

#NOT62

THE CAMPAIGN FOR A HEALTHY BRONX

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

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What is the RWJ County Health Rankings?

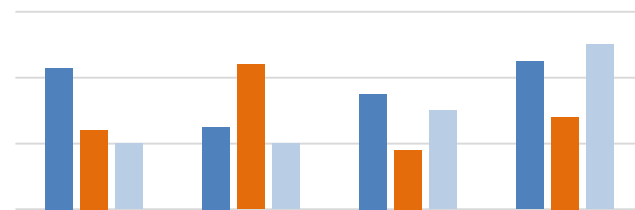


A collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute

Based on the belief that getting healthy, staying healthy, and making sure our children grow up healthy are top priorities.

Working towards a Culture of Health that...

- **Raises awareness** of the multiple factors that influence health;
- Provides reliable, sustainable sources of **data for and about the Bronx** to help them identify opportunities to improve their health;
- Engages and activates local leaders from many sectors in **creating sustainable community change**, and;
- **Connects and empowers** community leaders working to improve health.



How is the data arranged and presented?

The Rankings uses county-level measures from a variety of national data sources. Counties are ranked by state, providing two overall ranks:

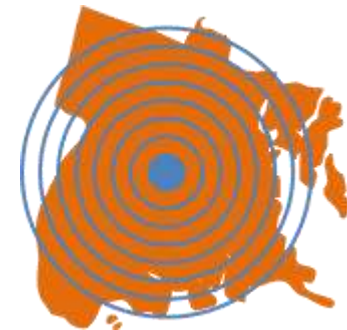
Health outcomes:

How healthy a county is now.

