“WHAT’S THE CATCH?”: FORAYS AT THE INTERFACE OF PRIMARY CARE AND PUBLIC HEALTH IN THE BRONX

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Professor and Chairman, Department of Family and Social Medicine, and Director, Office of Community Health, Montefiore Medical Center and Albert Einstein College of Medicine
Objectives

• Discuss the unique, strategic roles of a public health department (NYC Department of Health & Mental Hygiene) and an academic medical center (Montefiore Medical Center) in promoting the health of patients and communities

• Introduce the CATCH initiative, a partnership at the neighborhood level, to increase access to and use of health-promotion resources in local urban environments

• Describe intervention strategies and preliminary results of this place-based collaboration within a large healthcare delivery network
Current situation - Medical Centers

- Medical centers have traditionally focused on improvements in patient care
- “Patients” are people who may or may not live in the surrounding community
- People in the community may or may not be patients of that medical center
- Medical centers are typically reimbursed for taking care of patients within the confines of the hospital and clinical settings
- There are limited resources for improving health of surrounding community
- Improved metrics being developed but generally aimed at clinical care “inside” the medical center, or, in a business model -- at the general population in order to increase “market share”
Current situation – Department of Health

- DOHMH: increasingly pursuing a policy, systems, environment approach
- DOHMH has developed interventions specifically for clinical practices, i.e., public health detailing, PCIP, HTI, support for hospitals to become “baby friendly,” etc.
- DOHMH developing and using improved metrics for measuring population-level behaviors and health outcomes
- No paradigm, structures or sustained support currently exists for systematically linking work done “inside” the medical center to the environment/neighborhood “outside”
Opportunity

- Medical centers: large institutions within their community, with a voice in city political arena
- Some medical centers have substantial “market share” (patients) of the surrounding neighborhoods, potentially reaching much of the population
- Medical centers employ a large workforce, much of it from surrounding community
- For chronic disease management and prevention, community and local environment pertaining to nutrition, physical activity, and healthy behaviors can have major impact on health outcomes
- The development of ACO’s brings a new focus to population health within large clinical delivery systems
Bronx-CATCH (“Collective Action to Transform Community Health”) Mission and Strategy

Mission: To create a high-level partnership between health care, public health, community-based organizations and other stakeholders, with the goal of improving the health of local communities throughout the Bronx.

Strategy:

• Locally specific health promotion *intervention plans* which are also generalizable, across the many touch-points of the delivery system, ACO, and the wider community

• *Stakeholder partnerships* to develop comprehensive, scalable, neighborhood-specific community health improvement plans, ranging from patient-level to public health/policy initiatives

• Mixed-methods *analytic plan* includes clinically derived (EMR) data, community-level data (e.g., CHS), vital statistics, SPARCS, other population-based health indicators
Bronx-CATCH: Geography, Roles and Value-added Resources

• “Health Promotion Zones”: located in neighborhoods served by FQHC’s (or equivalent)

• Medical Center/FQHC’s:
  • Stakeholder in health for the neighborhood
  • Mission-aligned for patient care and population health/ACO

• Department of Health
  • Population health expertise
  • Science-based approach to community health interventions

• Together: able to help mobilize community resources, link clinical and community health interventions, and inform policy changes
Health Promotion Zones

- Family Health Center
- Comprehensive Health Care Center
- Via Verde Family Practice
- Williamsbridge Family Practice
- West Farms Family Practice
- South Bronx Health Center
Neighborhood-level demographics, epidemiology, and resources

