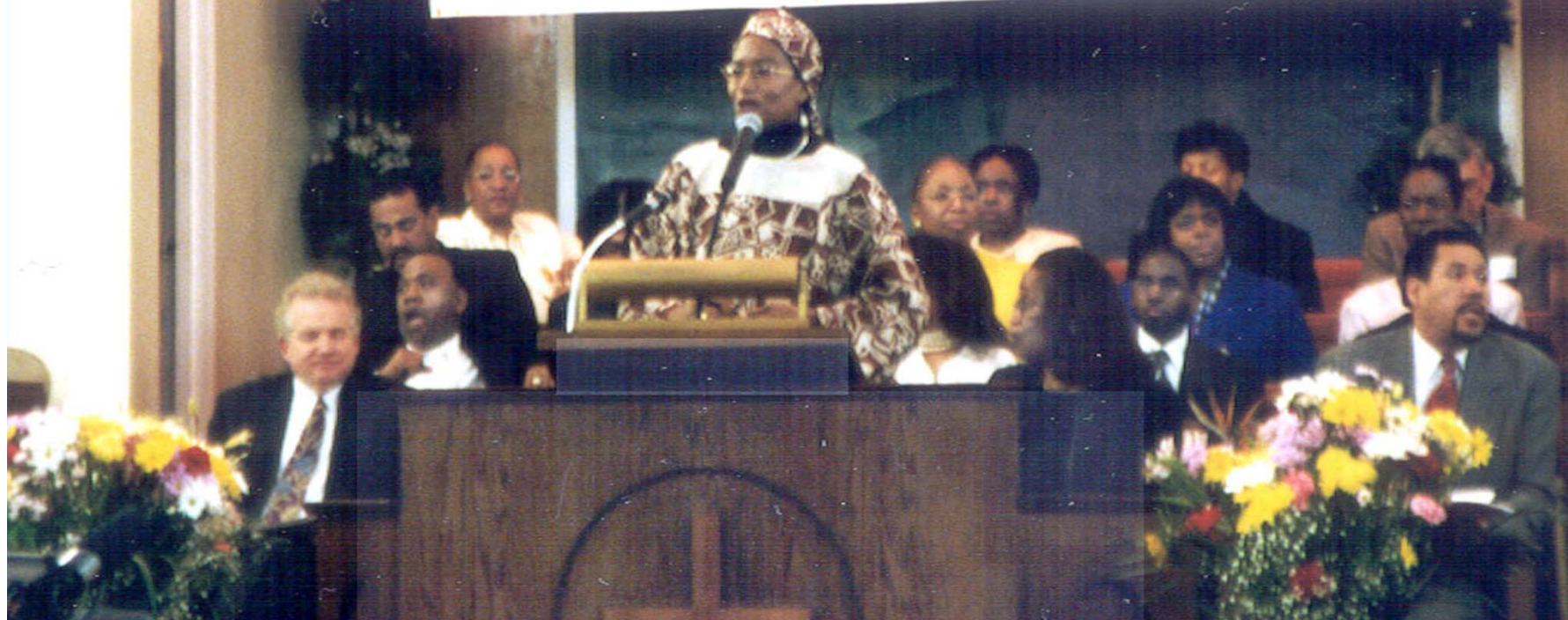




Making  
Health Equality  
a Reality



# Making Health Equality a Reality:

Bronx Health REACH/ NY CEED  
A Program of the Institute for Family Health

Charmaine Ruddock, MS

NYSDOH – African American Symposium

Moving Beyond Health Disparity and Achieving Health Equity:  
From Strategy to Action



February 9, 2012



# The Institute for Family Health

- Mission: to improve the quality and availability of family practice services in response to the needs of medically underserved populations.