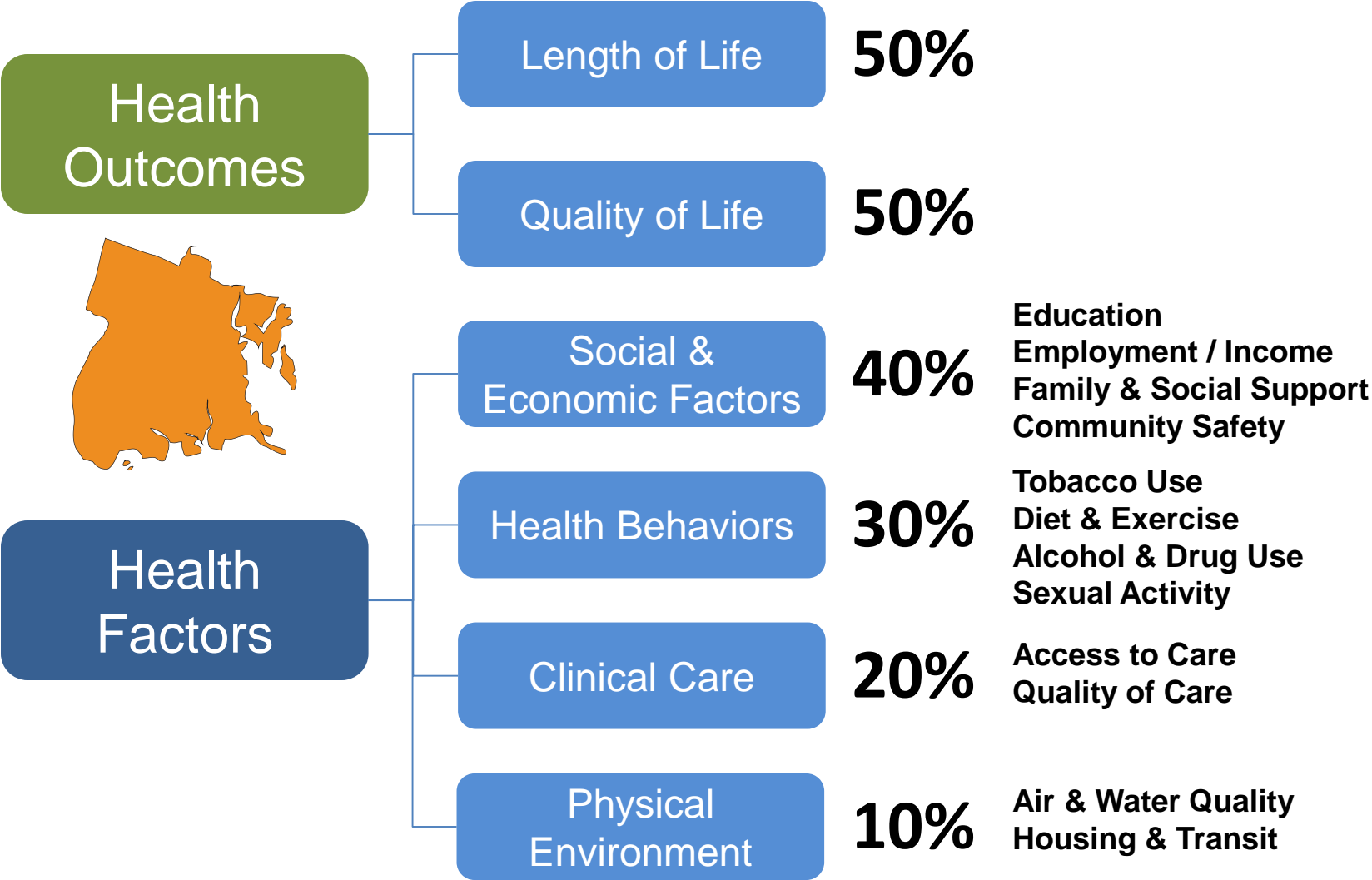


Health factors:

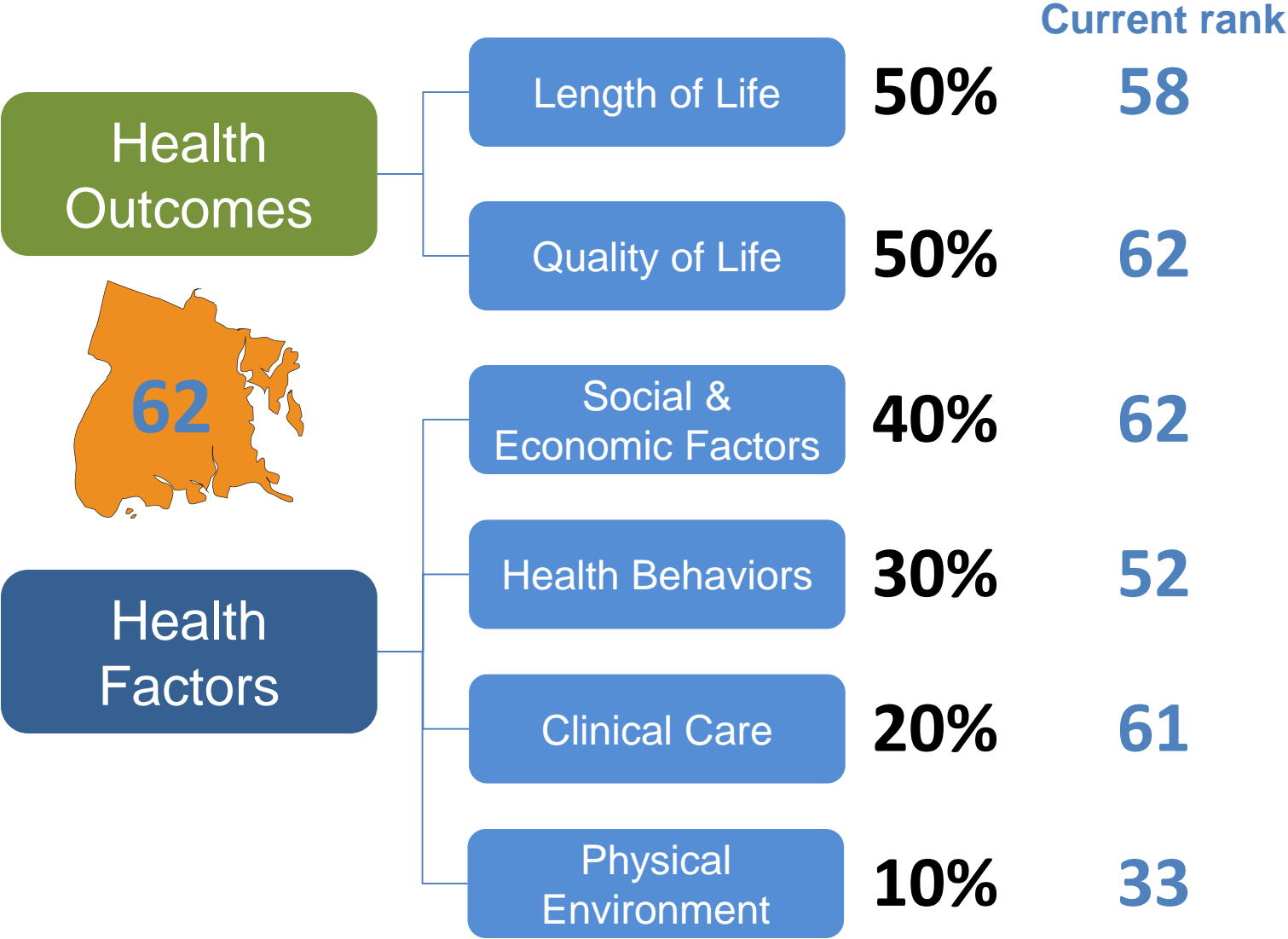
How healthy a county will be in the future.