<table>
<thead>
<tr>
<th>Demographics (2010)</th>
<th>FHC zip code 10458</th>
<th>Fordham Bronx Park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>78,462</td>
<td>252,865</td>
</tr>
<tr>
<td>FHC patients (##, % of population)</td>
<td>5,125, 6%</td>
<td>7,438, 3%</td>
</tr>
<tr>
<td>Age distribution</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0 – 4 years old</td>
<td>8,523</td>
<td>20,091</td>
</tr>
<tr>
<td>5 – 14 years old</td>
<td>12,127</td>
<td>36,698</td>
</tr>
<tr>
<td>15 – 17 years old</td>
<td>3,900</td>
<td>12,034</td>
</tr>
<tr>
<td>18 – 64 years old</td>
<td>51,729</td>
<td>162,487</td>
</tr>
<tr>
<td>65 and older</td>
<td>5,213</td>
<td>21,365</td>
</tr>
<tr>
<td>Race</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic</td>
<td>64%</td>
<td>60%</td>
</tr>
<tr>
<td>Non-Hispanic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>White</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Foreign born (2000)</td>
<td>33%</td>
<td>35%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community Resources</th>
<th>FHC zip code 10458</th>
<th>Fordham Bronx Park</th>
</tr>
</thead>
<tbody>
<tr>
<td># Public elementary schools, # enrolled</td>
<td>9, 7,085</td>
<td>21, 16,998</td>
</tr>
<tr>
<td># Public middle schools, # enrolled</td>
<td>3, 1,071</td>
<td>11, 5,183</td>
</tr>
<tr>
<td># Public high schools, # enrolled</td>
<td>7, 3,833</td>
<td>28, 18,071</td>
</tr>
<tr>
<td>School based health centers</td>
<td>9 (all Montefiore)</td>
<td>24 (21 Montefiore)</td>
</tr>
<tr>
<td>Libraries</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>NYCHA</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Food retail establishments</td>
<td>173</td>
<td>429</td>
</tr>
<tr>
<td>Farmer’s markets</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Parks</td>
<td>10</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Health/Behavior Indicator</th>
<th>FHC patients</th>
<th>Fordham Bronx Park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body mass index</td>
<td></td>
<td></td>
</tr>
<tr>
<td>34% overweight</td>
<td>Adults: 39% overweight; 28% obese. Children 5-18: 19% overweight; 21% obese</td>
<td></td>
</tr>
<tr>
<td>41% obese</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hypertension</td>
<td>35%</td>
<td>33%</td>
</tr>
<tr>
<td>Diabetes</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Asthma</td>
<td>1008 visits (2010)</td>
<td>Adults: 17% Hospitalization rate (per 10,000) 0-4 year olds: 154 5-14 year olds: 75.6 &gt;15 year olds: 61.9</td>
</tr>
<tr>
<td>Physical activity</td>
<td>49%</td>
<td>In the past 30 days: 37% did not participate in any physical activities/exercise. 39% did not walk/bicycle more than 10 blocks</td>
</tr>
<tr>
<td>Fruits and vegetables</td>
<td>2%</td>
<td>8% rate ≥ 5 fruits/vegetables</td>
</tr>
<tr>
<td>Sugar sweetened drinks</td>
<td>60%</td>
<td>39% drank ≥ 1 SSBs</td>
</tr>
<tr>
<td>Current smoker</td>
<td>14%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Primary Indicators for intervention evaluation

<table>
<thead>
<tr>
<th>Body Mass index</th>
<th>Total servings of fruits and vegetables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hemoglobin A1C</td>
<td>Frequency of drinking sugar sweetened drinks</td>
</tr>
<tr>
<td>Physical activity</td>
<td>Smoking status</td>
</tr>
</tbody>
</table>

Montefiore
Interventions FQHC

- Bronx Urban Trails
- Playstreets
- Linking CHS and EMR Date
- Zumba Training
- Diabetes Prevention Program
- Point-of-care webpage of community health resources
- Fruit and Vegetable Prescription
- Shop Healthy Bronx
- Community Garden
Use Your Own Neighborhood Block for Healthy Weight Loss!

