at all times

**Shared
Measurement:**
Gears and crank



**Common
Agenda:**
Getting there
together on
not at all

**Mutually Reinforcing
Activities:**
Pedaling

#Not62 – The Campaign for A Healthy Bronx

Current Status

- Steering Committee consists of 5 partner organizations
- There are a total of 19 partner organizations who have signed the #Not62 pledge and joined the coalition
- Steering Committee is committed to outreach to increase number of partner organizations
- Active areas of work:
 - iHEAL initiative (Healthy Eating/Active Living)
 - Bronx Healthy Food Week – October 2015
 - Bronx Active Living Week – May 2016
 - Healthy Bodega work
 - Communications and public awareness:
 - Social media campaign focusing on “#Not62” to increase visibility of campaign and to promote awareness of Campaign events
 - Produced four teen videos featuring Bronx teens working to be “Not 62”

What are the ultimate goals of this strategy?

A call to action by **2020**



To build a foundation and infrastructure that engages multiple sectors in the Bronx to...

Improve social and economic factors

Educate and support healthy behaviors

Address issues in Clinical Care

Reshape our physical environment

What resources are available to us?

The Bronx is the 6th smallest county in the nation at 42.1 square miles

1.4+ million people

3rd densest in the nation
(34,242 people per sq. mi.)

423 public & private schools

6612 acres of open space

Nearly ¼ of the land mass

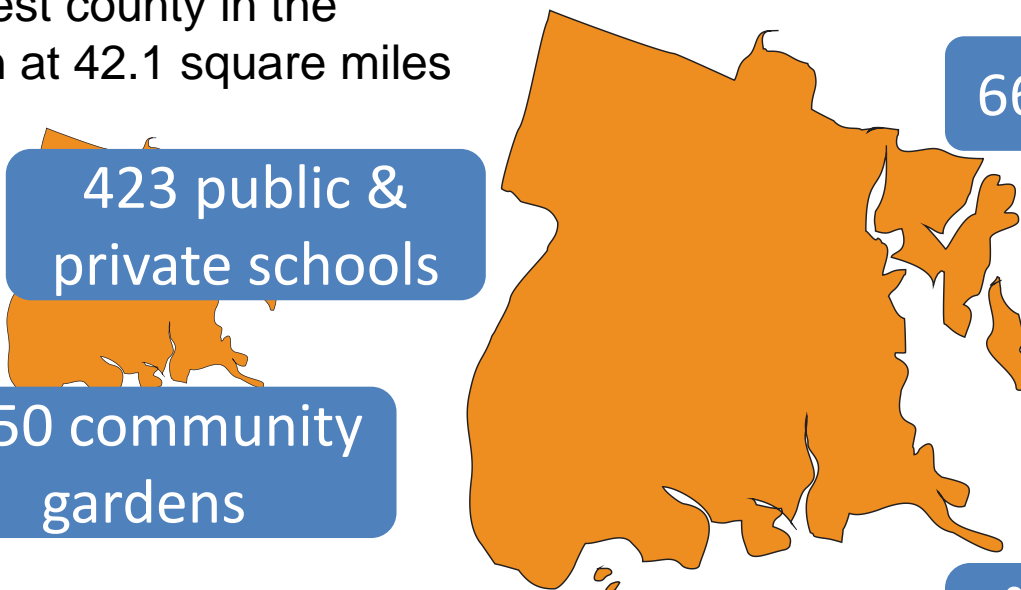
~150 community gardens

313 healthcare facilities

88.5 linear miles of bike lanes

~41.3 M sq. ft. of commercial space

...And much more!



**TOGETHER, WE CAN BECOME
“NOT 62”**

VIDEO LINKS “NOT 62”

[Matt Improves Health Through The Violin#Not62](#)

[Maxine Dances For Health #Not62!](#)

[Teen Master Chef Competition! #Not62](#)

[Why I Am #Not62!](#)

Together, we can become “Not 62”

Thank you, and we look forward to developing partnerships and deepening the strategies and work of #Not62 – The Campaign for a Healthy Bronx.

For more information on how your organization can lead the way to a healthier Bronx, please contact:

Fernando P. Tirado, Director of New Initiatives
NYC DOHMH - Bronx District Public Health Office
ftirado@health.nyc.gov | 718.299.3429