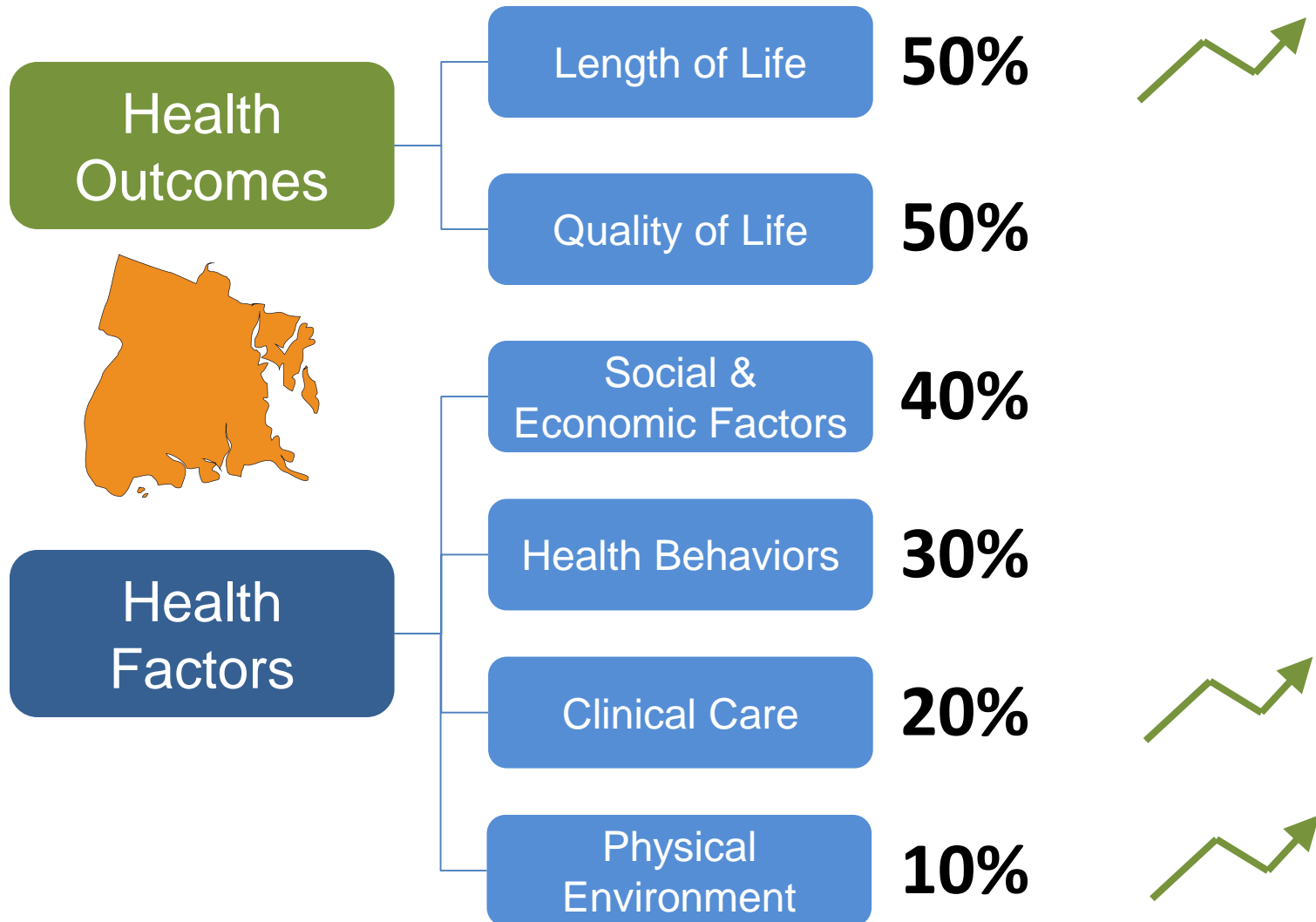
How is the data arranged and presented?