Patient Care



Professional Training



Public Health Initiatives


Health Care  
for the  
Homeless

Free Clinics

Health Equality

Health IT

# The Institute for Family Health

- Founded 1983
  - Federally qualified community health center network
  - Family practice model of care
  - Operates 17 full time health centers and 9 part time practices
  - Operates 2 family practice residency training programs
  - Lead agency for the Bronx Health REACH community health initiative
- 

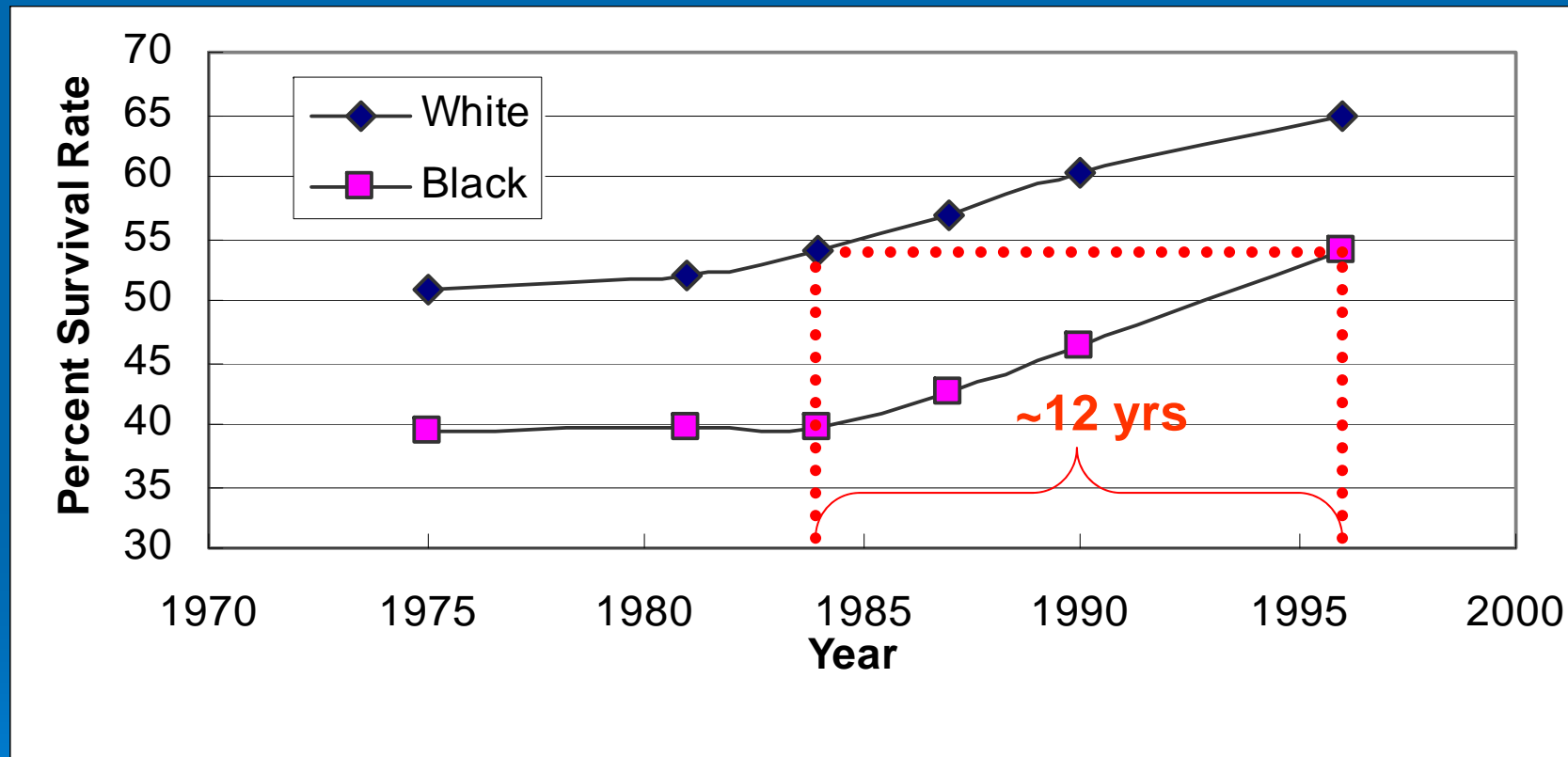
# South Bronx Disparities Data

- 1 in 4 children in public elementary schools is obese. More than 1 in 3 is overweight or obese
- More than 1 in 3 public high school students is overweight or obese
- 2 in 3 adults are obese and overweight
- Nearly 4 in 10 adults report not exercising at all
- 8 in 10 adolescents report eating fewer than 5 servings of fruits and vegetables per day