Montefiore Medical Group  
Comprehensive Health Care Center (CHCC)

Route (1 mile):  
East 161st Street/Melrose Avenue to East 161 Street Yankee Stadium

Directions:
- Start at East 161st/Melrose Avenue (near the BX 6 bus stop) and walk towards Cortlandt Avenue
- Continue onto East 161st Street
- Turn right at Grand Concourse to begin the walk around Joyce Kilmer Park
- Turn left on East 164th Street
- Turn left on Walton Avenue
- Turn right on East 161st Street
- Finish the walk at the 161st Street-Yankee Stadium 4 train station near River Avenue. 118 calories burned

Time: This is a 21-minute walk. For a shorter walk:
1) take a 7-min. walk from E. 161st St/Melrose Ave. to Sherman Ave. (1/2 mile)
2) take a 14-min. walk around Joyce Kilmer Park. (1/2 mile)

Nearby Transit:
- Melrose Metro North train station
- Morris Avenue BX32 bus route
- Grand Concourse BX1/BX2/BXM4 bus route
- East 161st street BX13 bus stop
- 161st street – Yankee Stadium B/D train station

Check the route out on your Smartphone [link] or use a QR code scanner to find the map.
Community garden near Family Health Center
(193rd & Bainbridge Ave)
Results of FHC collaboration with community garden

- Produce used in cooking demonstrations at FHC’s waiting room.
- Involved local groups with community outreach and engagement (help with recruitment of FHC patients to participate)
- Employees used space for lunch breaks and staff meetings.
- Used by FHC groups: Women's group, walk-to-farmers-market group, obesity group.
Point-of-Care Website for Community Health & Wellness Resources: Pilot Site at FHC
June, 2013

http://www.montefiore.org/fhc-catch-standard-homepage
<table>
<thead>
<tr>
<th>Resource Link</th>
<th>Resource Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centers for Disease Control (CDC)</td>
<td>LactMed</td>
</tr>
<tr>
<td>Citywide Immunization Registry (CIR)</td>
<td>Micromedx Carenotes</td>
</tr>
<tr>
<td>Clinical Looking Glass</td>
<td>Micromedx Health Care</td>
</tr>
<tr>
<td>Epocrates</td>
<td>Micromedx / RX Help</td>
</tr>
<tr>
<td>Google</td>
<td>Montefiore Intranet</td>
</tr>
<tr>
<td>Krames</td>
<td>IYHC MED</td>
</tr>
<tr>
<td>Lab Help / Test Compendium</td>
<td>Up to Date</td>
</tr>
<tr>
<td>Vaccine Information Statement (VIS)</td>
<td>Diabetes/Blood pressure Resources</td>
</tr>
<tr>
<td>Community Health Resources (CATCH Program)</td>
<td>IYHS Health Commerce System</td>
</tr>
</tbody>
</table>

**C-EMR Resource Links**

- C-EMR Home Page
- C-EMR Tips and Tricks/Training Material/Workflows

**Prev Form (Ctrl+PgUp) | Next Form (Ctrl+PgDn)**
Bronx Collective Action to Transform Community Health (CATCH) Program

Montefiore is intent upon improving the health of the communities we serve. To meet this goal, we partner with a wide range of institutions, governmental agencies, and community-based groups and our own experts throughout the organization. Through these efforts, we:

- Identify community health needs.
- Share information about community health services.
- Promote collaborative interventions to address issues that impact the health of our community.

Our collaboration with Albert Einstein College of Medicine allows us to move to the next level by developing effective and ongoing ways to measure the impact of our activities.

The local resources offered below are just a small part of this effort.

We encourage you to find out more about us, Montefiore as an organization and our work in the wider community. Then, let us know about your interests, involvement and expectations for community health. We want you involved in this process.