In 2015, the Bronx ranks out of 62 counties



The Bronx has some positive trends...



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

Coordinated by Montefiore, the original group included:

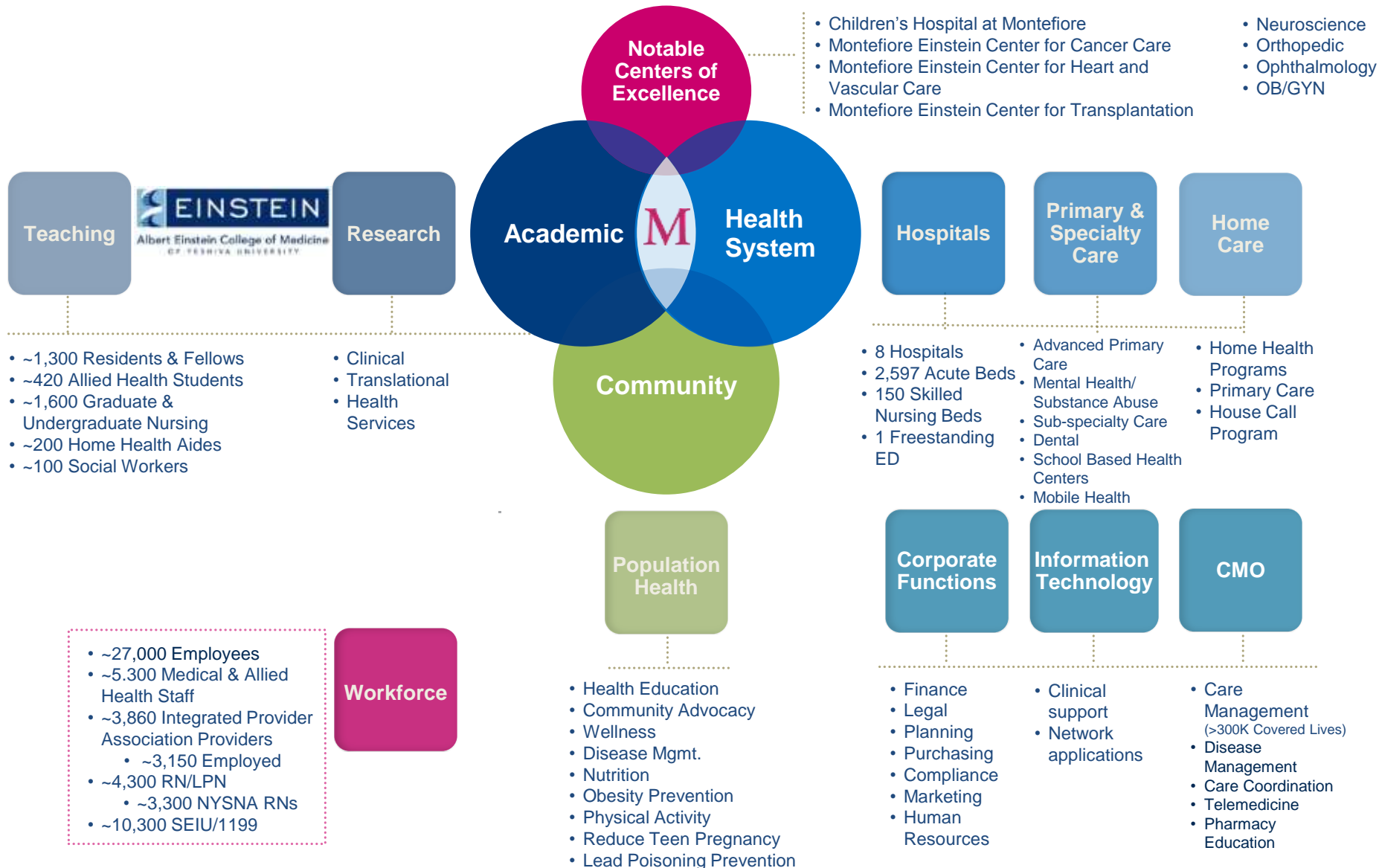
- Affordable housing organizations
- Federally Qualified Health Centers
- Community based multi-service organizations
- Community gardeners
- Major hospital (Montefiore)
- Local health department (Bronx District Public Health Office/NYC DOHMH)