# South Bronx Disparities Data

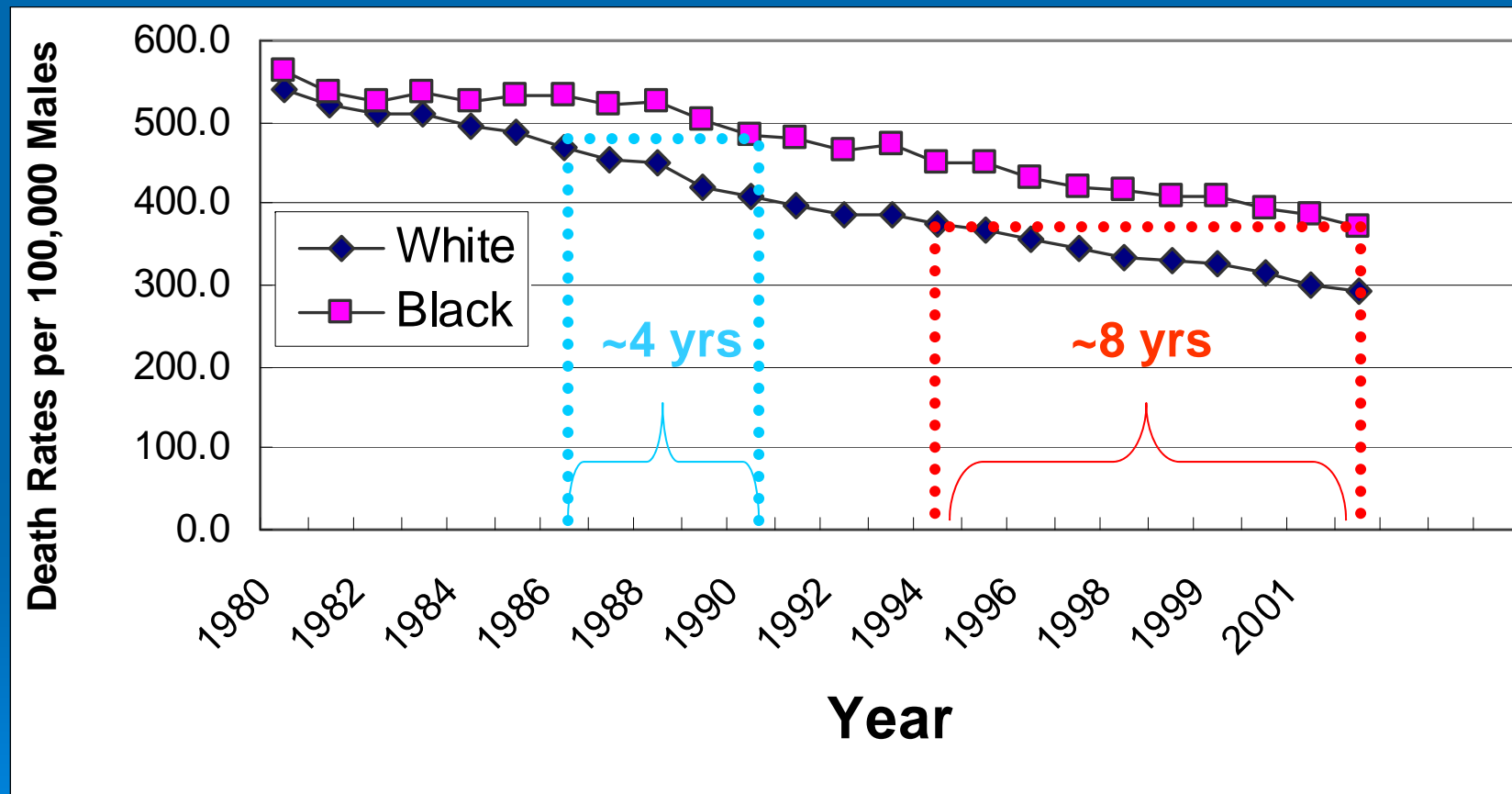
- Diabetes Prevalence Rate - 14% of adults over 30 vs 10% in NY state
- Target zip codes – 10452, 10453 and 10462 have been designated Health Professional Shortage Areas and/or Medically Underserved Areas
- 20.4% vs 14.5% for NY county are uninsured
- Population to primary care physician FTE ratio – 1,176:1 vs 641:1 NY county

# Five-Year Cancer (All Types) Survival Rate



SOURCE: CDC/NCHS, Health, United States, 2004

# Age-Adjusted Death Rates For Diseases Of The Heart Per 100,000 Males



SOURCE: CDC/NCHS, Health, United States, 2004



# Socio-Economic Disparity Data

- Poverty rate – more than 50% in target area
- Education Level – about 50% has a high school diploma

# Social Determinants of Health?

- Poor housing conditions, environmental factors, poverty, poor education, low literacy, and poor access to healthy foods have a major impact on health disparities.