Local, Community-Based Health Resources (Fordham Area)
# Resources in Your Fordham Neighborhood

## Parks

<table>
<thead>
<tr>
<th>Park</th>
<th>Address</th>
<th>Phone</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poe Park</td>
<td>East 192nd Street</td>
<td>212-699-0175</td>
<td>Historic houses, playgrounds, spray showers</td>
</tr>
<tr>
<td>Devore Park</td>
<td>West Fordham Road and Dr. Martin Luther King Jr. Boulevard</td>
<td>718-892-1200</td>
<td>Basketball courts, dog runs, playgrounds, spray showers</td>
</tr>
<tr>
<td>Saint James Park</td>
<td>Jerome Avenue from East 193rd to East 191st Streets</td>
<td>718-432-0200</td>
<td>Basketball courts, dog runs, handball courts, recreation centers, playgrounds, spray showers, tennis courts</td>
</tr>
</tbody>
</table>

## Classes

<table>
<thead>
<tr>
<th>Class</th>
<th>Address</th>
<th>Phone</th>
<th>Website</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leiman College Continuing Education</td>
<td>250 Bedford Park Boulevard</td>
<td>718-950-8812</td>
<td>Offers classes including belly dancing, yoga, Tai Chi and senior aerobic aquatics.</td>
<td></td>
</tr>
<tr>
<td>Bronx House</td>
<td>990 Pelham Parkway South</td>
<td>718-792-1200</td>
<td>Offers 10-week sessions of belly dancing, flamenco, jazz, swing, ballet and Latin dance classes. Available to members ($15) and nonmembers ($185).</td>
<td></td>
</tr>
<tr>
<td>Mind Builders Creative Art Center</td>
<td>4415 Clarendon Avenue</td>
<td>718-632-8126</td>
<td>Offers adult dance classes, including African, modern and yoga.</td>
<td></td>
</tr>
<tr>
<td>Healthy Seniors Program Mid-Bronx Senior Citizens Council Services</td>
<td>500 Grand Concourse</td>
<td>718-588-8200</td>
<td>Offers free exercise and walking groups for seniors.</td>
<td></td>
</tr>
<tr>
<td>St. Brendan’s Church</td>
<td>333 East 209th Street</td>
<td>718-547-6655</td>
<td>Offers free boot camp for women.</td>
<td></td>
</tr>
<tr>
<td>Mosholu Montefiore Community Center</td>
<td>3450 Delacroix Avenue</td>
<td>718-882-4000</td>
<td>Offers fitness classes such as Zumba, belly dancing and Kickboxing for $57 for eight classes. They also have a fitness center ($155 annual membership for adults, $140 for seniors and age 55+, $40 for students), Monday-Friday, 9:30am-4:30pm.</td>
<td></td>
</tr>
</tbody>
</table>

## Recreation Centers

<table>
<thead>
<tr>
<th>Center</th>
<th>Address</th>
<th>Phone</th>
<th>Website</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kingsbridge Heights Community Center</td>
<td>5118 Kingsbridge Terrace</td>
<td>718-834-0700</td>
<td>Offers free Nintendo Wii bowling for seniors ages 60+ on Mondays, 2-3pm to 4pm.</td>
<td></td>
</tr>
<tr>
<td>Williambridge Oval Recreation Center</td>
<td>100 Reservoir Oval</td>
<td>718-694-1851</td>
<td>Offers free Wii bowling, bowling, and Wii sports.</td>
<td></td>
</tr>
<tr>
<td>St. James Recreation Center</td>
<td>5230 Jerome Avenue</td>
<td>718-367-3657</td>
<td>Offers free Wii bowling, bowling, and Wii sports.</td>
<td></td>
</tr>
<tr>
<td>New York Public Library—Bronx Library Center</td>
<td>301 East Kingsbridge Road</td>
<td>718-367-0940</td>
<td>Offers free Nintendo Wii bowling session for seniors ages 65+ on Mondays, 2:30-4:00pm.</td>
<td></td>
</tr>
</tbody>
</table>

## Gyms

<table>
<thead>
<tr>
<th>Gym</th>
<th>Address</th>
<th>Phone</th>
<th>Website</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planet Fitness</td>
<td>3090 East Fordham Road</td>
<td>718-933-0600</td>
<td>Offers state-of-the-art equipment, group classes, and personal training.</td>
<td></td>
</tr>
<tr>
<td>Lucille Roberts</td>
<td>2449 Morn Avenue</td>
<td>718-329-3941</td>
<td>Offers state-of-the-art equipment, group classes, and personal training.</td>
<td></td>
</tr>
<tr>
<td>24/7 Fitness</td>
<td>400 East Fordham Road</td>
<td>718-932-2894</td>
<td>Offers state-of-the-art equipment, group classes, and personal training.</td>
<td></td>
</tr>
<tr>
<td>Bronx House</td>
<td>990 Pelham Parkway South</td>
<td>718-792-1200</td>
<td>Offers state-of-the-art equipment, group classes, and personal training.</td>
<td></td>
</tr>
</tbody>
</table>