Evolution of #Not62 – The Campaign for A Healthy Bronx

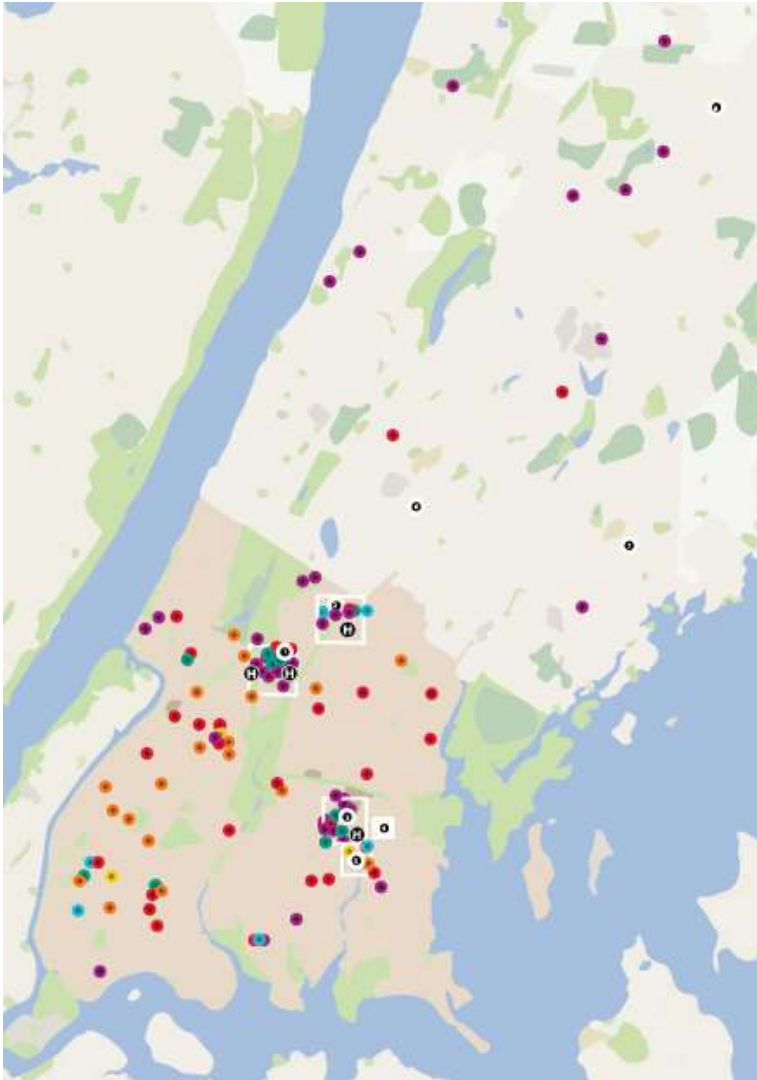
- Core group continued on after the application process
- Produced a video with partners (using small RWJ grant)
- The Bronx won the prize!!
- Created our name
- Agreed to utilize “collective impact” model
- Wrote our founding document, using CHR model to articulate importance of health outcomes and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