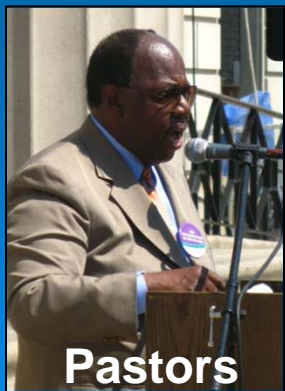
# Who is Bronx Health REACH?

After-School  
Nutrition Program



Doctors

Researchers



Pastors



COMMUNITY PARTNERS

Public Health  
Officials



Lawyers

Advocates



Leaders

# Bronx Health REACH

## Our Mission:

To eliminate racial and ethnic disparities in health outcomes throughout NYS by creating a movement of individuals, agencies, organizations, and communities, working together, sharing resources, expertise, information and services.



# Building Bronx Health REACH

## ➤ A history in the community

- IUFH (the REACH lead agency) partnered in the 1980s with CBOs to establish health centers in the Bronx. This became the base for the building of the Coalition
- Generated longstanding trust and respect
- Cultivated Champions
- Southwest Bronx in 2000
  - REACH becomes...
    - a catalyst for change
    - a nexus for change

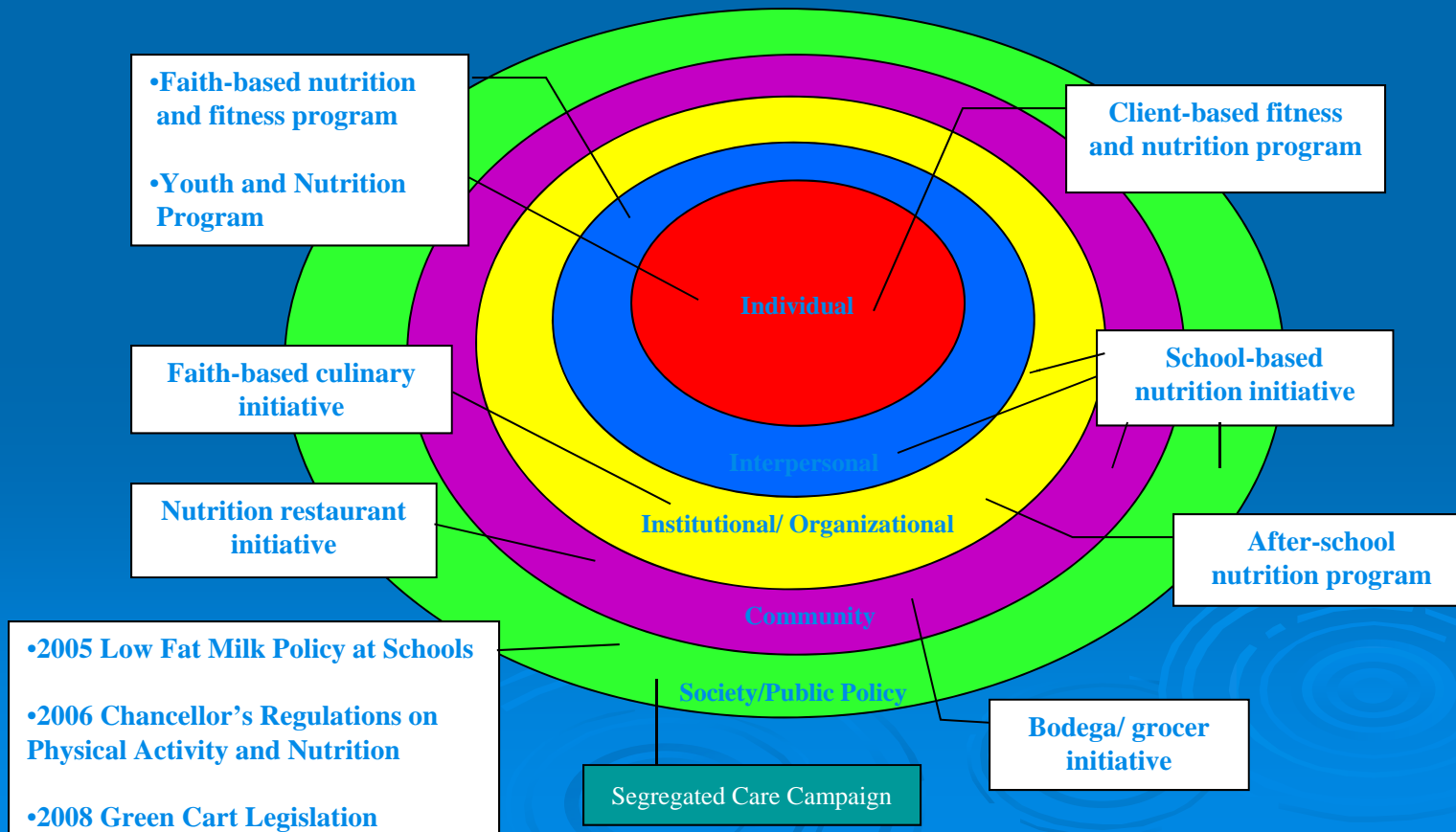
# Our Strategy

- Promoting community awareness and involvement through education and health promotion activities
  - Utilizing major community anchors
    - Churches – schools- social service org.-elected officials-housing-healthcare providers
  - fitness and nutrition activities
  - healthcare access
  
- Developing a broad campaign targeting community environmental factors...food access, opportunities for physical activity
  
- Designing and advocating for public policy initiatives addressing underlying social determinants especially health care access

# An Operating Framework

- **Medicins Sans Frontieres/ The Institute without Walls**
- **Partnerships**
- **Community Based Participatory Approach**
- **Socio-Ecological Model**
- **As a CEED the focus is...**
  - **Domestic**
  - **City/State**
  - **National**
  - **International**

# Socioecological Model





# Community Action Plan

- **Develop sustainable primary prevention programs in churches, schools and after schools**