## Other Resources

- **Grounded Growth Yoga**: 3722 Riverdale Avenue, 718-813-3742. Offers beginner’s yoga, restorative yoga, and a mixed-level class. Classes $20-$22 each; packages available.
- **St. James Recreation Center**: 2300 Jerome Avenue, Bronx, 718-822-4271. Offers Shape Up NYC classes as well as Step Out NYC program.
- **Mind Body Soul Yoga**: 238 Fort Washington Avenue, 718-289-3133. Offers many styles of yoga, including Hatha, Vinyasa, restorative and prenatal. Classes $18 each; packages available.
- **Yamamour Dance Company**: 1402 Jerome Avenue, 718-792-9788. Offers salsa classes for adults and children.
- **BronxWorks Morris Senior Center**: 80 East 181st Street, 718-932-3200. Participates in the New York City Department of the Aging’s Stay Well exercise program—offers free aerobic exercise classes for all seniors 60+, Mondays, 8:30am-10:30am and Fridays, 9:30am-10:30am.
- **Marshalls Dance Studio**: 214 East 180th Street, 718-466-2926. Offers salsa/latin classes. $35 a month for four classes (eight hours of lessons) + $10 one-time registration fee.
Resources in Your Williamsbridge Neighborhood

**Grocery Stores**

<table>
<thead>
<tr>
<th>Store Name</th>
<th>Address</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Stop &amp; Shop</td>
<td>691 Co-op City Boulevard</td>
<td>718-862-2800</td>
</tr>
<tr>
<td>Fairway</td>
<td>807 Pelham Parkway</td>
<td>914-633-6550</td>
</tr>
<tr>
<td>Palm Tree Marketplace</td>
<td>3717 Boston Road</td>
<td>718-231-6323</td>
</tr>
<tr>
<td>Fine Fare Supermarket</td>
<td>2556 Boston Road</td>
<td>718-515-9149</td>
</tr>
<tr>
<td>Pathmark Supermarket</td>
<td>2136 Barrow Avenue</td>
<td>718-372-2900</td>
</tr>
<tr>
<td>BJs Wholesale Club</td>
<td>825 Pelham Parkway</td>
<td>914-612-1547</td>
</tr>
</tbody>
</table>

**Food Pantries**

<table>
<thead>
<tr>
<th>Pantry Name</th>
<th>Address</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Church of the Holy Rosary</td>
<td>1510 Adel Avenue</td>
<td>718-379-4432</td>
</tr>
<tr>
<td>Contact: Jessie Ditturi</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ID required for all members as well as proof of address. Open Tuesdays, Wednesdays and Thursdays 9:30 am - 3:30 pm. Closed July and August.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eastchester Gardens Tenant Association</td>
<td>1134 Burke Avenue</td>
<td>718-655-2586</td>
</tr>
<tr>
<td>Contact: Keith Ramsey</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No requirements. Open noon-1:00 pm.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RAIN Eastchester Senior Center</td>
<td>1246 Burke Avenue</td>
<td>718-882-8513</td>
</tr>
<tr>
<td>Contact: Daniel Simmons</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breakfast and lunch for seniors. Meals available for homebound seniors on request. Must be age 60 and older, and have proof of address.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Victory Seventh Day Adventist Church**
1271 Burke Avenue  
718-231-1870  
Contact: Evadne Taylor  
http://victory2adventistchurchconnect.org  
Open every first and third Sunday at 9:00 am. Food is served at 10:00 am. Walk in.