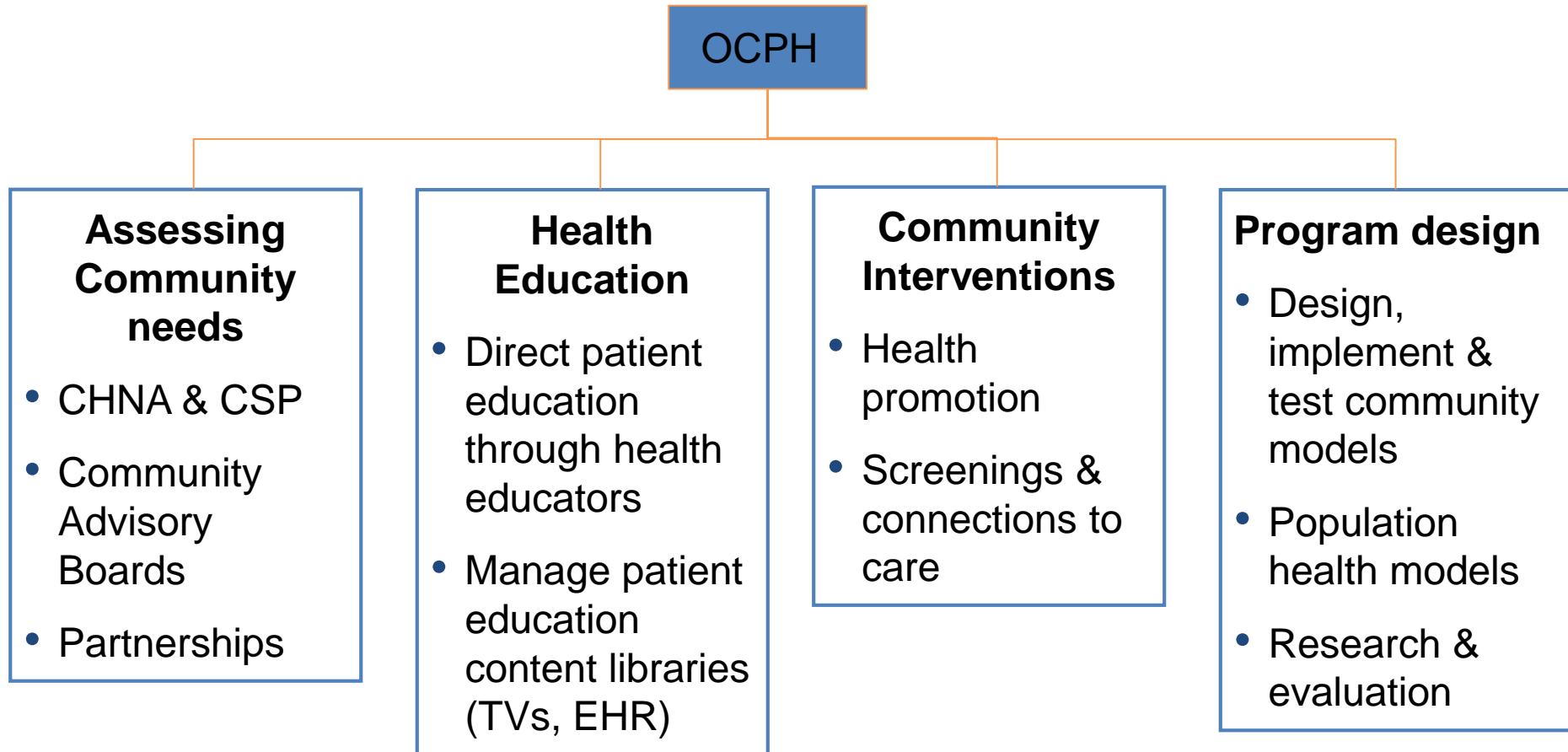
- 3 Multi-Specialty Centers
- 4 Pediatric Specialty Centers
- 12 Women's Health Centers