  - **Fine Fit and Fabulous**
  - **The Way/Los Caminos (diabetes self-management support group)**
  - **Nutrition education curriculum**

# Community Action Plan cont.

## ➤ Address Food Access Disparity

- Bodega and restaurant initiative
- Green Carts Legislation

## ➤ System Change through policy

- NY public schools milk policy
- Chancellor's wellness regulations for nutrition and fitness
- Eliminating segregated care in academic medical institutions

# Bronx Health REACH Programs



**Youth Nutrition Program**



**Community Health Advocate Initiative**



**Faith Based Nutrition and Fitness Program**



**Healthy Disparity Workshop Series**



**Healthy Bodega Initiative**



**Health Care Advocacy**

# Segregated Care?



# Separate and Unequal: Medical Apartheid in NYC

- Private health care institutions in NYC separate patients on the basis of insurance status.
- In NYC (and elsewhere) insurance status serves as a proxy for race and ethnicity since minorities are disproportionately represented in publicly funded insurance programs or are uninsured.
- Systemic Discrimination contributes to disparate health outcomes of people of color.

# Separate and Unequal Systems of Care

	FACULTY PRACTICE	CLINIC
Who gets seen there	Privately insured patients	Uninsured and Medicaid patients
Providers	Board-certified faculty physicians	Students, residents and fellows
Continuity	Each patient has their own private doctor	Rotating group of doctors in training
Coordination of Care	Good reports – doctors want referrals	No coordination or communication
Night Coverage	Doctors are on call for their practice	Go to the Emergency Room
If the person needs hospital care	Doctors take care of their own patients	Another group of doctors takes over who don't know the patient