**Astor Child Guidance Center**
750-60 Tilden Street  
718-231-3400  
Contact: Barbara Evans  
Pantry bag distribution: Thursdays 2:00-3:00 pm.

**Family Worship Center Church of God of Prophecy**
701 East 21st Street, 2nd Floor  
914-633-2603  
Contact: Imelda Reece  
Pantry bag distribution: Wednesdays 4:30-6:30 pm.

**Immaculate Conception Church**
754 East Gun Hill Road  
718-653-2200  
Contact: Fr. Robert Williams  
Pantry bag distribution: Mondays, Wednesdays and Fridays 1:00-2:00 pm.

**Pentecost Care Community Outreach**
621 East 216th Street  
718-515-5356  
Contact: Emma Munsah  
Pantry bag distribution: Thursdays 1:00-2:00 pm.

**St. Luke's Senior Community Program**
661 East 219th Street  
718-882-3131  
Contact: Donald Bookal  
Pantry bag distribution: Mondays and Wednesdays 10:30 am - 1:00 pm.

**City of Faith Church of God**
3445 White Plains Road  
718-654-4452  
http://cityoffaithchurchofgod.net/index.php  
Open Sundays 2:00-3:00 pm and Saturdays 9:00-10:00 am.

**Faith Apostolic Gospel Temple**
3956 Bronwood Avenue  
718-882-6717  
http://faithagt.org/  
Open Saturdays 10:00-11:30 am.

**Momentum Project at Trinity Baptist Church**
808 East 224th Street  
212-591-8100  
Contact: Shawn Thorne  
Open Thursdays 11:00 am - 1:30 pm.

**Our Lady of Grace Social Outreach**
3995 Bronwood Avenue  
718-652-4817  
Open Mondays 1:00 - 3:00 pm.

**Shalom Temple Pentecostal Church**
719 East 223rd Street  
718-653-6419  
Open Tuesdays 9:30-11:30 am.

**Internet Resources**

- Free Weight-Loss Plans: www.sparkpeople.com
- Heart Healthy Latino Recipes: www.nhlbi.nih.gov/health/public/heart/other/pl Recipe.htm

For more information on local food pantries, contact the Food Bank for New York City at 212-566-7855 or visit www.foodbanknyc.org.
Referral form in EMR

- Offered to pre-diabetic patients at local sites
- Referral incorporated into EMR
- Follow-up with YDPP program staff

YMCA’s Diabetes Prevention Program Referral Form

Patient Name:__________________________
Date of Birth:__________________________ Phone:__________________________ Email:__________________________

To qualify, participants must:
1. be at least 18 years of age; and
2. be overweight or obese (Body Mass Index ≥25, ≥22 if Asian); and
3. have pre-diabetes, as verified by a blood test.

**To be completed by healthcare provider**

Body Mass Index

Height: _______ inches  Weight: _______ pounds  BMI: _______ kg/m² (Must be ≥25, ≥22 if Asian)

Pre-Diabetes Information (check all that apply AND enter value):

___ Fasting plasma glucose (FPG) ________ mg/dL (100-125 mg/dL) or
___ 2-hour plasma glucose (OGTT) ________ mg/dL (140-199 mg/dL) or
___ Hemoglobin A1C ________ % (5.7%-6.4%)

Participation Information (check one)

I ______ DO ______ DO NOT recommend that this patient participate in the YMCA’s Diabetes Prevention Program where he/she will set goals to achieve a 7% weight reduction through changes in nutrition and physical activity (up to 150 minutes per week - equivalent to brisk walking).

Health Information Release

I ______ DID obtain patient authorization to release this information to the YMCA (see reverse page 2 to complete the Authorization to Release Health Information).

Provider Information

Provider Name:__________________________________________
Provider Signature:__________________________ Date:__________________________
Practice Contact:__________________________ Phone:__________________________
Practice Name:__________________________ Fax:__________________________
Address:__________________________ City:__________________________ State:__________________________ Zip:__________________________

Thank you for your referral!