1 Freestanding Emergency Department

10 Dental Centers

5 Imaging Centers

The Office of Community and Population Health (OCPH)



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

Bronx DPHO

Community Districts: 201 to 206

Neighborhoods targeted:
201-202 Mott Haven, Hunts Point
203-204 Highbridge, Morrisania
205-206 Crotona, Tremont

Zip Codes:
10451, 10452, 10453, 10454, 10455,
10456, 10457, 10459, 10460, 10474

East and Central Harlem DPHO

Community Districts: 110 and 111

Neighborhoods targeted:
110 Central Harlem
111 East Harlem

Zip Codes:
10026, 10027, 10029, 10030,
10035, 10037, 10039

Brooklyn DPHO

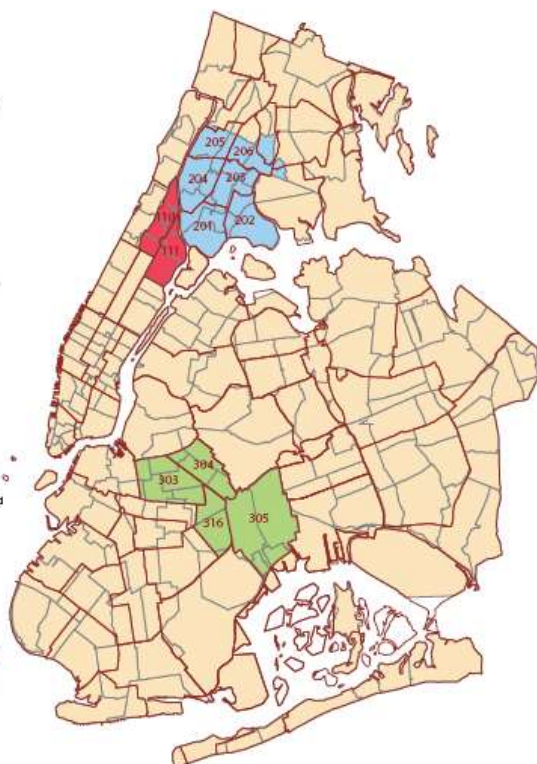
Community Districts: 303, 304, 305, 316

Neighborhoods targeted:
303 Bedford-Stuyvesant
304 Bushwick
305 East New York
316 Brownsville

Zip Codes:
11205*, 11206, 11207, 11208, 11212,
11213*, 11214, 11221, 11223, 11237

* Only a small area of asterisked zip codes lie within the target Community Districts. While included in the DPHO target area for outreach and programming, they are not generally included when calculating area-level rates of illness.