# Addressing the Social Determinants

- Whole Milk Eliminated from Public Schools
- Establishment of School Wellness Councils
- Low Fat Milk and Healthy Snacks Promoted in Bodegas and Schools
- Healthy Foods Policy and Freshly Prepared Foods Adopted at pre-K and After School Programs and at home based childcare providers
- Fitness Initiative at Schools and After School Programs
- Church Kitchens Adopt Nutrition Policies
- Environments of Health and Wellness Adopted in Churches
- Expand Fitness opportunities
  - Initiate dialogue with Parks Dept., local police precincts; dept. of sanitation; DOH's Active Design; National Park Service and Healthcorps

# Addressing the Social Determinants

- Separate and Unequal Access to Specialty Care:
  - 2008 and 2012 - Surveying academic medical institutions
  - Published Monograph - “Separate and Unequal: Medical Apartheid in NYC
  - Civil Rights Complaint filed with NY State Attorney General
  - CNN coverage
  - 2011 - Senator Gustavo Rivera and Assemblyman Nelson Castro sponsor Health Equality Bill



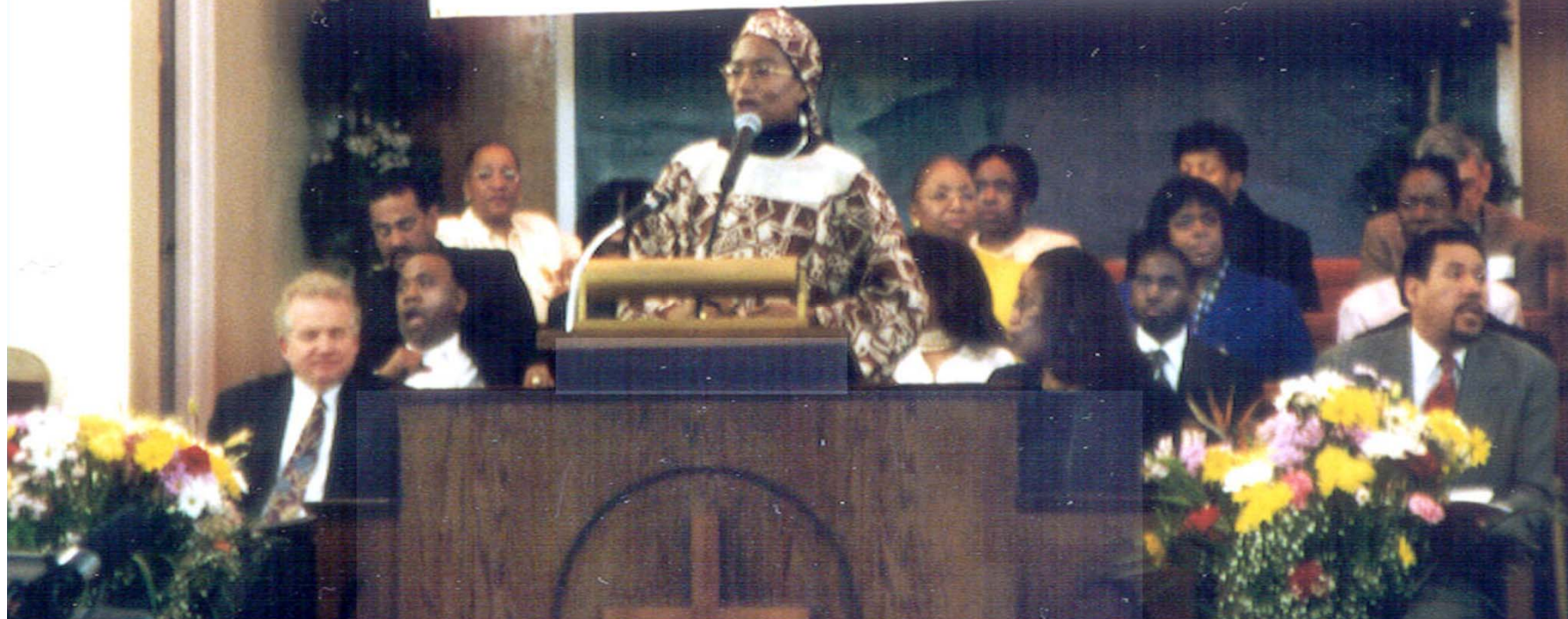
# Legal Framework: Title VI of the Civil Rights of 1964



“No **person** in the United States shall, on the ground of **race, color, or national origin**, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any **program or activity** receiving **Federal financial assistance**.”



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# For More Information:



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