Please fax the completed form to Judy Cuvel at 917-441-9569.
Questions? Need more information? Call 212-912-2524.
Fruit and Vegetable Rx Program

Official Fruit-and-vegetable Prescription

Phone: (718) 547-6111
Fax: (718) 547-4749
Williamsbridge Family Practice
3448 Boston Road, Bronx, NY 10469

Rx: Eat at least 5 fruits and/or vegetables every day

Directions: This prescription is a coupon worth $2 for any fresh fruits and/or vegetables at these stores:

Fine Fare Supermarkets
2556 Boston Road (across the street from clinic)
Bronx, NY

Quantity: 1 coupon

Refill: Available at your next office visit

Physician Signature X_____________________________________

(Peter Selwyn, MD)

Date: 7/24/2013
ID: 12345678
Shop Healthy in context

Deli Signs
New York City
Community Health Survey Atlas
2010
NYC Community Health Survey 2010
Percentage who drink one or more sugar-sweetened beverages per day by neighborhood

Bureau of Epidemiology Services, NYC DOHMH
NYC Community Health Survey 2010
Percentage who did participate in physical activities during the past 30 days by neighborhood

Bureau of Epidemiology Services, NYC DOHMH
NYC Community Health Survey 2010
Percentage having walked or bicycled for transportation by neighborhood

Bureau of Epidemiology Services, NYC DOHMH
Community Health Survey/EMR Project

- Incorporation of elements of the Community Health Survey into the routine EMR for primary care patients at CATCH sites
- Started 2/12
- All patients ≥ 6 years old routinely asked five CHS questions as part of vital signs/intake assessment for first visit of the year
- Tracking results over time
Diet and Activity Risk Factors

During the past 30 days, have you walked or bicycled more than 10 blocks as part of getting to and from work, school, public transportation or to do errands?

- Yes
- No

During the past 30 days, other than your regular job, did you participate in any physical activities or exercises such as running, calisthenics, golf, gardening, or walking for exercise?

- Yes
- No

How many total servings of fruit and/or vegetables did you eat yesterday?

A serving would equal one medium apple, a handful of broccoli, or a cup of carrots.

How often do you drink sweetened soda? Do NOT include diet soda or seltzer.

- Only enter one field.
  - How many per day?
  - How many per week?
  - How many per month?

How often do you drink other sweetened drinks like sweetened iced tea, sports drinks, fruit punch or other fruit-flavored drinks? Do NOT include diet soda, sugar free drinks, or 100% juice.

- Only enter one field.
  - How many per day?
  - How many per week?
  - How many per month?
Metrics
Primary Clinical and Community Health Indicators

- Diagnoses/Clinical Outcomes
- Health Care Visits/Utilization
- Body Mass Index
- Hemoglobin A1C

EMR/CHS Variables:
- Physical Activity
- Fruit & Vegetable Consumption
- Sugary Drink Consumption

Neighborhood-level data
(YJC CHS/YRBS/CHS Diabetes Registry)
- SPARCS
- Vital Statistics

* Medical center EMR = demographic, clinical, utilization data on ≥ 300,000 individuals; registry data on population subgroups
Participation in physical activity/exercise during past 30 days, 2012

(Percentage responses to CHS/EMR Questions for Adults Aged 18 and Over, 2012 (Feb-Dec) – CATCH Sites FHC, WFFP, & WFP)

Note. Data source for UHF neighborhood estimates: 2012 Community Health Survey, NYC Department of Health and Mental Hygiene
Walked/biked* as part of active transportation during past 30 days, 2012

(Percentage responses to CHS/EMR Questions for Adults Aged 18 and Over, 2012 (Feb-Dec) – CATCH Sites FHC, WFFP, & WFP)

Note. Data source for UHF neighborhood estimates: 2012 Community Health Survey, NYC Department of Health and Mental Hygiene

*more than 10 blocks, as part of getting to and from work, school, public transportation or to do errands
One or more sugary drinks consumed on average per day, 2012