Target Neighborhoods for the
District Public Health Offices (DPHO) of the
New York City Department of Health and 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

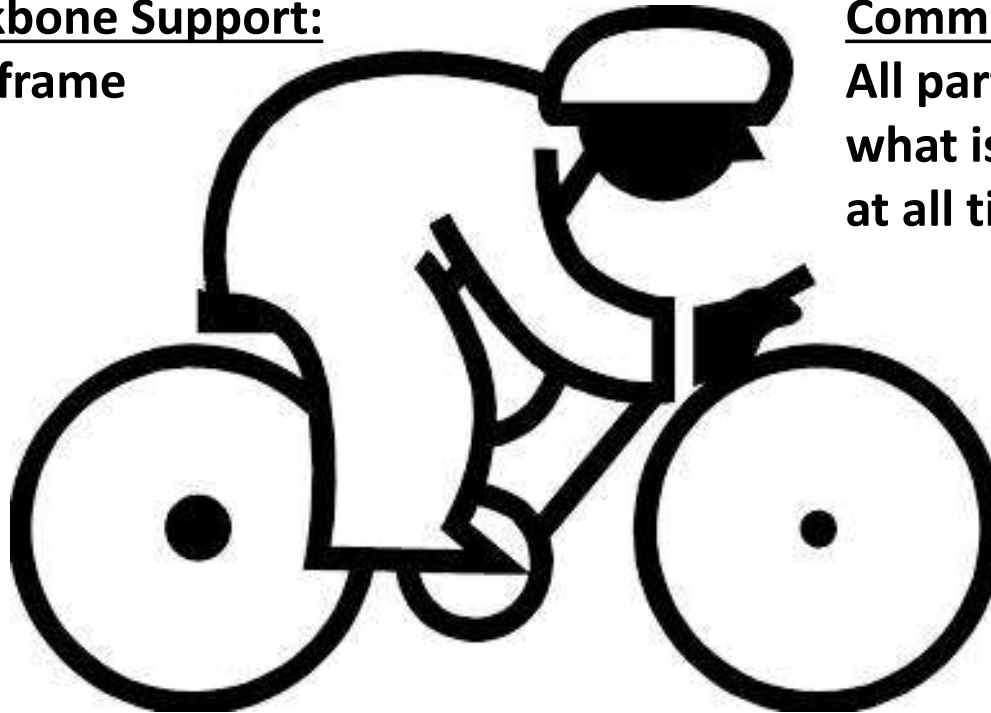
Collective Impact

*"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

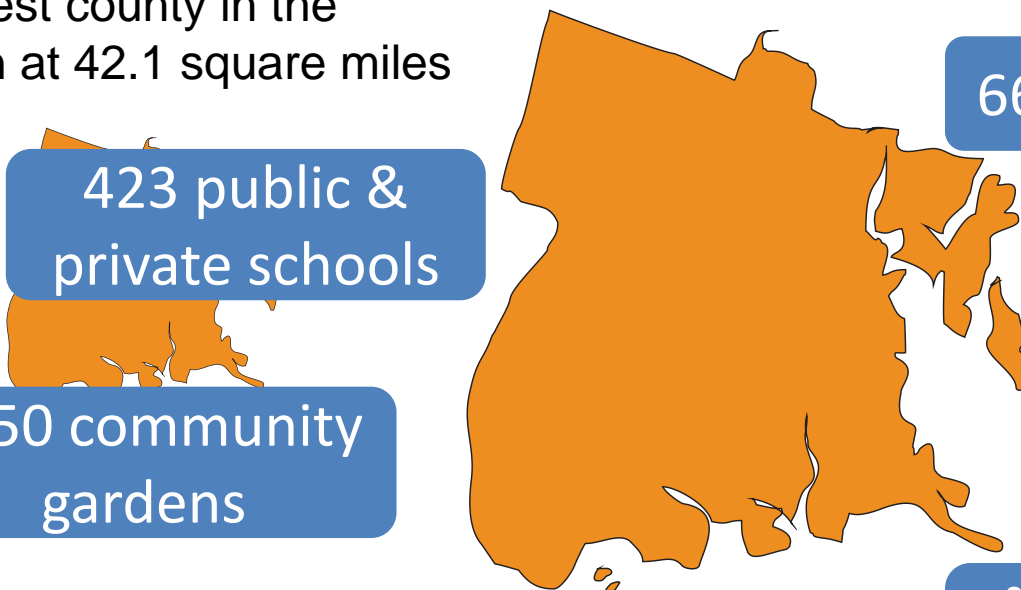
~150 community gardens

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:

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