(Percentage responses to CHS/EMR Questions for Adults Aged 18 and Over, 2012 (Feb-Dec) – CATCH Sites FHC, WFFP, & WFP)

- Family Health Center (Fordham - Bronx Park): 46% (Health Center), 37.1% (UHF neighborhood)
- West Farms (South Bronx): 54.6% (Health Center), 41.4% (UHF neighborhood)
- Williamsbridge (Northeast Bronx): 33% (Health Center), 39.8% (UHF neighborhood)

Note. Data source for UHF neighborhood estimates: 2012 Community Health Survey, NYC Department of Health and Mental Hygiene
View Prevention Quality Indicators

Select ZIP Codes

Condition: Short-Term Complication
Selected: Diabetes, Short-Term Complication

Hospital Admissions in Selected Area

<table>
<thead>
<tr>
<th>Area</th>
<th>Population</th>
<th>Admissions for Condition</th>
<th>Area Rate</th>
<th>Admissions as % Expected</th>
<th>Statewide Rate</th>
<th>Area Rate Adjusted for Age &amp; Sex</th>
</tr>
</thead>
<tbody>
<tr>
<td>10467</td>
<td>67,885</td>
<td>80</td>
<td>118</td>
<td>228%</td>
<td>52</td>
<td>118</td>
</tr>
</tbody>
</table>

Admissions as % Expected by Race/Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>133%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>207%</td>
</tr>
<tr>
<td>African</td>
<td>231%</td>
</tr>
<tr>
<td>Asian</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

Population in Selected Area

- White: 13%
- Hispanic: 42%
- African: 34%
- Asian: 5%
- Other: 5%

Notes:
1. Race/ethnicity information missing on 15% of relevant hospital discharge records. Vertical line shows the area-wide result.
SPARCS/PQI DATA:
Hospital Admissions Rates
Short Complications - Diabetes

### South Bronx

**Hospital Admissions in Selected Area**

<table>
<thead>
<tr>
<th>Condition</th>
<th>Area Population</th>
<th>Admissions for Condition</th>
<th>Area Rate</th>
<th>Admissions as % Expected</th>
<th>Statewide Rate</th>
<th>Area Rate Adjusted for Age &amp; Sex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diabetes</td>
<td>368,434</td>
<td>549</td>
<td>149</td>
<td>284%</td>
<td>52</td>
<td>147</td>
</tr>
</tbody>
</table>

**Admissions as % Expected by Race/Ethnicity**

- White: 183%
- Hispanic: 144%
- African: 207%
- Asian: Population below threshold
- Other: 141%

**Notes**
1. Race/ethnicity information missing on 33% of relevant hospital discharge records. Vertical line shows the area-wide result.

Source: New York State Department of Health (2006), Prevention Quality Indicators/SPARCS
What’s happening right now?

• Weekly evaluation meeting
  o CATCH database for process indicators
  o Reports for clinics
• Monthly programmatic meetings at each site
• Newsletter
• Implemented:
  Clinic-based
    CHS/EMR survey questions, YDPP referrals, point-of-care website, information on local community health resources, fruit and vegetable Rx Program
  Shop Healthy
    3 clinical sites/ 2 supermarkets/ 1 bodega
  Zumba
    2 clinical sites/ 3 trained instructors/ 31 classes/ 110 class participants
  Playstreets
    1 clinical site/ 5 Playstreets/ 535 attendees
  Community Health Screenings
    3 clinical sites/ 4 events/ 283 attendees screened
• 1 Bronx DOHMH outreach staff member per site – provides TA
Challenges

• Intervention saturation vs. capacity + no extra funding
• Developing tracking mechanisms within EMR
• Working out Hemoglobin A1C neighborhood level data
• Evaluation of specific intervention elements

Successes

• Partnership with local organizations/stakeholders
• Incorporation of CHS questions into EMR + trainings
• Extraction of EMR data + comparison to neighborhood level data
• Implementation of interventions with preliminary evaluations underway
Thanks!